Digital Champions – how to succeed

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Digital Unite
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Our credentials

- One of the UK's main providers of digital skills learning established in 1996

- Has helped over ½ million older people engage with digital technologies through award-winning campaigns and community learning initiatives

- Over 11 years, worked with hundreds of housing providers in various ways

- Delivered 'Get Digital' for DWP/ DCLG - largest simultaneous delivery of community digital skills learning in sheltered housing (2010/11)

- Chair of DWP Age Action Alliance Digital Inclusion Group

We believe…

… that **helping people to help others** and

themselves is the **only viable, sustainable way** to

achieve scale and longevity in **digital inclusion**

… that digital inclusion **is predicated on digital skills**

Digital by default ...
assisted digital ...

- Exemplar services
  - The government has **over 600** transactions with the citizen – there is an aspiration to deliver these digitally

- Assisted Digital
  - What support is needed for people to use digital services
  - Dedicated Government department to guide others
  - Not about getting people online

- Welfare Reform
  - 80% of benefits applications to be completed online by 2017
  - Online process can take as long as 45 minutes
  - 76% of claimants would struggle to apply for benefits online
    Citizens Advice Scotland

The current state of play

7.1 million adults have never used the internet

Of those 6.1 million people are aged over 55 years

16 million people lack 'Basic Online Skills'

96% of all jobs now require some kind of computer interface

Digital by default (in all its glory) could be both 'a carrot and a stick'

It's a terrific opportunity to show recipients the huge, life-changing benefits digital technology offers. You just need a plan!

The digital skills benefits

91% say being able to use the internet makes us feel **more connected**

81% of over 55s said being online makes them **feel part of modern society**

20% of residents now look after themselves **better** and know more about their **health**

9 out of 10 housing staff said **social interaction** between residents improved

82% of over 55s said they **save money** by buying products and services online

1 in 2 over 55s are now **better in touch** with friends and family

From DU research and evaluation 2011-2012

From the horse's mouth

"I never thought I'd be near a computer, let alone finding out about things of the past that interest me!"

"This has been a life changing experience for me."

"I am so happy to finally have an email address of my own."

"I never thought I would be able to achieve all of this in a year, never mind an hour."

Spring Online

in association with

Carphone Warehouse Geek Squad

22 – 26 April 2013

Now everyone's mad for digital skills!

Go ON – Booz and Co Report 'This is for everyone' has a commitment to digital skills at its heart. Go ON UK has eight chief executives – Age UK, BBC, Big Lottery Fund, E.ON, EE, Lloyds Banking Group, Post Office and TalkTalk. Together, their vision is to make the UK the world's ***most digitally skilled nation.***

Big Lottery (BIG), as part of its commitment to help charity Go ON UK eliminate the digital divide, announced an investment of up to £15 million to build the skills that people and organisations across the UK will need in order to take full advantage of support and services available online.

Labour Party, Helen Goodman, Labour's culture spokeswoman, criticised the dedication to 'continue to invest in infrastructure' for better broadband in the Queen's speech. *"A Labour government would switch half the money – £75m – from the super-connected cities programme to a **digital inclusion programme**. That could help some two million people get online."*

Parliament, EDM 1193 – A call for a debate in the House about the digital exclusion of the most vulnerable in the pursuit of digital by default – 54 signatories to date.

