



Digital Unite



Connecting Communities

Getting started! Planning your Digital Champion support and setting your project goals



Housekeeping

- Session timings
- We are recording the webinar and will share only with those involved in this project
- We will share the slides after the session plus some extra resources
- You can activate the closed captions
- Q & A – do ask questions along the way but Harriet will be manning the chat too.



Session aims

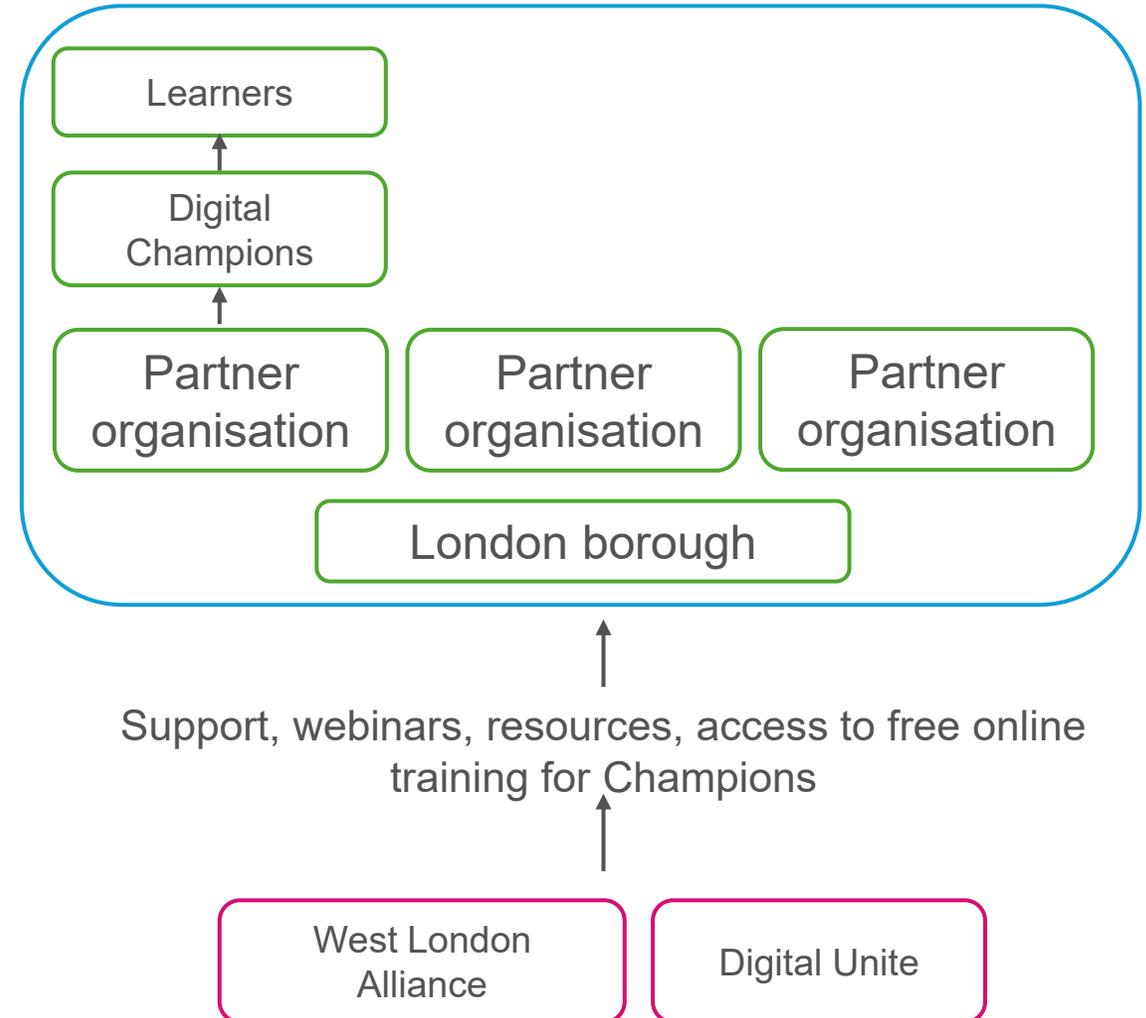
This session will help you to:

- Identify the types of Digital Champion support that you would like to offer to your service users or customers
- Think about who could provide that support
- Set some goals for your Digital Champion project
- Understand how to measure your success!
- Gain CPD accreditation



The big picture

- We want to increase the number of residents across West London who are confident in being online and better able to access services and support
- We believe a Digital Champion approach is flexible and impactful and can be tailored to meet the specific needs of residents who aren't comfortable being online
- We know we will be able to support more people if we work with organisations which are already supporting people in the community (that's you!)



