

# Using data and local insights to design your Digital Champion offer

When starting your Digital Champion project it is essential to start by taking time to understand the needs and perspectives of people in your community. Doing so not only ensures your project is relevant but also helps attract motivated and engaged Digital Champions (DCs).

## Steps for gathering project insights:

### 1. Define what data and information you need

Think about what you need to find out from the data. You could research existing data and see if it answers your questions.

Things to consider include:

**Who?** Are the most likely to need help?

**What?** Are there some digital skills that would be particularly useful to meet the needs of your local population?

**Where?** What is already on offer in your local area? Are there gaps? What community facilities are there?

**How?** What have other organisations already tried? How do people generally like to learn the skills you've identified?



#### Existing data sources

- Digital Exclusion Risk Index  
[www.greatermanchester-ca.gov.uk/what-we-do/digital/get-online-greater-manchester/greater-manchester-wide-support/digital-exclusion-risk-index-deri/](http://www.greatermanchester-ca.gov.uk/what-we-do/digital/get-online-greater-manchester/greater-manchester-wide-support/digital-exclusion-risk-index-deri/)
- Lloyds Bank Consumer Digital Index  
[www.lloydsbank.com/consumer-digital-index.html](http://www.lloydsbank.com/consumer-digital-index.html)
- Local Indicators, ONS [www.ons.gov.uk/explore-local-statistics/indicators](http://www.ons.gov.uk/explore-local-statistics/indicators)
- National Digital Inclusion Network Map  
[www.goodthingsfoundation.org/find-support/map](http://www.goodthingsfoundation.org/find-support/map)
- OFCOMs Connected Nations report  
[www.ofcom.org.uk/phones-and-broadband/coverage-and-speeds/connected-nations-2024](http://www.ofcom.org.uk/phones-and-broadband/coverage-and-speeds/connected-nations-2024)

### 2. Look at some existing West London local data

The West London Alliance has commissioned two reports that provide useful data that will help you plan a digital champion project. These are:

- An Economic Analysis of the West London Economy  
[https://wla.london/wp-content/uploads/2025/04/Economic-analysis-of-West-London\\_PUBLICATION\\_FINAL.pdf](https://wla.london/wp-content/uploads/2025/04/Economic-analysis-of-West-London_PUBLICATION_FINAL.pdf)
- [West London Alliance Future Connectivity Baseline report](#)

#### Using ChatGPT or AI tool

Generative AI tools such as ChatGPT or Copilot can be a great tool to help you with your research. Whenever using AI make sure you double check the answers!

CAST provide some great resources for using AI:  
[www.wearecast.org.uk/our-work/free-digital-resources/ai-resources/](http://www.wearecast.org.uk/our-work/free-digital-resources/ai-resources/)

### 3. Gather your own insights

While desk research is helpful, engaging directly with people and project leaders offers even more valuable insights. You can gather information from potential learners and their supporters through surveys or informal discussions. You could also encourage your colleagues to ask questions during their daily interactions.

#### What makes a good survey?

- Keep it as simple as possible.
- Ask open-ended questions.
- An online survey may not reach the people you are trying to help! So, also having a paper-based option is best.

As an example, visit Loti Golden questions <https://docs.google.com/document/d/1BDDaBNkO4Aaoo8tHkz7eYMEqnefzBpdaATQ1lueywrq/edit?tab=t.0>

### 5. Using your plan for recruiting Champions

- Adapt the Digital Champion Role description to include the specifics of what your project will be offering.
- In your adverts include statistics from your research findings.
- People like to help others like them and work within their local community. Use images and language relevant to those in your target audience.



### 4. Coming to conclusions

Using everything you've found out you can now:

- **Summarise key insights:** Gather all your data and highlight the main findings. Look for common themes and significant points that give a clear picture of digital inclusion in your area.
- **Identify the most pressing challenges:** Pinpoint the most urgent issues that need addressing, such as barriers to digital access or specific groups affected by digital.

Our project planning template may help you to create a more structured plan: [www.digitalunite.com/project-planning-toolkit/making-a-plan](http://www.digitalunite.com/project-planning-toolkit/making-a-plan)



#### Other useful resources

- Basic Digital Skills Framework, Government UK [www.gov.uk/government/publications/essential-digital-skills-framework/essential-digital-skills-framework](http://www.gov.uk/government/publications/essential-digital-skills-framework/essential-digital-skills-framework)
- Digital Skills Checkup SCVO <https://skills.checkup.scot/>
- Digital Inequality Facts, Digital Unite [www.digitalunite.com/digital-inequality-facts-stats](http://www.digitalunite.com/digital-inequality-facts-stats)
- Four essential steps for delivering digital inclusion projects and initiatives, Local Government Association [www.local.gov.uk/our-support/cyber-digital-and-technology/four-essential-steps-digital-inclusion#step-1-diagnosis](http://www.local.gov.uk/our-support/cyber-digital-and-technology/four-essential-steps-digital-inclusion#step-1-diagnosis)
- Research and resources, Digital Inclusion Toolkit [www.digitalinclusionkit.org/category/starting-a-digital-inclusion-programme/research-and-resources/](http://www.digitalinclusionkit.org/category/starting-a-digital-inclusion-programme/research-and-resources/)

Activities and feedback for this session

Previous session

Next session