Why skills matter - empowering people to empower themselves and others

Quick Start course: Helping Beginners Get (and Stay) Online

'After the course I can say, "do you realise you can change your computer to suit you?!" It's so simple to do and I never gave it any thought until doing this course.'
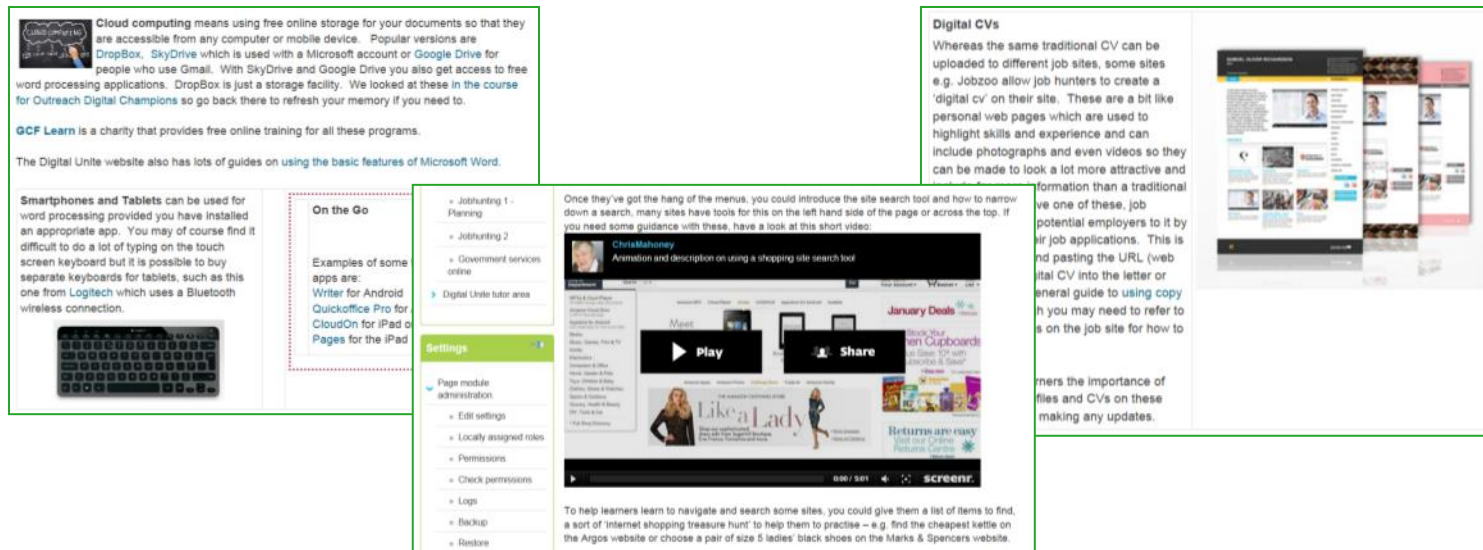
'It really made me think about how other people used, or might use, technology.'

Hot off the Press! Quick Start Collection:

Quick Start foundation course with new Quick Start Extras: Helping Beginners with Money, Jobs and Services Online

'The course format was excellent and gave me lots of confidence and a wealth of ideas to share with people.'

Digital Champion ITQ

'What this course did was make me use some features I had previously avoided (Twitter and Facebook) and gave me the confidence to pass this on to others.'
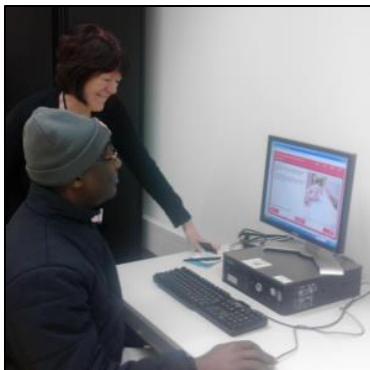
'It's certainly given me a better understanding of what the internet can be used for, and increased my confidence to help people.'

Our Digital Champion Alumni says

100% now feel they are a Digital Champion compared to only 4 out of 10 (40%) who considered themselves to be prior to their course

8 out of 10 say their course has given them new ideas and techniques

Our Digital Champion Alumni says

Over half (55%) have seen an increase on the number of people they helped prior to the course because they:

Can plan and deliver training better (83%)

Have more confidence as a Digital Champion (83%)