How this project fits together



What is a Champion approach?

- We train people in your organisation to become Digital Champions.
- They get confidence, skills and the resources they need to help others with digital skills.
- Your Champions then help other people learn new digital skills, so they can thrive in a digital world.
- They might help colleagues, clients, customers, patients or residents – anyone who needs help with digital skills.

Your staff and volunteers get new skills and confidence. They help people learn to access digital services.

“The Champ programme has helped us equip staff as well as volunteers to make every contact count for digital inclusion and support as part of other roles.”

Project Manager, Library Project

Do you currently offer any digital inclusion support?

- Yes, we provide digital support (skills, connectivity, devices) as part of our regular support
- Yes, we provide standalone digital skills sessions
- No but we signpost to support, devices, connectivity at other organisations
- Not sure



Example: Food Bank

During registration process a staff member asks about devices and connectivity in the home. They can signpost to a device loan scheme in the area and give out free data sims.

2 volunteers run a drop in each week looking a specific theme: using apps to find free or low-cost food (e.g. Olio), finding affordable internet and understanding social tariffs, shopping online safely to save money.

A volunteer supports other volunteers with using the foodbank manager software used to track donations.



What support might look like

Embedded into the support you're offering

Themed session using a hook: e.g. online shopping, booking a holiday, using AI for DIY!

Drop-in session: bring any issues/questions

Focus on a specific skill or skill area e.g. NHS App, or using Barclays App



Who might offer support?

Upskill current staff/volunteers to include support as part of their role

Upskill current staff/volunteers to offer standalone support sessions

Recruit new volunteers to offer standalone support sessions

Volunteers supplied by another organisation



Example: Befriending charity

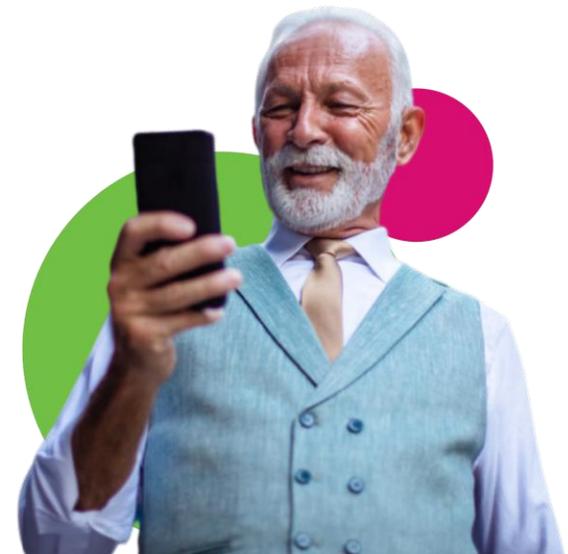
Staff members already visit clients to provide them with support, company and signpost them to other social support.

We have supported our staff members to have the skills and confidence to provide digital skills support – using video calling, sending emails, staying safe online – to help people feel more connected to friends and family.

We host a weekly coffee morning “Tea & Tech”, run by volunteers, where people can bring questions about their devices and we also invite guest speakers to come and we look at things like using social media safely or online banking.



Would anyone like to share what your support looks like?



