

Empowered from Within: how Affinity Sutton is embedding digital skills for a bigger future

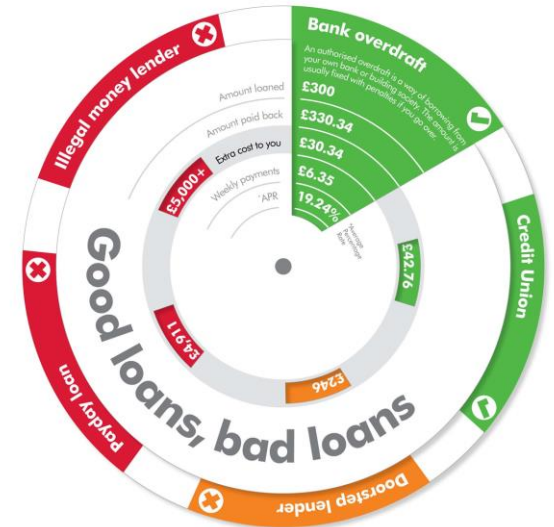
Michelle Reynolds

Group Commercial Director

Thursday 7 March 2013

Affinity Sutton

A business for social purpose



**HELPING PEOPLE
PUT DOWN ROOTS**

Why digital inclusion?



- one part of our overall programme
- an enabling tool – jobs and training, welfare reform, poverty premium, education (homework), health (loneliness, shopping)
- a business benefit – channel shift

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Get ready for
**BENEFIT
CHANGE**

From April 2013, the Government is making changes to the benefits system, including introducing the Bedroom Tax and a Benefits Cap. These changes mean that the amount of benefit that many of you can claim will change. It's up to you to get ready for these changes, but we are here to help.

To find out if you are affected and what your options are:
Call **0300 100 0303** to speak to one of our Welfare Benefits Advisers
Visit affinitysutton.com/benefits
Text **AFFINITY BENEFITS** followed by your name, address and postcode to **61211** and we will call you back.

**FACING UP
TO CHANGE**

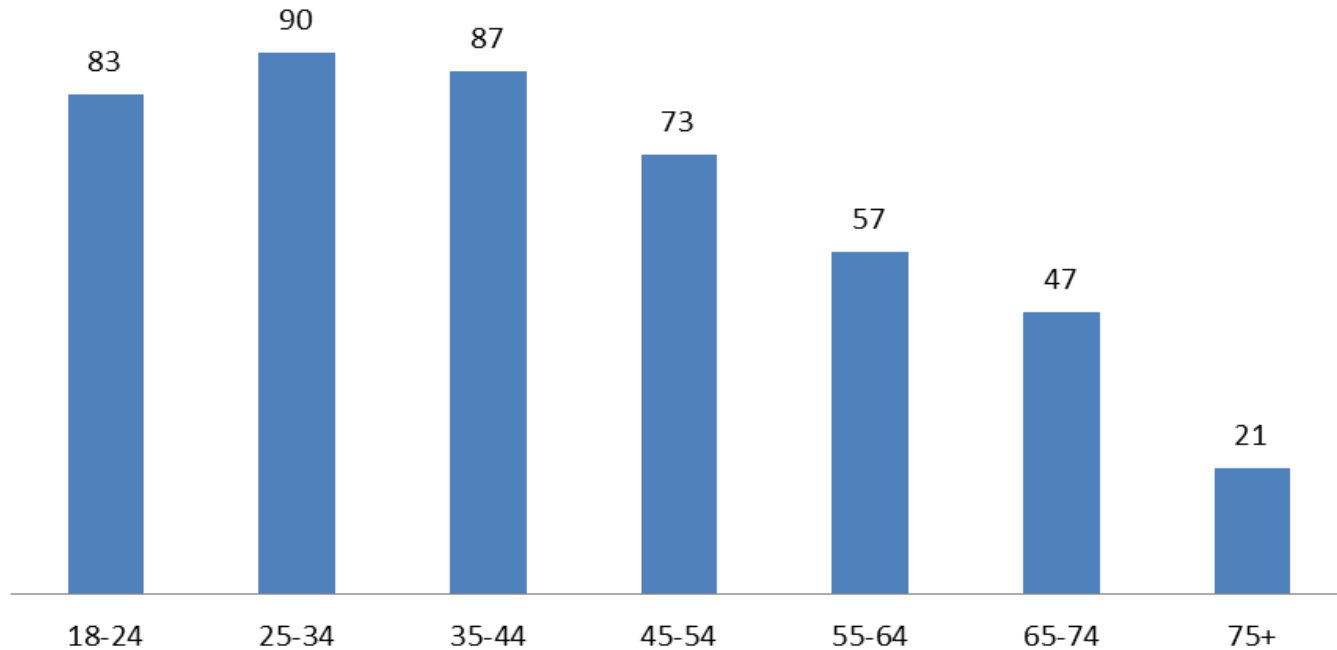
'Get Connected'