Developing www.digitalunite.com

- Around 300 free online learning guides about digital technology and lively community
- Developed based on the way people learn digital skills, how they learn them and what they're looking for to support that learning.
- Most popular guides: Beginners' help/computer basics
- 130,000 visitors and growing each month
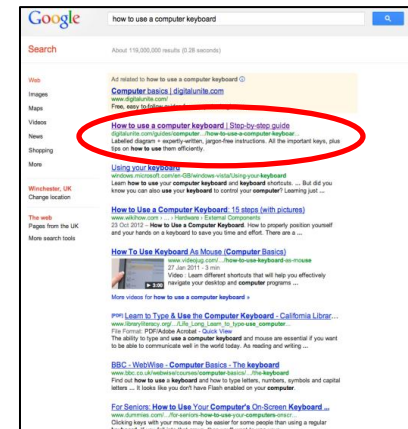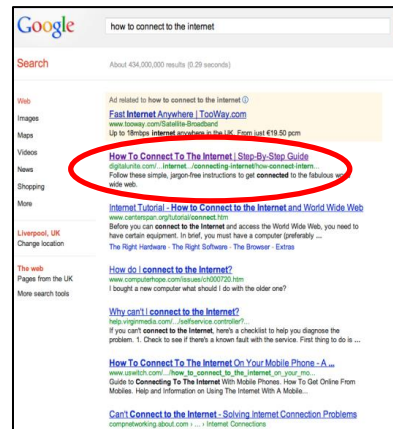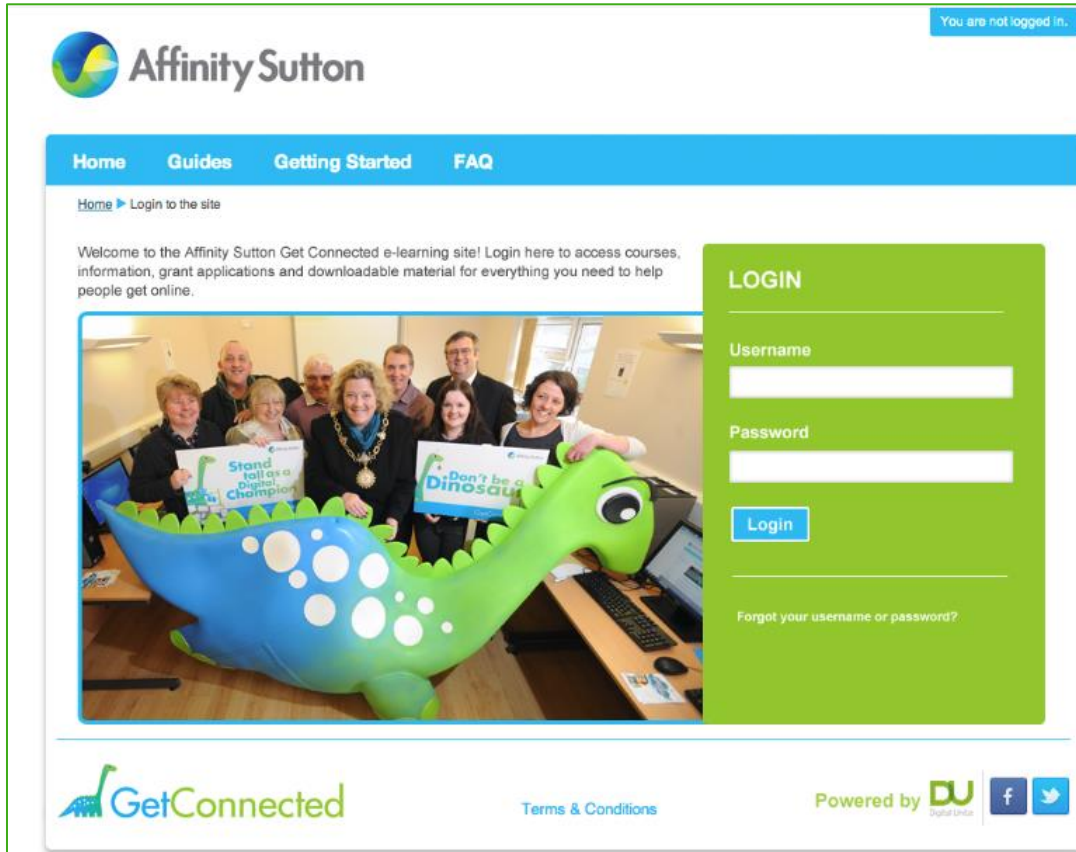
Making our guides widely available
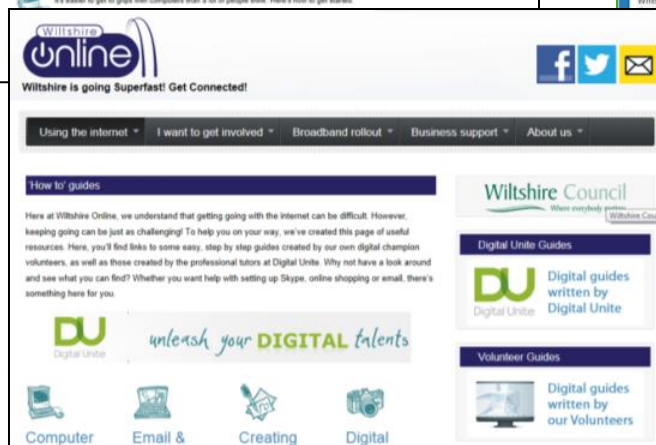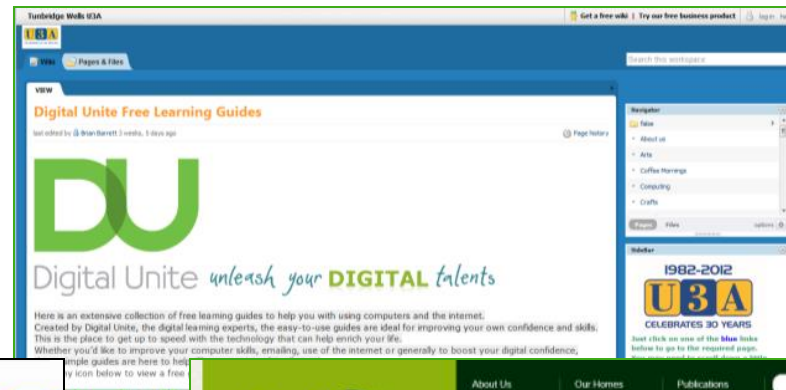
New Model Working