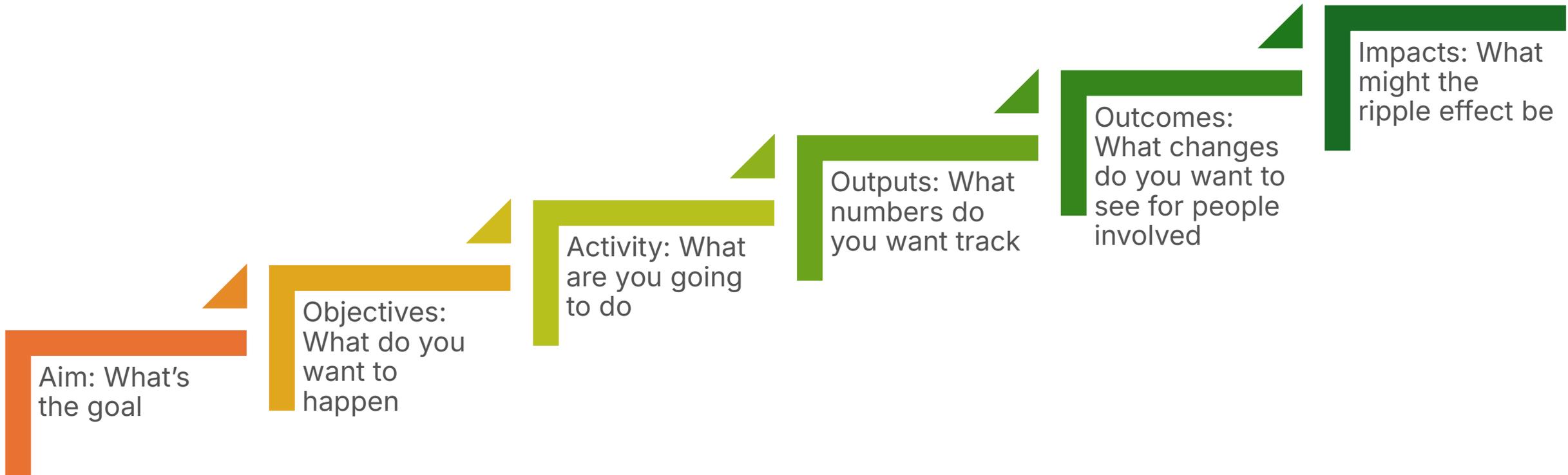
Setting your goals: thinking about planning and evaluating...



