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Inspire Public Sector Co-development 2024-25

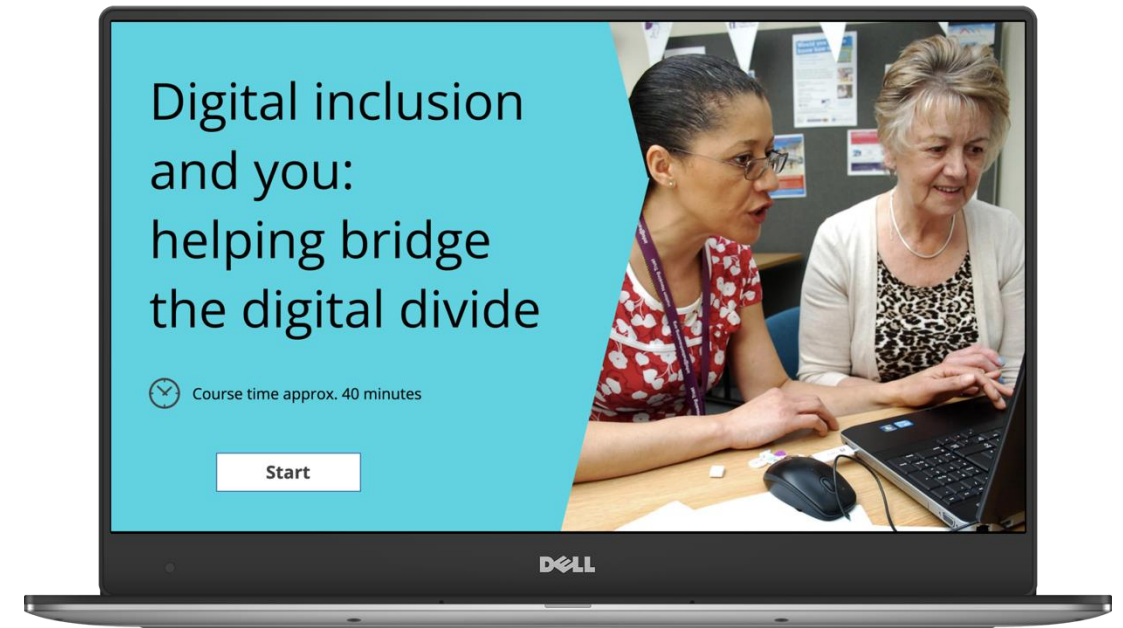
Final report

28th August 2025



In summary: what we did in our co-dev

- Inspire is our digital awareness training course. It was originally co-designed with a corporate partner but we knew there was a huge appetite for something similar for the public sector.
- From July 2024- June 2025, we ran a co-development project with 5 public sector partners to tailor the course to meet their specific challenges.
- We looked not just at modifying content, but at how best to engage their audiences, and at different data and reporting models.
- Our partners then had 4 months to test out all these elements of the Inspire package.



In summary: what we learnt

- **Co-development is a fantastic process** and it really works. Together we've created a course that challenges assumptions but also genuinely changes behaviour. It's so much more effective than anything we could have created on our own.
- **Relevance matters.** Tailoring content to people's specific situations/ roles makes a big difference to impact.
- **Data needs and reporting vary** massively from one local authority to another.
- In the current political and financial climate, **inclusion per se is often not enough of a driver.** We need clear benefits around economics, employability etc.
- **Engagement is the hardest part:** "there's always another campaign in the calendar." Having a designated DI lead who can persuade, cajole and gain key stakeholder engagement is crucial. Anything we can do to nudge, is helpful (eg: getting our corporate clients to deliver training workshops).
- **Co-development has unintended benefits:** we've all made strong connections and the group still meets and shares ideas.
- **There's a strong appetite for further iteration.** As a group, we've already got our co-dev-to-do list for a possible Stage 2. If you like the sound of it and would like to get involved, please get in touch!

Why did we run an Inspire public sector Co-dev?

- Inspire is a CPD accredited digital inclusion training programme. It raises awareness of the issues around, and consequences of, digital exclusion. It is suitable across the workforce, from 'C suite to the ground floor'.
- Inspire links digital inclusion to cultural change, business development and customer service. It supports workforces to champion and integrate digitally inclusive practice into their everyday working lives and the world outside work too.
- Inspire was originally designed to support corporate workforces to contribute to digital inclusion during the pandemic. It was such a successful model, we have continued to iterate and scale it. We can evidence that businesses have significantly changed the way they behave and contribute to digital inclusion. Through Inspire, thousands of employees have been empowered to counter digital exclusion.
- Inspire's potential and impact is just as important to the local authority(LA) workforce; we knew the LA use case was different to the corporate one.
- Who better to shape our understanding of this than the sector itself?
- The idea of an Inspire public sector co-dev was born.