Affinity Sutton and Digital Unite

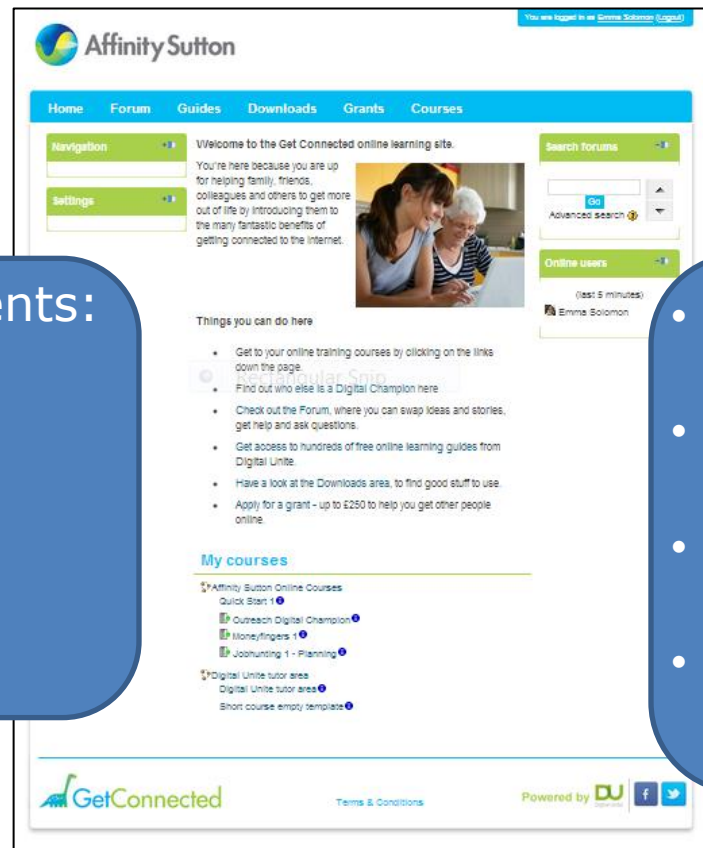**Building digital skills capacity through Digital Champions**

At the centre...

Community management moderation and analysis

Front end components:
- Forum
- Guides
- Courses
- Downloads
- Grants
- Courses

- Learners tracked, tested and supported
- Certificates on completion
- Linked to grant applications
- Champions impact data collected

Community management moderation and analysis

- Easy to use platform
- Learning activities
- Bespoke content
- Champion community management

Features to keep Champions engaged...