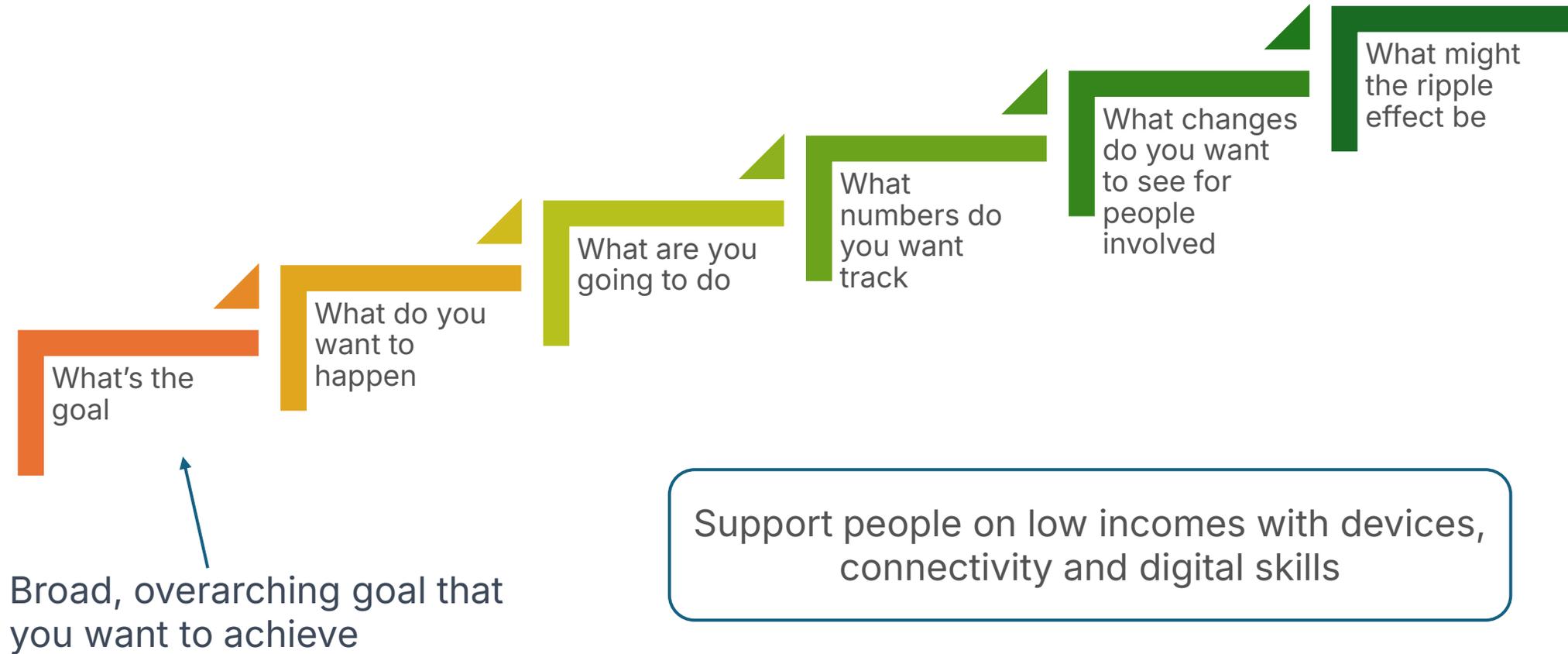
Why bother setting goals and measuring things?

