

Increasing & Embedding Digital Participation in Housing

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Digital Unite





Who

are Digital Unite?



The Digital Champions Network

A catalyst for successful digital transformation



The Digital Champions Network





What

is the problem?



Digital skills challenge still as hard as it ever was

68%

of those offline say
nothing can motivate
them to get online



9%

(11.5m) without
Basic Digital Skills

“The UK is facing a digital skills crisis”

House of Commons Science and Technology Committee 2016



The situation in Scotland



- **21%** of adults in Scotland lack basic digital skills vs **9%** nationwide!



- Tackling digital exclusion is high on the agenda!



Difficulty of Digital Inclusion is increasing

Why people aren't online...

Four green rectangular boxes with a folded bottom-right corner, arranged horizontally. Each box contains a reason for why people might not be online. In the background, there is a faint illustration of a group of stylized grey human figures of varying sizes, some with speech bubbles.

**NOT
INTERESTED**

**FEAR OF
TECHNOLOGY**

**DON'T SEE THE
NEED**

**DON'T KNOW
HOW TO
USE IT**

Ongoing participation needs ongoing support

- **26%** of beginners do not use their new digital skills without ongoing support¹
- **88%** of learners would use an informal approach to learning a new online skill²

¹Citizens Online 2015

²BBC media literacy



The changing face of digital skills support

How people want to learn:



- ✓ **Person-centred**, learner-led
- ✓ In the **right location** for their needs
- ✓ Delivered at the **right frequency** for them
 - ✓ Clearly **described**
 - ✓ At the right **learning level**

Affordable mobile technology increasing digital capability

- ✓ **61%** look at their smartphone within 5 minutes of waking up
- ✓ Sharp rise in over 75s using tablets – from **15% to 27%**





How

to make a difference?



Human capital in the digital skills revolution

Human capital

Noun

“The collective skills, knowledge or other intangible assets of individuals that can be used to create economic value for the individuals, their employers or their community”



Human capital in the digital skills revolution

For learners:

After their DC support **80%** had:

- ✓ Increased confidence in their digital skills
- ✓ Better understanding of digital technology, and
- ✓ Increased motivation to use digital technologies

"The Champions have been so good and patient and have been helping us at a pace we can manage"

For Champions:

- ✓ **81%** said getting satisfaction from helping others is top motivation
- ✓ **70%** added skills and experience to their CV
- ✓ **80%** gained confidence

"Why do I do it? Well it's simple isn't it, because it helps people"

For communities:

- ✓ Annual social value of every individual getting online for the first time is **£1,064**



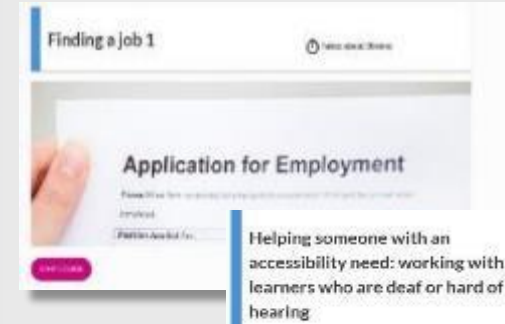
Find out what works for your organisation

- Segment your residents for different approaches
 - Make your services really easy to use
 - Comms campaign
 - Buy-in from whole organisation
 - Using frontline staff and volunteers
 - Digital Champions



How we use the Digital Champion approach to support organisations

- Equipping Digital Champions to help learners with different needs
- Supporting personal development & encouraging learning
- Peer support for greater engagement & sustainability
- Easy to access project tracking & reporting
- Sophisticated measurement framework
- Comms & marketing support





Why

invest in digital skills?



Effective digital participation can realise significant benefits in housing



£8.62
Face to
face

£2.83
Phone

£0.15
Online



The financial and social value of a Digital Champion programme

The financial value of channel shift for one DCN customer	£ Saving
Channel shift from home visit to online self-service	£29.90 per transaction
Channel shift from telephone service to online self-service	£2.90 per transaction

The social value of digital inclusion outcomes	£ Value
Gaining access to the internet	£1688 yearly
Taking part in training/learning (resulting in improved confidence)	£707
Saving money through shopping online	£444 yearly



Delivering social value and channel shift savings



For organisations

If your Digital Champions support just...

- ✓ **10** clients a year to gain access to the internet, **OR**
- ✓ **24** clients a year to start online learning, **OR**
- ✓ **37** clients a year to start online shopping...**THEN**

= **MORE** social value than cost **&** Channel shift **SAVINGS**



Significant benefits for Champions and learners

For Digital Champions themselves

Huge personal and professional benefits through volunteering

- ✓ **79%** developed their interpersonal skills
- ✓ **73%** more likely to be recruited
- ✓ **76%** felt physically healthier and;
- ✓ **94%** felt mood improved

For beneficiaries

Digital and financial capabilities interlinked

- ✓ Average online annual saving **£744**
- ✓ Digital literacy **boosts** employability
- ✓ **97%** felt email skills are important to the majority of roles in their organisation
- ✓ **Reduces** social isolation
- ✓ Lacking social connections has the same negative health outcomes as smoking **15** a day



Some of our Members' successes



CLARION

230+ Champions helping over **1,700** residents in the past year



**Nottinghamshire
County Council**

90+ Champions helping in housing schemes, community centres and retirement villages across the county



160 Champions engaging over **1,270** older people with digital technology





When

do you need to start?





NOW!



New opportunities to get involved



Significantly discounted membership of the Digital Champions Network.

Available for
a **limited time** only

Visit **www.digitalunite.com**
for more details



Thank you for listening

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