- 'Race Online' pledge, branded offer
- 'Get on-line' week
- 'GuideLine' support
- Low cost computer offer
- Refurbished Community hubs
- BBC 'First Click' sessions
- Digital Champions programme

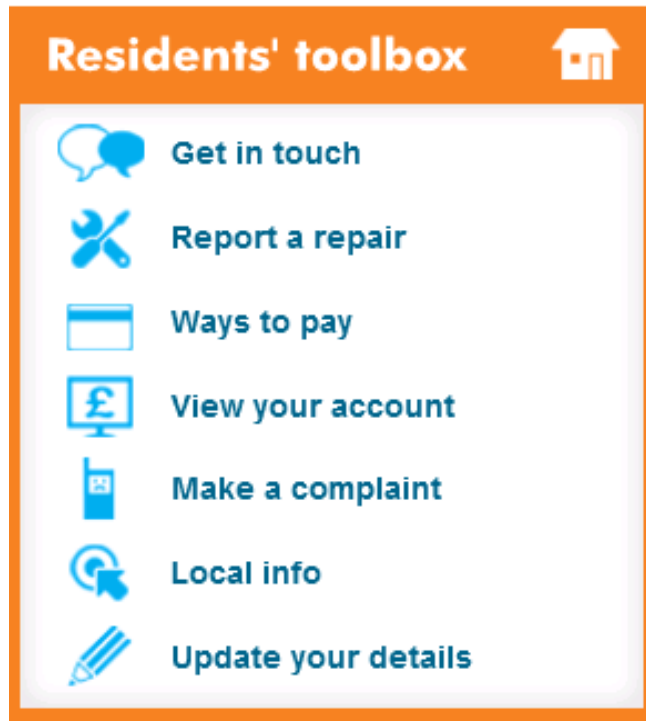


Percentage of each age band with access to internet

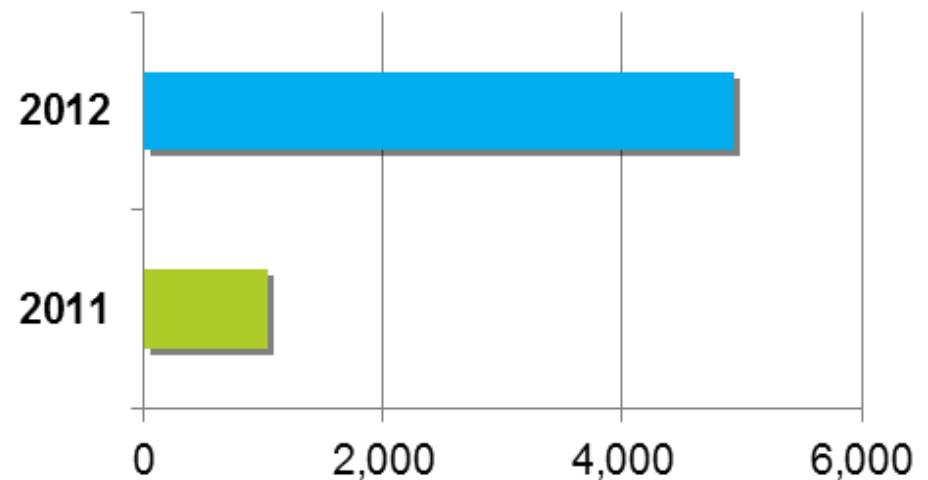


- 57% 2011, 69% 2012 (80% UK)

Channel shift



Report a repair, 374% increase



Traffic to self-service toolbox has increased 73%

Upping our game

Are you an IT Rex?



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**FREE
COMPUTER
GIVEAWAY
INSIDE!**