- Guides your support and helps everyone be on the same page
- Helps you keep on track and monitor progress
- Helps you demonstrate what you've done and the impact that's made (the 'so what')
- Can support future funding applications
- Produces new learning that can be shared with others
- Helps build the bigger picture across your borough of what is happening and the difference that's making

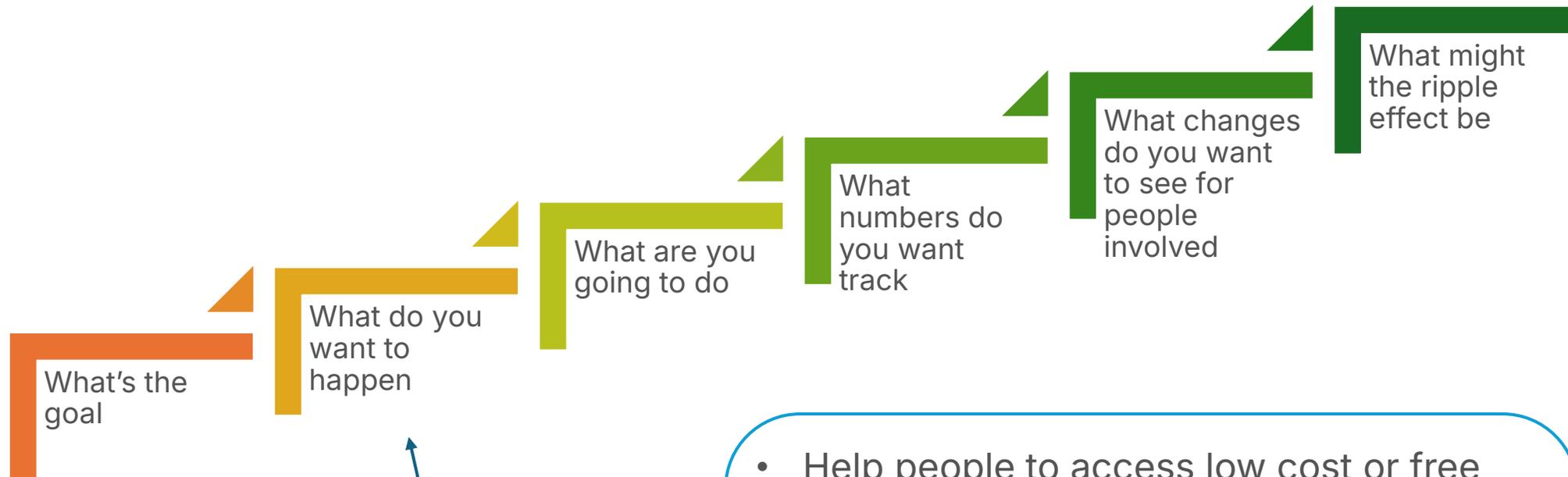
Defining your goals



Let's look at the food bank example



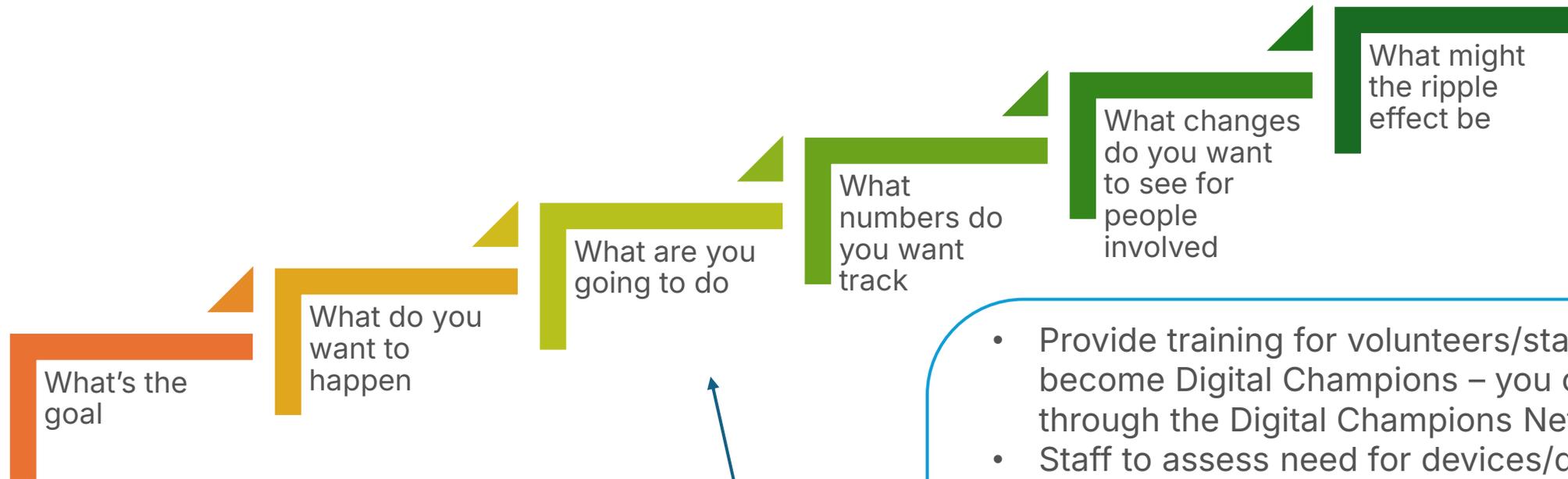
Defining your goals



Specifically, what do you want to happen

- Help people to access low cost or free devices and connectivity
- Help people have the skills and confidence they need to reduce costs and/or save money
- Support our staff/ volunteers to have the knowledge and confidence they need to support people to be digitally included