How we worked 2024-2025

1. We invited public sector connections to join a co-dev project in July 2024.
2. Five LAs + one HE (Cambridgeshire CC, Essex CC, Newham, Barnet, Keele University, Kent CC) said YES and we started co-dev work, across three themes, in September 2024.
3. We completed the new Inspire Public Sector eLearning course, accompanying resources and data tools in January 2025 (Kent sadly had to withdraw).
4. The co-dev group then rolled out Inspire PS from February 2025.
5. We met monthly through the training test period which concluded in June 2025.

Our Process

Our timetable was pacey and ambitious. It was a tightly managed process and facilitation, led by Digital Unite team leads across various disciplines. This process facilitated a really rich, inclusive collaboration. We all learned and gained from the process itself.



I think the work that has been put into this project so far is fantastic, and there was lots of great feedback from other colleagues in the cohort.

Will Plant, Cambridgeshire County Council

What we did: 3 interactive workshop, 3 themes

1. Content

We identified roles and responsibilities across the public sector workforce to create a series of personas who needed specific hooks and content. Our personas informed engagement and data and reporting themes too.



2. Engagement

Great content is one thing but just as important is how to sell it internally and get sustained engagement. We worked through ideas around the stages of engagement with a focus on sustainability and replicability.



3. Data and reporting

Finally, because everyone needs to understand and evidence impact. We looked at considerations of monitoring, measurement and impact. And not just the 'what' and the 'why' but also the 'how' with discussion on creating the best tools for the job.



What was produced?

1. A new Inspire Public Sector (PS) e-Learning training course.
2. An Inspire PS Engagement Handbook.
3. An Inspire PS Logic Model including public sector specific outputs and outcomes.
4. Role based analysis and new and extended visual dashboards to monitor and measure data.
5. An Inspire PS workshop delivery format and resources: on and offline versions.
6. A facilitated Inspire PS delivery offer with our corporate partners Capgemini.

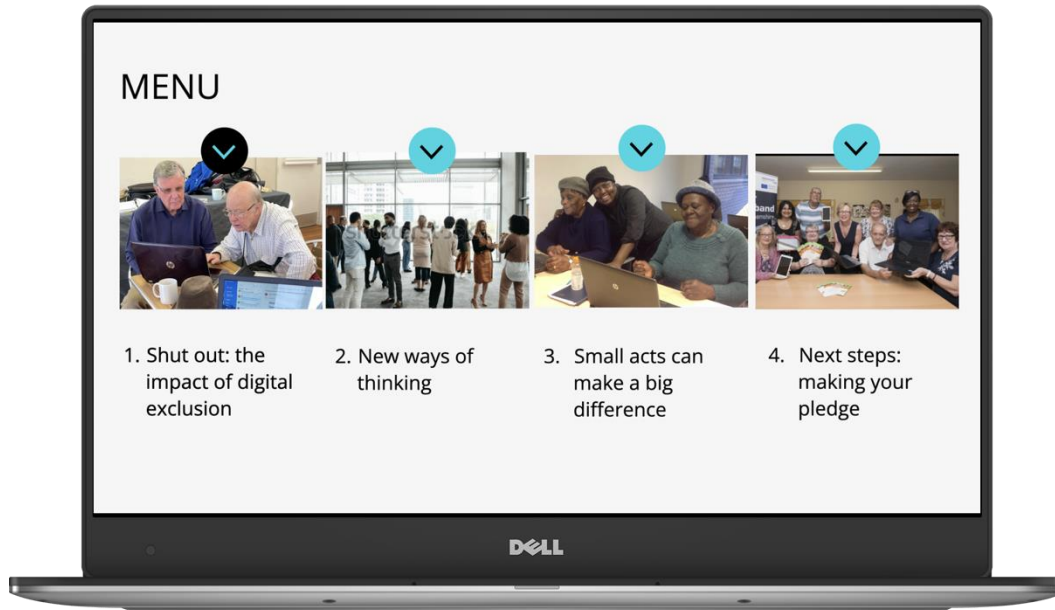


How was it rolled out?

