



Digital Unite

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0800 228 9272

Using data and local insight to design your Digital Champion offer

Why taking time to find out what people want will also help those that need it most and to you to recruit Digital Champions



# Session objectives

- Explore practical ways to help you uncover data and insights to help you understand local digital inclusion needs.
- Consider the ways you can turn these insights into practical steps to help others and successfully recruit digital champions.



# Why is it important to spend time assessing local needs?



## What is digital exclusion?

Digital exclusion can take many forms:

- Lack of access to a stable and affordable internet connection.
- Lack of the right sort of device.
- Lack of the skills needed to complete tasks confidently and safely online.

The most digitally excluded are also some of the hardest to reach (as they aren't online)

Using some general knowledge of digital exclusion, you could decide to run a project that targets people or run sessions on topics based on national trends. This is a good starting point.

But your local population will have its own needs. So, **identifying local exclusion hotspots or harder to reach communities** will help you focus your attention.

Loti have some great **digital exclusion personas** that show the breadth of the issue:

<https://loti.london/wp-content/uploads/2021/08/Pan-London-Digital-Inclusion-Personas-LOTI-branded.pdf>

# Example Local insights



Over a third of West London boroughs are in the top 10% of deprived areas in the UK respect to **housing affordability**.



**Hillingdon** 65% population overweight (London 55.7%).



**Barnet** is home to more families than any other London borough.



**Brent** is recognised as one of the most ethnically diverse places in England with 55.4% of the population Black, Asian and Minority people.



8 out of the 23 wards in **Ealing** fall in the top 20% most deprived wards in England.



28.2% of housing in **Hammersmith and Fulham** is rented from the local authority. (London 21%)

**Definition : Lower Layer Super Output Areas (LSOAs).** These are small geographic units used in the UK for statistical analysis, particularly by the Office for National Statistics.



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## Poll



How confident would you be knowing how to find the data and information on local needs, to help you target local digital exclusion hotspots?

- ☐ Very confident
- ☐ A little bit confident
- ☐ No idea where to start

# What does existing data tell you?

## Who?

What is the make-up of your local population?

Are there areas with high concentrations of potentially excluded people? e.g. older people, unemployed

## Where?

Where are the most deprived areas locally?

Where is there existing provision and where are the gaps in this?

Where are there community facilities that are well used?  
Do these facilities have existing digital sessions?

## How?

How have other organisations delivered projects before and how successful were they?

How do people generally prefer to learn new digital skills?  
What would be relevant for the skills you want to provide?



## Sources of data



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### National data

- \*[Lloyds Bank Consumer Digital Index](#)
- \*[OFCOMs Connected Nations report](#)
- \*[Indices of Deprivation](#)

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### Local data and reports

- \*[West London Alliance Future Connectivity Baseline report](#)
- \*[West London Alliance's Baseline Economic Survey](#)
- \*[Digital Exclusion Risk Index](#)
- \*[Local indicators, Office for National Statistics](#)

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### Local provision mapping

- \*[National Digital Inclusion Network Map](#)

# Use Artificial Intelligence to help you

ChatGPT or Copilot can help you find relevant information, analyse the data and make a plan

Example prompt

*"Analyse the most recent publicly available statistics for [NAME OF LOCAL COUNCIL] from sources such as the Indices of Multiple Deprivation (IMD), Office for National Statistics (ONS), and Public Health England's data. Identify the wards or neighbourhoods with the highest levels of deprivation and break down the specific domains contributing to this deprivation (e.g., income, employment, education, health, housing, crime, environment). Summarise the key findings in plain language."*



Follow up questions

What initiatives and grassroots projects are helping to address this deprivation?



Could you come up with five locations with active projects that could be targeted to co-deliver digital inclusion projects to target the economically deprived in [location]?



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Gathering your own  
local insights



*“It’s about taking things away from facts and figures and putting a bit of life and reality into the situation. And that uncovers the real challenges and barriers that people are facing. It was that more in-depth research, having conversations with residents, with people working with them. It’s so worthwhile and it changed our perspective.”*

Chloe Johnstone  
Digital Kent, Deputy Lead

# Methods for gathering your own local insights

## Surveys

- Keep it as simple as possible. Make sure every question you have is necessary.
- Ask open-ended questions. As an example, try asking them what one thing they think they would like to use the internet or device for.
- 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/1BDDaBNkO4Aaoo8tHkz7eYMEqnefzBpdaATQ1lueywrg/edit?tab=t.0>

## Get out there and listen

Visit other projects or events, talk to people about what they would like to do online. Get staff in public facing roles to ask key questions that will help them identify those that would be open to receiving a follow-up about support.