Defining your goals

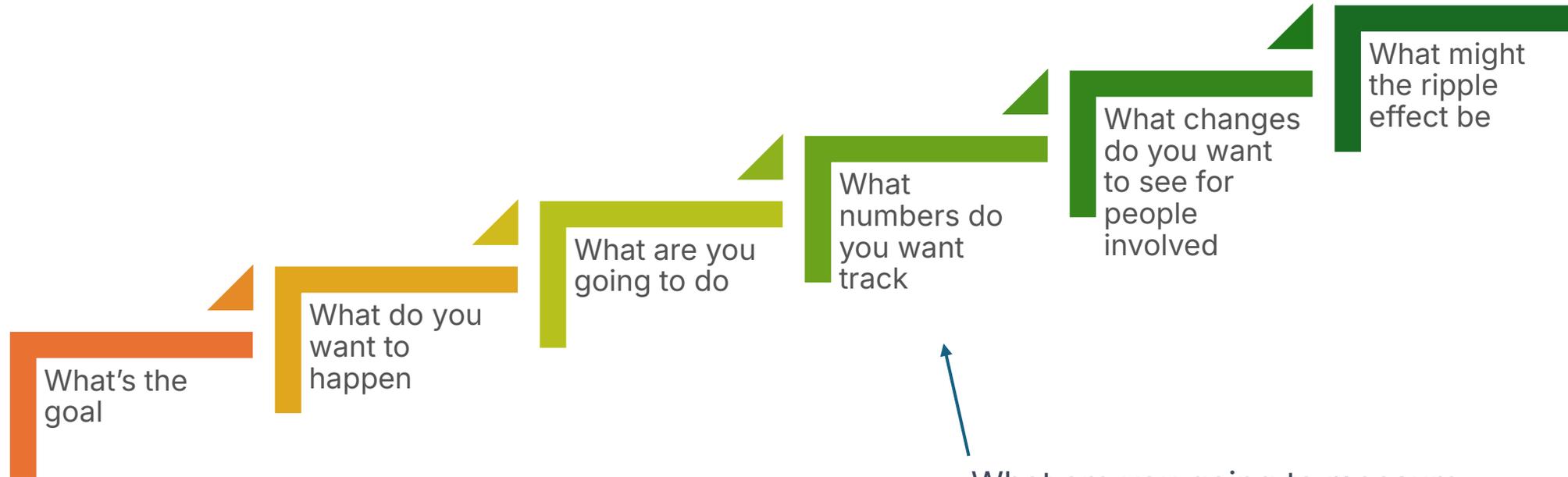


What's going to happen to enable you to achieve your goals

Think about all aspects of the project (not just end learners)

- Provide training for volunteers/staff to become Digital Champions – you can do this through the Digital Champions Network
- Staff to assess need for devices/data on registration
- Signpost via our newsletter and posters to the local device scheme
- Provide free data sims
- Volunteers run weekly drop in with a theme: e.g. saving money by online shopping, applying for benefits online, using comparison sites to save money on utilities
- Run training for staff and volunteers on using the Foodbank manager software

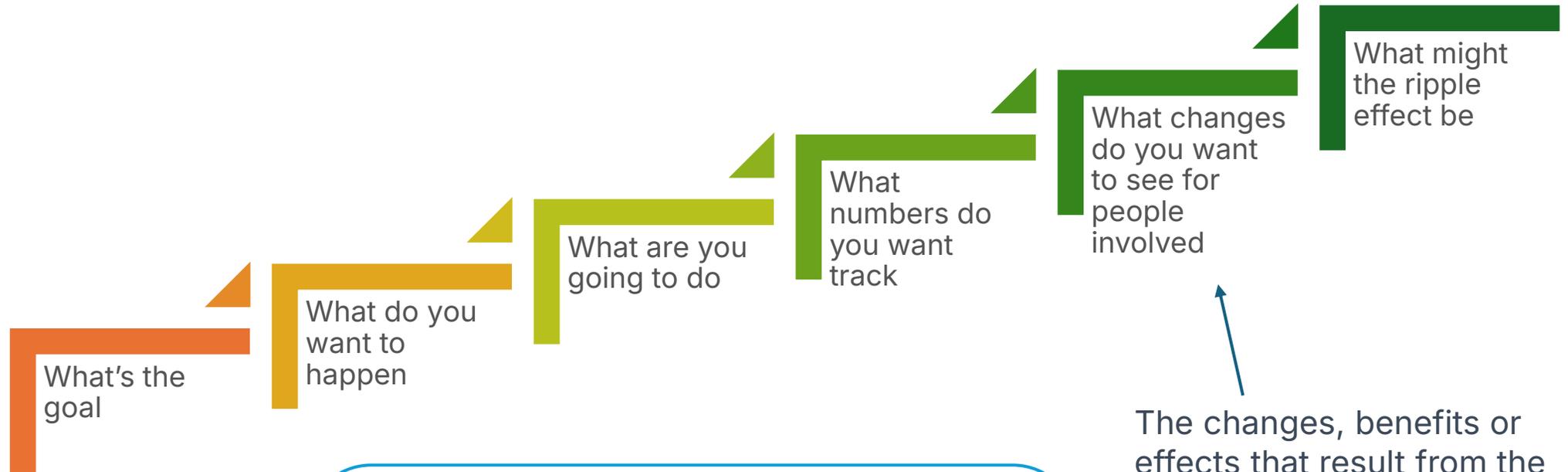
Defining your goals



- # people registered on Digital Champions Network
- # courses completed
- # people assessed as needing device or data
- # data sims given out
- # sessions run
- # attendees
- # staff/volunteers supported to use software

What are you going to measure.
The numerical things you can
count that come from your
activities.