- Guides area for end learner content
- Forum to share and broadcast wider ASG news
- 'Mother Moodle' function

Recognition and reward

- Course completion quiz
- Completion certificates
- Digital Champion Goodie Box
- Reporting data on demand
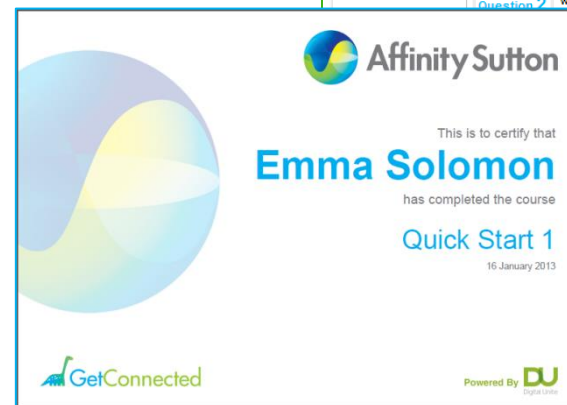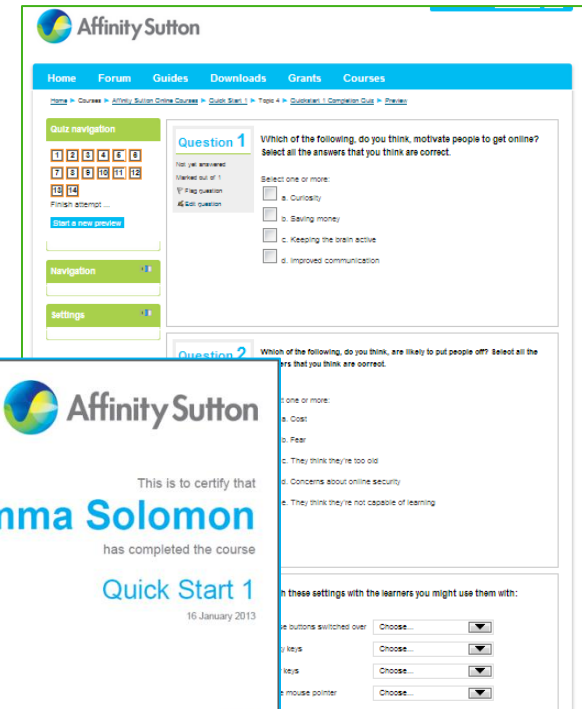
The six key benefits

1. Engages, empowers and involves residents in delivering and improving digital and financial inclusion

2. Provides a structured online platform from which to manage, track and measure progress centrally

3. Offers personal and professional development opportunities and a sustainable community environment

4. Helps to directly drive usage of the organisation's own e-services

5. Marketing and recruitment strategies are provided supported by an incentivised grants framework

6. The core theme of digital inclusion can be used as a tangible way to strengthen internal business relationships company-wide

Sample summary report

Digital Champion Training
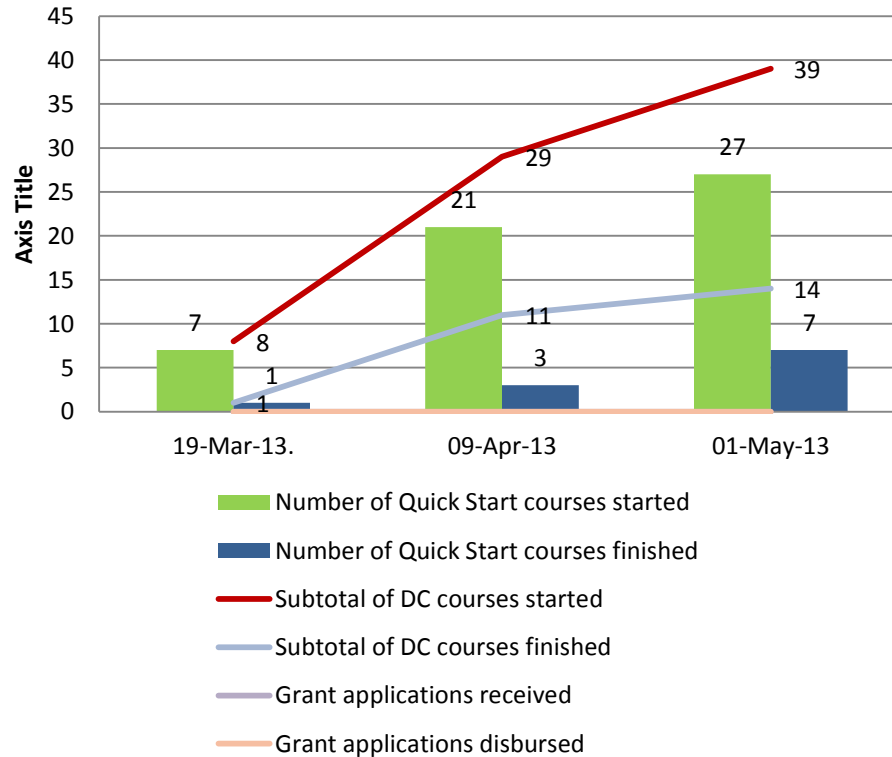
Digital Champions by location