## Learn from others

Find out what is happening locally, and what happened in the past. This helps you identify gaps and learn from others. It also may help you find partners to work alongside.

# Collating your research

1

**Summarise  
your key  
insights**

2

**Identify most  
pressing  
challenges**

3

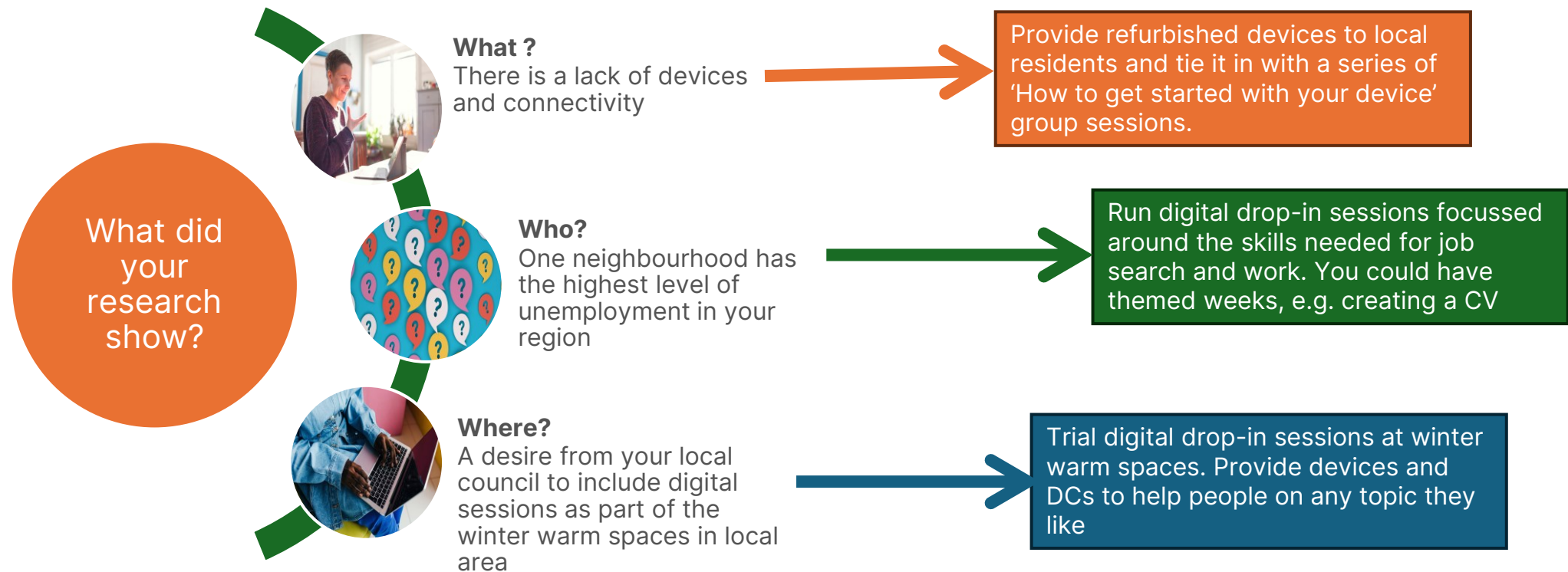
**Create a plan  
and share it  
widely. Get  
feedback**



# Putting your research into action, examples

If unsure about the most appropriate action, you could begin by focusing in on one thing that is strongly jumping out at you, such as a location, topic/theme or group of people.

Start small and test to begin with



# Using your research findings to help recruit Digital Champions



## Digital Champion (DC) role description

Tailor it to what your project will be delivering.  
We have a role description [template](#) you can adapt.



## Advertising the DC role

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.



In the next session we will be looking in more detail at how to recruit Digital Champions



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## Poll

Has this session made you feel more confident about researching local needs and forming a plan?

- ☐ Yes, it has
- ☐ A little bit more confident
- ☐ Still not confident

# Next steps

## **Reflect on the session**

- Give us feedback and record your reflections on the session. This is a requirement as part of your CPD hours.
- You can also use the feedback form to let us know if there is anything you'd like to explore further with us, and we'll get in contact.
- Use the Teams group to carry on the conversation.

## **Next steps:**

- The recording of this webinar and summary notes are available here
- The next session will cover....