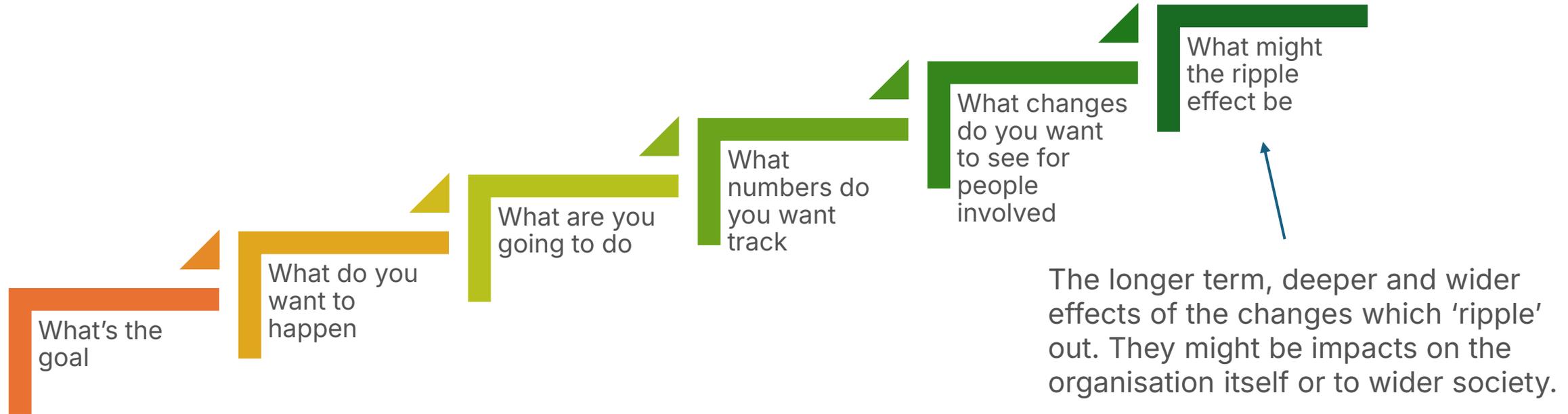
Defining your goals



- After training, Champions have more knowledge and confidence to support people
- After drop-in session, people have more knowledge, more confidence and more likely to do a digital activity
- After support to use software, people are more confident and more likely to use the software

The changes, benefits or effects that result from the support given.

Defining your goals



Defining your goals



- People report better physical or mental wellbeing (because of reduced financial pressures)
- People are more able to support their family with online homework or other digital skills
- People are more able to access online training and gain employment

- Those with digital skills save on average £444 per year and increase their earning potential by £708 per year.
- By being able to perform government and financial tasks online, people with digital skills will save on average 30 hours per year
- 40% of people gaining basic digital skills will book an average of 3 GP appointments less per year saving the NHS £111 per year with the remaining 60% booking 1 less and saving the NHS £37 per year.

5 minute break

Next up: we'll have
a go at doing a
plan!



Let's have a go...

Befriending charity

Staff members support clients – using video calling, sending emails, staying safe online – to help people feel more connected to friends and family.

Host volunteer led coffee morning "Computer and a cuppa", run by volunteers, where people can bring questions and we also sometimes invite guest speakers to come and we look at things like using social media safely or online banking



Let's work it through...

What's the goal

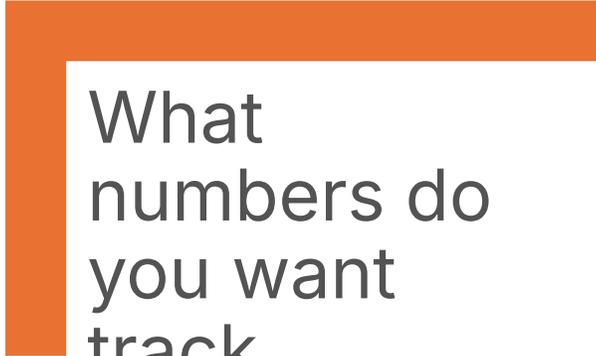
To support our clients to have the digital skills they need to help them connect with friends and family so they can be less isolated

What do you want to happen

- Help staff/volunteers to have the knowledge and confidence they need to support people with digital skills
- Support people with the digital skills they need to be more connected and safe online