From February 2025 the co-dev group rolled the training out in their own ways, suited to their organisations. We continued to meet monthly to share learnings, insights and challenges. Different approaches included...

- **Cambridgeshire** who drove engagement through their Learning and Development Team:
if Inspire could be embedded in the mandatory learning set could it give us all exponential opportunities?
- **Barnet** who targeted Heads of Service, testing the theory that if you can get buy in 'at the top' it makes the wider engagement piece flow more easily.
- **Newham** who focused on a single department (libraries) where they were already invested in building Digital Champion capacity 'at the front desk': could Inspire do the 'hearts and minds' piece and make that Champion network easier to stand up and sustain?
- **Keele University** who used Inspire to prepare physiotherapy students for community placements and realised that staff had as much to learn about digital exclusion challenges as the students themselves.
- **Essex** targeted delivery teams though struggled with engagement; their reflections on the key messaging and language around exclusion and inclusion helped us iterate Inspire resources and calls to action.

What happened?



All who have completed the training thought that the training would have value if rolled out across all staff.



Supports EDI, enhances digital capability across workforce, continued improvement, accessible for all.



Very informative. Simple to follow digestible content. Even if you think you know all of this it's good to be reminded and you might learn something new or inspiring.

Overview of engagement to 30 June 2025



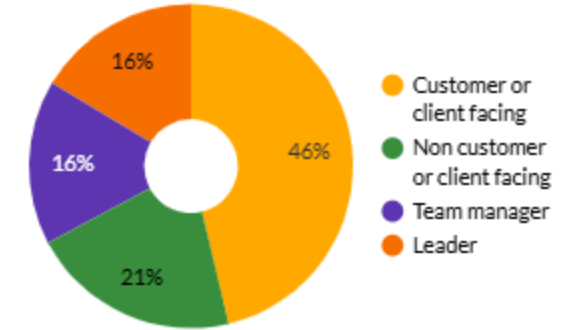
Users registered
67



Users pledging
27



By role



Users completing Inspire
61



Total pledges made
27



Pledged support (hours)
1,647



Learning hours
45

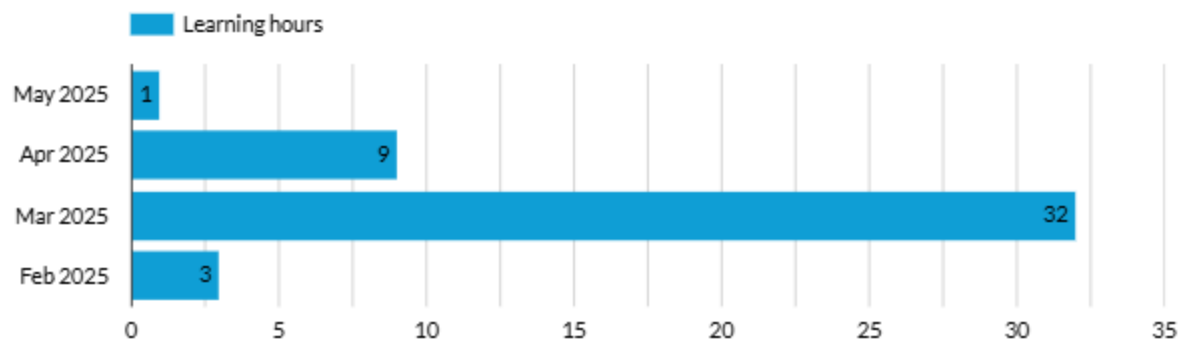
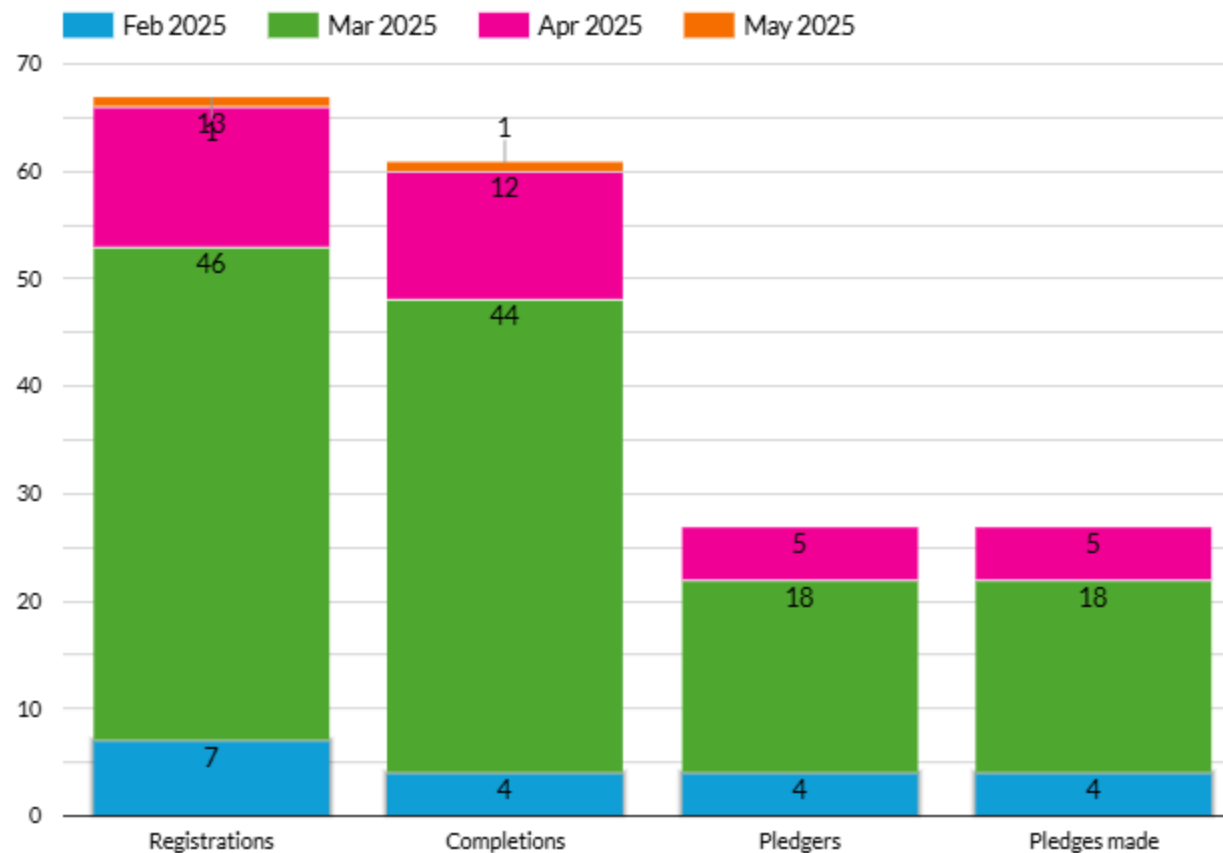


Repledges
0

Engagement by organisation

Organisation	Registered	Workshop	Completed learning	Completed and pledged	Hours pledged support	Roles
Barnet Homes	7	0	7 (100%)	2 (29%)	56	Leader 57.1%, Client facing 28.6%, Team Manager 14.3%
Connecting Cambs	37	0	32 (86%)	13 (33%)	1040	non-client facing 35.1%, Team Manager 24.3%, Client facing 24.3%, Leader 16.2%
Keele University	21	0	21 (100%)	11 (52%)	521	Client facing 85.7%, Leader 4.8%, Team Manager 4.8%, non-client facing 4.8%
London Borough of Newham	2	0	1 (50%)	1 (50%)	30	Client facing 100%

Engagement by month



Source: Inspire platform
Data shown is all activities in the period 1 Feb – 30 June regardless of registration date

Measuring outputs

User journey completion rates



Completion rate
61 (91%)



Pledge rate
26 (39%)

Targets:
Completion: 50% (Output 1)
Pledge: 25% (Output 2)

Learning type	eLearning
Registrations ▼	67
Completed	61 (91%)
Pledged	26 (39%)

Key findings: knowledge and understanding

- **88%** have an increased understanding that DI matters in their organisation (internal)
- **84.8%** have an increased understanding that DI matters for their stakeholders (external)
- **86.5%** have an increased understanding that DI matters for friends, family and community

