Project Vision Template
Digital Champion Programme

A clear project vision will help you explain the value that the project, what it will bring to the organisation or its users and can be used to gain support and buy-in from stakeholders. It may be that your project vision has already been defined, and you can skip this stage and move straight onto making a project plan.

We have created a template that you and your team can use to help you define your project goals and create a vision. These includes prompt questions that will help you think of different options before you begin to plan your project.

Digital Champion projects are extremely flexible and can deliver digital skills support to a diverse range of audiences, some help a handful of people on a one-to-one basis, whilst others provide structured digital skills training sessions to groups. We have plenty of case studies on our website if you need some inspiration: www.digitalunite.com/case-studies.

Your organisational aims and internal resources		
Criteria	**Possible questions**	**Your notes**
Motivation: *What is motivating your organisation to provide digital skills training?*	- Does the organisation have a policy statement about helping its customers or staff be more digitally included?	
Targets: *Is there any defined targets and over what timescale?*	- Are there any targets set to increase the customers digital skills, or improve the number of interactions undertaken online? - When does the project need to begin and how long will it run for? -	
Is there any current activity in your organisation?	- Is there any current digital skills activity? - How is it delivered? - How successful is it?	

	- How will your activity be different?	
Who within your organisation can you work with?	- What other departments or staff could you work with to develop or promote the project? - Are there any departments or senior leader you would like to target?	
Supporting staff DCs	- If you are planning to use staff as volunteers is there a time allowance for them to do the training and volunteering? - What groups of staff would most benefit from DC training? - How could you promote the opportunity to staff?	
What is the budget?	- Has a budget or additional resources been allocated for a new digital skills programme? - What scale of budget would be appropriate? - Who could you approach for funding?	
Who are do you want to help?	- Does the organisation have regular contact with people who are digitally excluded? - Has any data been collected on the interest of customers or staff for digital skills training? - How could you brand a project to attract your target audience?	

Volunteers and working in partnership		
Supporting volunteers	- Does the organisation have a structure for recruiting and supporting volunteers? - Are there funds to reimburse volunteer expenses? - Do you have any existing volunteer policies?	
Other local providers	- Are there existing digital skills sessions in the area? If yes, what is different about your project? - Are there organisations working in the centre or locally who you could partner with?	
Equipment and venue	- Do you have a suitable venue and equipment to be able to deliver your support? - Who else might have equipment or a venue you can use?	
Other relevant considerations (blank for your own ideas)		

Use the questions above to build your vision statement. How detailed this needs to be will depend on the requirements of your organisation. We provide an example statement, below.

Example Digital Champion Project Vision for a social housing organisation:

Goals (who you will help and why)

Our vision is to create a community where every local resident, but more specifically our own tenants, are equipped with the digital skills necessary to thrive in today's online world. Through our new digital inclusion project, we aim to empower individuals to confidently navigate online platforms to search for job opportunities and equip them with the relevant digital skills that they will need in their workplace. This initiative directly supports our organisation's values around social responsibility, inclusive growth, and community engagement. By addressing digital exclusion, we open pathways to employment for our residents while helping to develop a more skilled and adaptable local workforce.

Through this project, we aim to achieve:

- At least 50% of participants completing the digital skills training programme.
- The digital skills training programme will be advertised and available to all of our out-of-work tenants.
- A measurable increase in job interview invitations and job placements for participants.
- Strengthened partnerships with local community organisations and job centres.
- Positive brand reputation and enhanced community visibility.

Methods of delivery

We believe the most effective way help local people through Digital Champion lead, structured sessions from within local libraries, community centres and job centres. We will recruit volunteer Champions but will also encourage our staff to become Champions. We recognise that volunteering is a great stepping stone to employment and so will provide a supported training programme for volunteers, using Digital Unite's Digital Champion Network. We have identified some areas of high need locally and will choose some of these to initially pilot the project.

Project delivery team

The main responsibility for the delivery of the project will be the Digital Inclusion Team, working closely with the Outreach Team and local job centre staff. We believe that everyone within our organisation has a responsibility to help others to improve their digital skills so will encourage our staff to also train as Digital Champions. We have identified a local charity already working in this field and will approach them to discuss partnership working.

Timescales

Depending on securing internal funding, we will start this project in May and will run an initial 12-month pilot project.

Budget and funding sources

We hope to secure internal funding for the 12-month pilot project. If we embark on partnership working with local charitable organisations, we will look at making joint funding bids beyond the initial pilot period.