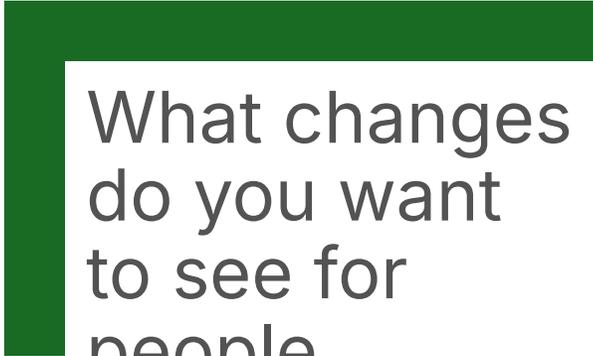
What you are going to do

- DCN training for volunteers and staff to become Digital Champions
- Staff to offer digital skills support as part of their current support offer
- Volunteers to run a coffee morning where people can bring issues and discuss topics
- Signpost clients to other support on offer locally



What
numbers do
you want
track

- # people registered on DCN
- # DCN courses completed
- # staff support sessions which included digital skills element
- # volunteer run coffee mornings
- # people attending coffee morning
- # hours of support by volunteers



What changes
do you want
to see for
people
involved

- After training, Champions have more knowledge and confidence to support people with digital skills
- After support, people feel more confident and more likely to undertake a digital activity
- After coffee mornings people have more knowledge, more confidence and are more likely to undertake a digital activity

Let's work through an example...

A graphic consisting of a thick orange L-shaped bar that frames the text 'Ripple effect' on the right side.

Ripple effect

- People report that being able to use digital skills to connect to family and friends or other social groups, has improved their mental and/or physical wellbeing
- By being able to perform government and financial tasks online, people with digital skills will save on average 30 hours per year
- Those with digital skills save on average £444 per annum by being able to shop online and use online comparison and discount sites
- 40% of people gaining basic digital skills will book an average of 3 GP appointments less per year saving the NHS £111 per year with the remaining 60% booking 1 less and saving the NHS £37 per year.

Keeping track of what's happening

What you want to track	How to do this
<ul style="list-style-type: none"> # DCs on DCN # DCN courses completed 	<p>You can use data provided on the Digital Champions Network</p>
<ul style="list-style-type: none"> # staff support sessions which included digital skills element # hours of support by volunteers 	<p>If you ask your Champions to complete the Champion Record on the DCN, this provides this data for you</p>
<ul style="list-style-type: none"> # volunteer run coffee mornings # people attending coffee morning 	<p>Registration form</p>
<ul style="list-style-type: none"> After training, Champions have more knowledge and confidence to support people with digital skills 	<p>Support Champions to complete the 6 Digital Champions Essentials courses, and after send a short survey</p>
<ul style="list-style-type: none"> After support, people feel more confident and more likely to undertake a digital activity After coffee mornings people have more knowledge, more confidence and are more likely to undertake a digital activity 	<p>Ask 3 questions at end of support and after coffee morning</p> <ul style="list-style-type: none"> After this session do you have more knowledge about how to do this task? Do you feel more confident to do this task? Do you think you're more likely to have a go at doing this in the future? <p>You might use yes/no or 'increased a lot, increased a little, didn't change'</p>

Create your plan

Be realistic, start small

Focus where you are already supporting people

Get people onboard with the plan

Review your plan

Once your support is up and running, re-visit your plan. Your project may evolve and support might be offered in new or different ways.

Perhaps you've realised you can't capture certain data, or perhaps you realise there are additional outcomes you want to capture.

Collect your data

Make use of the DCN Champion Record

Only capture data that is needed, not just because it would be "nice to know"

Balance data capture with user experience

Remember pre and post aren't always true – people often don't know what they don't know at the start!

Tell people what you've done!

Use your plan and what has happened to share with others. Both inside and outside your organisation.

Celebrate and learn!

Next steps

- Build on your plan using the template we will email, along with additional reading list for those who want to learn more about evaluation.
- Feedback form [link] – this is how we will track people so please do complete so you can be awarded CPD accreditation
- Opportunity for reflection and questions at start of next session
- Come to the next session on 25th Feb at 11am
- Recruiting & finding Digital Champions
- Any questions: Contact Lucy at West London Alliance or Harriet harriet.hungerford@digitalunite.com