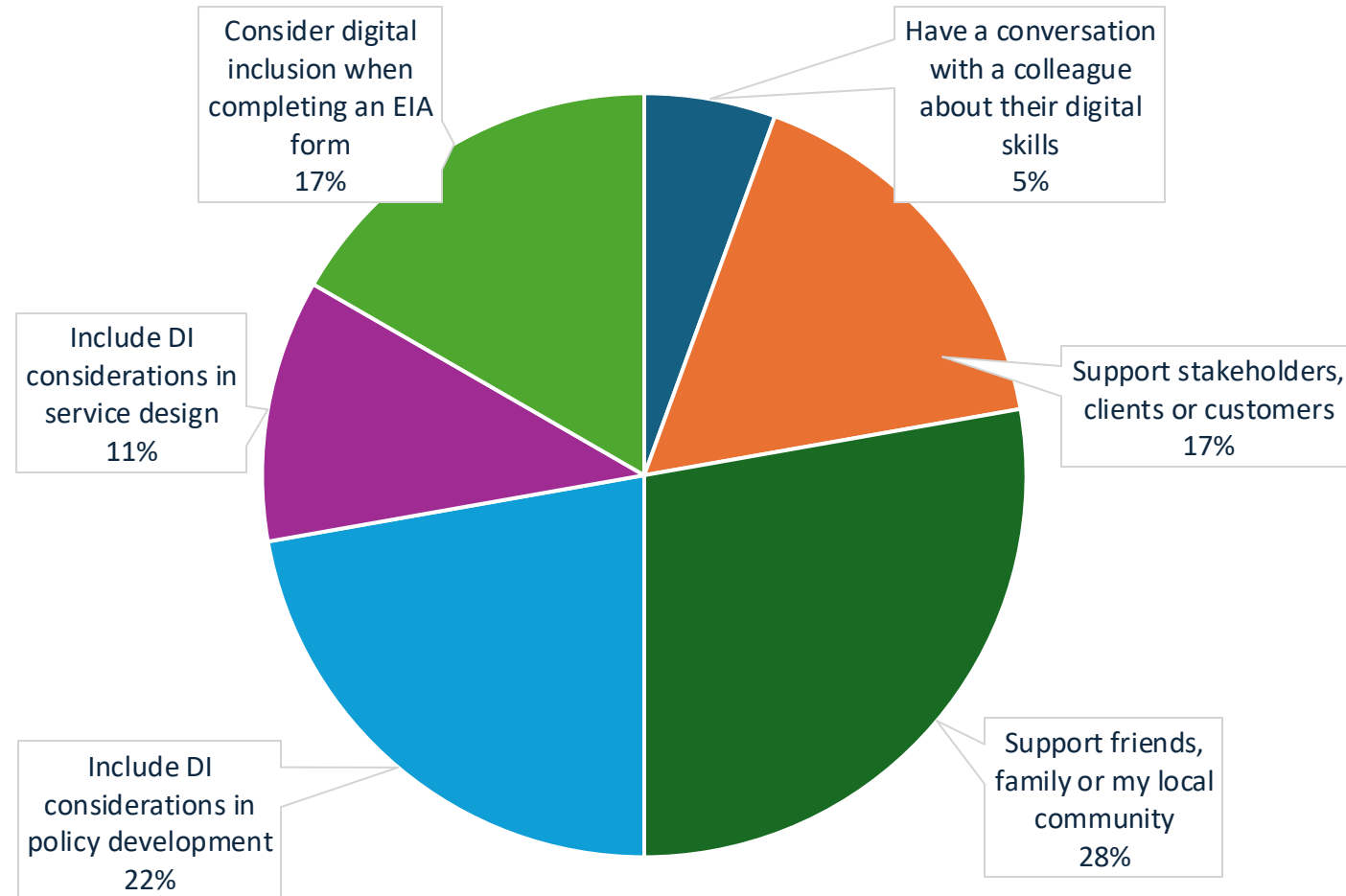


Key findings: confidence and action

- **86.5%** say that their confidence to support digital inclusion has increased.
- **93.2%** say that the likelihood of them taking action to promote digital inclusion has increased.



As a result of doing this course, I'm more likely to...



Participants chose an average of 2.59 of these each.

Example pledges



***I'm going to help:** Colleagues*

***Pledge:** I am going to support my colleagues by spending time with them showing them what to do on online platforms/tools and providing resources to enable them to undertake tasks rather than me doing it quickly for them.*

Keele University



***I'm going to help:** Bring digital thinking into service design, policy or other systems change*

***Pledge:** Ensure I consider digital thinking in policy and the way my team works. I will also support our digital inclusion lead to get digital inclusion considerations considered in the corporate EQIA assessment*

Connecting Cambs



***I'm going to help:** Over 55, unemployed residents and pensioners.*

***Pledge:** Support residents with their digital skills to ensure they have the independence to use technology to get into work*