Chart legend:
- Female (blue)
- (blank) (red)
- Male (green)

Y-axis: 0, 0.2, 0.4, 0.6, 0.8, 1, 1.2

X-axis categories: Affinity Sutton Residents SE20, Bloomfield, Boreham Wood, Borehamwood, Radlett, Hertfordshire, SE20 8DF, Sutton, Surrey, (blank), Penge, BR5 2HY, Warrington, Orpington BR6 7QW, Anerley, Plymouth PL5 1DS, Hayward Heath RH16 3NQ, Plymouth, Bradford BD4 8JN, Stoke On Trent Abbey Hulton…, Stoke On Trent, Abbey Hulton…, Salford M6 7LU, London, Newcast;e Upon Tyne, Salford, Bromley, Kent, Chelmsford Essex CM2 9UE, Plymouth PL6 5NE, Salford M6 7LU, Portsmouth P06 4FD

Impact –
End Learner Confidence

Before

After

Feedback received		x
Number of learners		
1. How confident do you feel about using computers and the internet?		**Total**
Not very confident		2
Not confident at all		7
(blank)		2
Grand Total		**11**

73% reported increased confidence
Median increased from 'Not confident at all' to 'Quite Confident'

6. How confident do you feel about using computers and the internet?   Create Chart   Download

		Response Percent	Response Count
Very confident		9.1%	1
Confident		0.0%	0
Quite confident		63.6%	7
Not very confident		18.2%	2
Not confident at all		9.1%	1
	answered question		11
	skipped question		0
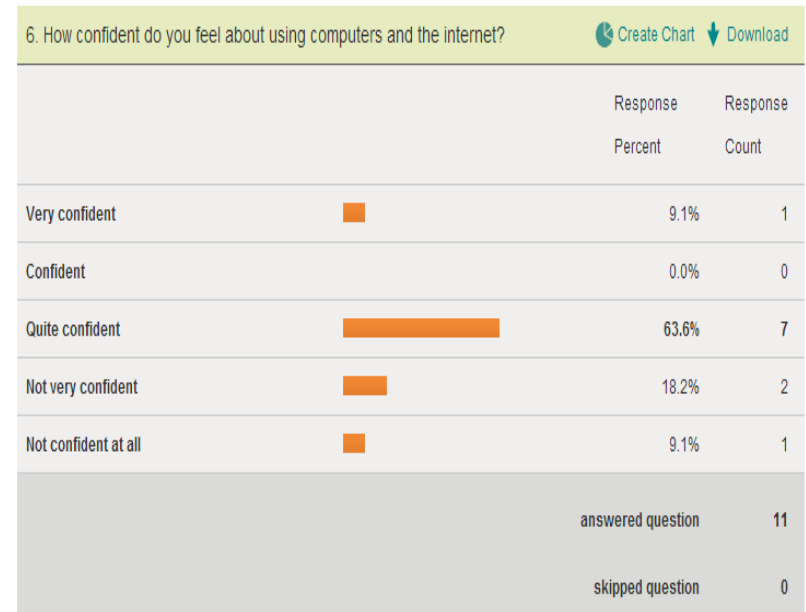
Impact –
End Learner Skills

Before

After

Feedback received		x ▼
Number of learners		
2. How well do you know how to use computers and the internet? ▼		**Total**
I know some		1
I know a little bit		7
I know nothing!		2
(blank)		1
Grand Total		**11**

45% reported increased skills

Median increased from 'I know a little bit' to 'I know some'