**Take a byte
out of the cost
of getting online**

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 GetConnected

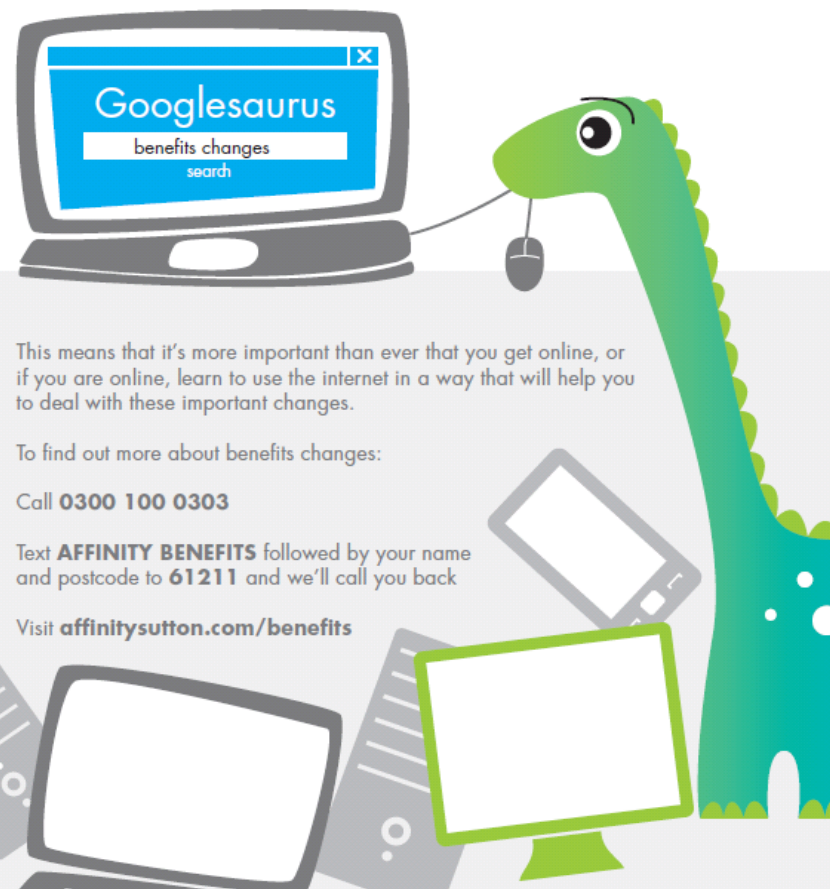
Find out how the Internet can make things easier for you - GetConnected!

The Internet just keeps evolving – there is a whole world of sites out there that can save you time and money. Using online tools, the Affinity Sutton Get Connected program will help you learn how to find out how to cut costs, apply for jobs, check your bank balance, and connect with people around the world. If you're not yet online, we can also help you find the best broadband deals and explain how to Get Connected.



Have you heard about Benefits Changes?

The benefits system is changing. From October 2013 a new Universal Credit will be introduced to replace many current benefits, including Housing Benefit and Job Seeker's Allowance. The Government wants 80% of applications for Universal Credit to be online by 2017.



Upgraded support



- National low cost computer offer
- IT access in 'LiveSmart' sheltered schemes
- Welfare reform - targeted support
- Work Programme
- E-learning programme
- Call centre signposts 'UK on-line' centres
- Greater use of social media



Rae..Cl @Rae_Estelle

17 Dec

Looking for a JOB ? Are you a [@AffinitySutton](#) resident check out this local event!!!! Read & get in contact! REWEET!

pic.twitter.com/qaDW7pd

[View photo](#)

Engagement – pop up cafes etc.

12 week learning programme

Champions identified and recruited

On-line digital champion training programme

On-line champion community – moodle

Recognition & reward - grants

Progress to level 2 ITQ & W Reform champs

Evaluation

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Digital Unite



**Pop in
to our
pop-up
café &
GetConnected**



**14 February
11am to 4pm**

St Hugh's Community Centre,
42 Castledine Road,
Anerley SE20 8PL



Linking to FI, RI and R2W



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Home Forum Guides Downloads Grants Courses

Home > Courses > Affinity Sutton Online Courses

Search courses: Go

Course categories: Affinity Sutton Online Courses

- Quick Start 1**
Quick Start 1 - Helping beginners get (and stay) online. This is a must-do course for all Digital Champions.
- Outreach Digital Champion**
This is the Outreach Digital Champions course.
- Moneyfingers 1**
This course teaches you all the basics of how to show people they can save money online - whether by comparing prices to get the best deal, getting things for free or managing money better.
- Jobhunting 1 - Planning**
This course is all about learning how to teach people to hunt for jobs online. The first course covers preparing for the job hunt.

Re-sort courses by name Add a new course

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Search forums

Navigation

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Welcome to the Digital Champion forum, where you can swap ideas and stories and ask for help.

Click here if you want to ask for help on a subject. Click on the Reply button to post your question.

Click here to get a list of useful links or offers.

Add a new discussion topic

Discussion	Started by	Replies	Last post
Great ideas for capturing learner feedback	Judith Graham	0	Judith Graham Tue, 15 Jan 2013, 04:31 PM
News and Useful Links	Judith Graham	1	Judith Graham Tue, 15 Jan 2013, 03:35 PM
Ask here for help	Judith Graham	1	Test DC Tue, 15 Jan 2013, 03:28 PM

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Challenges



- Supply side - fixed phone line costs, role of smartphones/tv's, keeping pace with technology, scaling local 'wi-fi' solutions
- Demand side – finding the 'hook', supporting lifestyle choices, leveraging our own resources eg. mobile working, driving channel shift
- http://www.affinitysutton.com/existing_residents/advice_and_support/get_connected.aspx

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