Barnet Homes



***I'm going to help:** My parents*

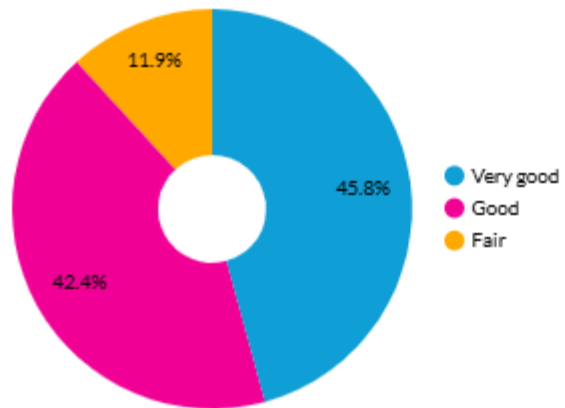
***Pledge:** Support my parents to learn how to manage their medical appointments online more easily, and also to try and reduce the stress they feel when something doesn't do what they expect online.*

Connecting Cambs

88% users highly* rate the quality of Inspire (*very good or good)

How would you rate the overall quality of Inspire?

Responses: 60

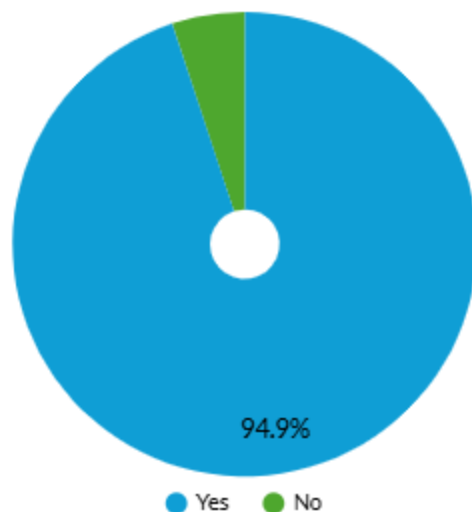


Learning type / Record Count		
Inspire rating	eLearning	Grand total
Very good	27	27
Good	25	25
Fair	7	7

95% users would recommend Inspire

Would you recommend this learning to others?

Responses: 60



Learning type / Responses		
Would you recommend this cou...	eLearning	Grand total
Yes	56	56
No	3	3

Course Feedback



It brings awareness of how many people are still classed as digitally excluded and need to be considered as part of service design / policy changes.



Very informative. Simple to follow digestible content. Even if you think you know all of this it's good to be reminded and you might learn something new or inspiring.



For me it was a good reminder to explain and help my customers in simple way and not make it sound too complicated.



The course has brought more awareness on how we can all help to be digitally inclusive in our daily lives within our organisations and family and friends.



The Inspire course provided a clear and practical understanding of digital inclusion, highlighting how access, skills, motivation, and trust all play a role in bridging the digital divide. It gave me valuable insights into the barriers that individuals face and offered strategies to support them more effectively. The content was accessible and relevant to real-life scenarios, which made it easy to apply what I learned in my work and community.

Summary of outputs and learning journey



Inspire has successfully influenced knowledge, confidence and behaviour

- **86.4%** have increased understanding of digital inclusion (88% internal, 84.8% external and 86.5% in community)
- **86.5%** say that their confidence to support digital inclusion has increased
- **93.2%** say that the likelihood of them taking action to promote digital inclusion has increased.

Inspire learning journey proven

- 91% participants completed their training
- 39% pledged 1,647 hours of support across a range of beneficiaries
- A good range of roles engaged, the largest cohort in client facing roles.

Inspire has been very positively received

- 88% of participants rated the course 'very good' or 'good'.
- 95% said they would recommend the course to others.

Qualitative Feedback - Challenges

We also gathered qualitative feedback from the co-dev group in our analysis. The single biggest challenge was engagement with, and recruitment.

What have been the greatest challenges in terms of recruiting people to Inspire?

- We've focused on students our approach is different as the course becomes part of their programme delivery. Currently, our main challenge is financing external companies, followed by finding a best fit for the delivery ensuring relevance to healthcare is at the forefront. **Keele University**
- Stakeholders who have completed the training are very engaged, impressed and see the value in the training. The real challenge is having an opportunity to communicate to the wider council – there's always another campaign in the calendar. It was great that I have the support from the team who joined us on the call a while back. I have a slot at the Resident Experience Meeting in 2 weeks' time. **Barnet**
- Staff//teams' capacity. I am finding it hard to even get responses as well as finding a time that works for everyone. Some managers do not get back to me. **Newham**
- Can we link the risks of digital exclusion and the benefits of digital inclusion to economics, employment and skills and ideas of collective benefit (and risk): 'inclusion' terminology/ context is currently labile. **All**

Qualitative Feedback - Successes

Some of the successes of the training pilot were unanticipated – such as Keele University realising that staff engagement with digital inclusion was at least as important as students'. The flexibility of Inspire and its universal resonance were also well noted.