7. How well do you know how to use computers and the internet?		☀ Create Chart	⬇ Download
		Response Percent	Response Count
I know a lot		0.0%	0
I know a fair bit		9.1%	1
I know some		45.5%	5
I know a little bit		45.5%	5
I know nothing!		0.0%	0
	answered question		11
	skipped question		0
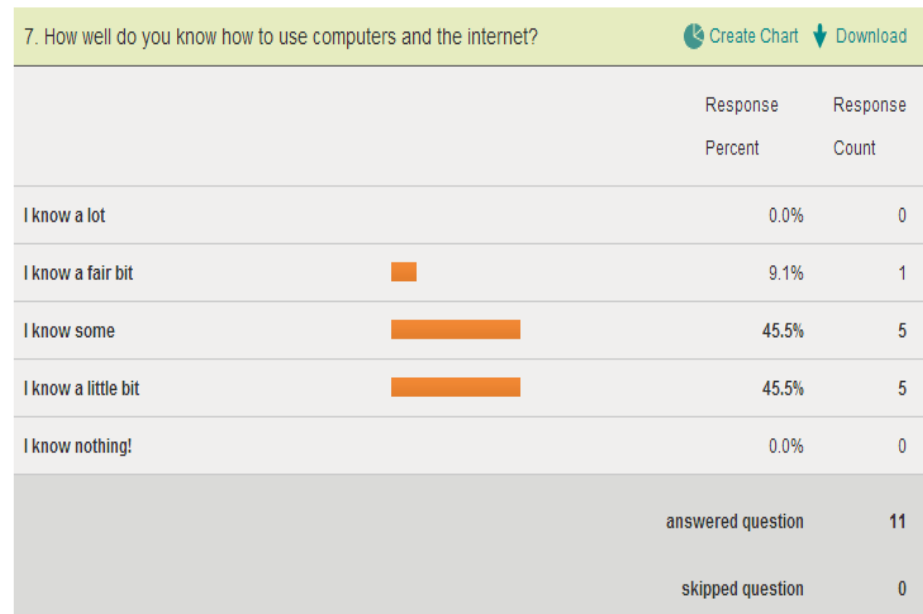
Impact –
End learner Capabilities

91% thought it would now be easier to develop more computer skills

13. Since the training, which things do you think it will be easier to do? (Please tick all that apply)

	Response Percent	Response Count
Meet new people	27.3%	3
Keep in touch with friends and family	27.3%	3
Develop more computer skills	90.9%	10
Be more in touch with the modern world	45.5%	5
Find work	45.5%	5
Pursue my interests and hobbies	54.5%	6
Save money	9.1%	1
Find out about public services	27.3%	3
Find out about local events	18.2%	2
Access Affinity Sutton services online	18.2%	2
Help other people use computers	9.1%	1
Fill in forms online	54.5%	6
Other (please specify)		0
answered question		11
skipped question		0

Impact – Subjects Covered

New Digital Champions Network for Housing

- Builds on the success and investment of the Affinity Sutton 'Get Connected' project
- 7 Founder Members already signed up with a combined total housing stock of around 172,000.
- Collaborative approach by housing on a national project
- Opportunities for joint working at a local level

Digital Champion model - the ultimate virtuous circle

Residents empowered to help others get online

Residents not online and disengaged
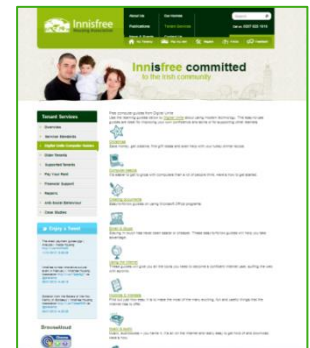
Residents inspired & supported to get online

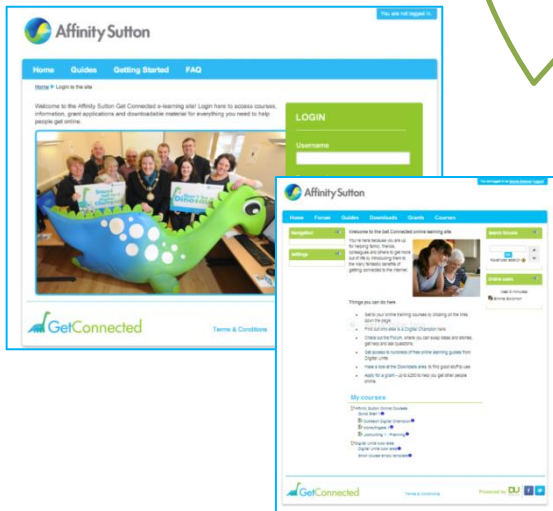# Building digital skills and capacity *for you, with you*

Digital literacy campaigns – ready made engagement, and fun

Learner content and learning community – embed them in your site

Digital Champion expertise – identify, train, support, nurture. We can give you a customised online platform too.

Thank you

www.digitalunite.com

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