What have been the greatest successes?

- Having staff I'm working alongside complete the session too and take away realisation and reflections on how to improve their own practice (with colleagues as well as family)....which makes me reconsider our approach above (of only focusing on the student body). Creating opportunities to hear about student's reflections of their experiences of digitised healthcare whilst on placements and where digital exclusion was not considered (e.g. A private physiotherapy clinic that had digitised their services so much that when a patient attended that didn't have email, they did not have any means of providing her with her home exercise programme (the printer hadn't been used for so long it was not working!) **Keele**
- Most staff who have received login details to complete the course have so far engaged and completed. All who have completed the training thought that the training would have value if rolled out across all staff. **Barnet**
- There has been lots of interest. Particularly recently where I have begun offering the training out to other teams. **Newham**

Qualitative Feedback – the link with L&D

Cambridgeshire's roll out of Inspire through L&D was very insightful in terms of thinking about the wider alignment of digital inclusion training with a local authority's organisational learning catalogue. Here, Learning and Development sits within HR.

The manager leading Inspire engagement reflected: "Interesting, good content and length. Improved my own confidence in promoting DI. Support own colleagues with DI and signpost training to colleagues working with those in the community that may be DE [digitally excluded]."

As a team, L&D colleagues were asked to reflect on these considerations as part of their engagement:

How does this training align with the wider L&D offering for staff?

- For more awareness of cohorts of people we work with are digitally disadvantaged.
- Supporting workers with knowledge of where to signpost those that may need support or access to the internet or a PC/laptop or I pad.
- Supports EDI, enhances digital capability across workforce, continued improvement, accessible for all.
- More consideration to the digital skill level of delegates undertaking our learning offer. Balance delivery of learning with in person sessions.
- During Teams sessions I support learners with tools, chat etc
- Align/work with Cambridgeshire Skills re their offer to the public.
- Provide learning to others, we should lead by example.

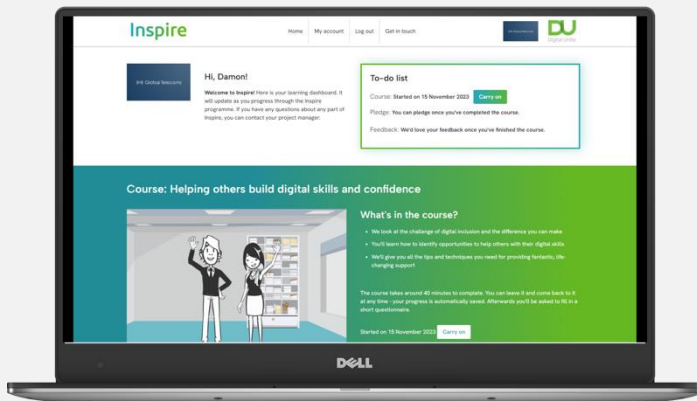
Qualitative Feedback – the link with L&D *continued*

Which council colleagues do you think would most benefit from this eLearning?

- Front line staff in libraries, children's centres, social care and reablement teams. Contact centre when people ring as an alternative to online channels. Could also be beneficial to back-office teams that support people, such as commissioning or policy and service design too. There is a correlation between those who we support and those most likely to be digitally excluded so it is likely that lots of colleagues would find this beneficial.
- Those that work face to face with service users/ families and young people. Also in front facing customer service roles
- Colleagues responsible for designing services or digital tools, or access to digital platforms, training design or delivery.
- Offer out to external customers eg care home providers - whose staff may need support
- Councillors
- Everyone - we all have a part to play



Reflections and next steps



The Inspire PS training course is now part of the Digital Unite (DU) product suite. The business model is a B2B annual subscription offer. We are all keen to continue, and expend, the co-dev way of working; it was enriching, productive and impactful. Ideas we have as a group for a second co-dev include:

- More content: modular builds that facilitate more/ other learning pathways + role based and theme-based content: for example, leaders, health etc
- More tech and tools: to build layers of monitoring and analysis and ways of interrogating and displaying it. Plus exploring links to social value measurement.
- More on and offline multi-format engagement support: including how to harness peer support across and between local authorities.
- More varied and flexible corporate employee support options: as the content suite and tech tools grow, how can employee supported volunteering grow with it?
- Deep dive into the business case and distribution model: is a subscription model the best one for the public sector (and supplier!) and if not, what might be?
- More learning and sharing as a co-dev group, including expanding the numbers of LAs and public sector organisations who can get involved.

In the meantime, we continue to meet as a co-dev group online every 6-8 weeks to support each other, share learning, challenges – and continued successes.

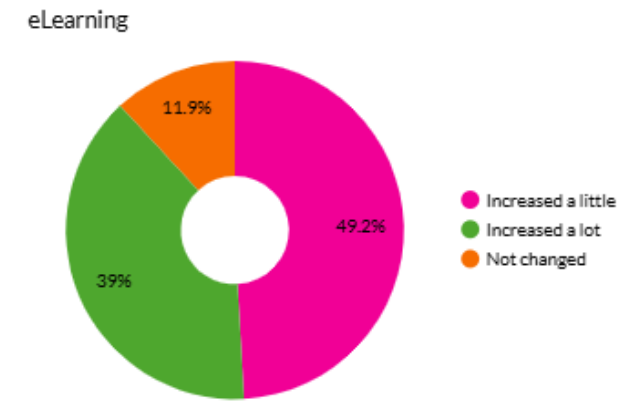
Appendix 1

Short Term Outcomes in more detail

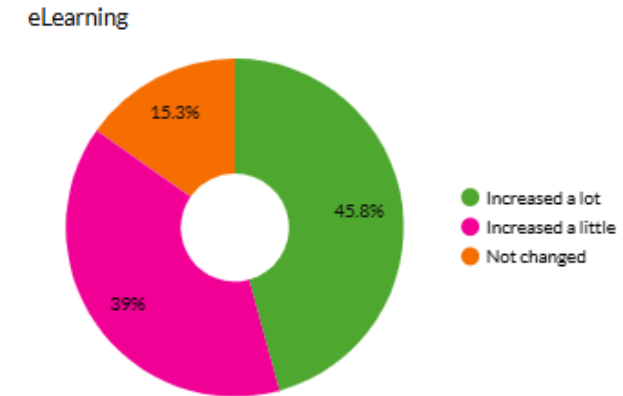
Measuring changes in knowledge

Source: Inspire platform
Data shown is for the feedback given in the period 1 Feb –
30 June 2025

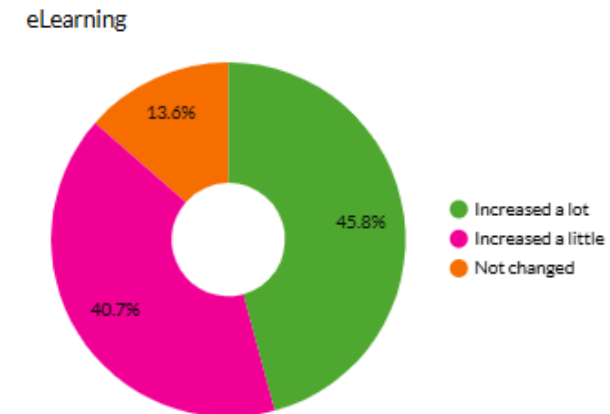
Knowledge of why digital inclusion matters within my organisation



Knowledge of why digital inclusion matters for my organisation's external stakeholders



Knowledge of why digital inclusion matters for my family, friends and local community



Appendix 1

Short Term Outcomes in more detail

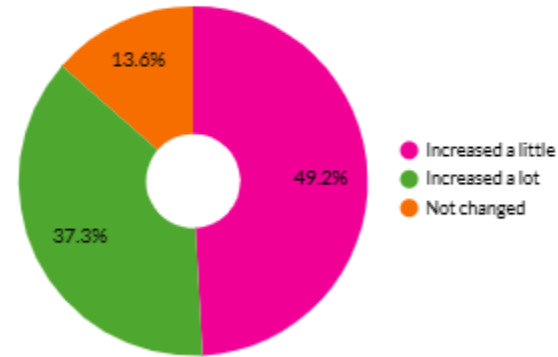
Measuring changes in
confidence and **likelihood to
support others**.

Source: Inspire platform

Data shown is for the feedback given in the period 1 Feb –
30 June 2025

Confidence to support others

eLearning



Likelihood of supporting others

eLearning

