



Welcome to our Social Housing Digifest

#digifest

Thursday 7 March 2013



Digital Unite



Affinity Sutton

Why Digital Skills Matter

**And are at the heart of
delivering digital inclusion
sustainably and at scale**

**Emma Solomon OBE
Managing Director, Digital Unite**



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 ... what's happening and why?



- The government has **over 650** transactions with the citizen
- There is an aspiration to deliver these digitally
 - Government Digital Strategy, published by Cabinet Office Govt Digital Services (GDS) November 2012
<http://publications.cabinetoffice.gov.uk/digital/>
 - Why? £1.7-£1.8bn A YEAR in savings from doing so
- Assisted Digital
 - What help and support is needed for people to use digital services
 - Dedicated support and guidance for departments

**Currently,
according to GDS,
Assisted Digital is
not about *getting*
people online...**



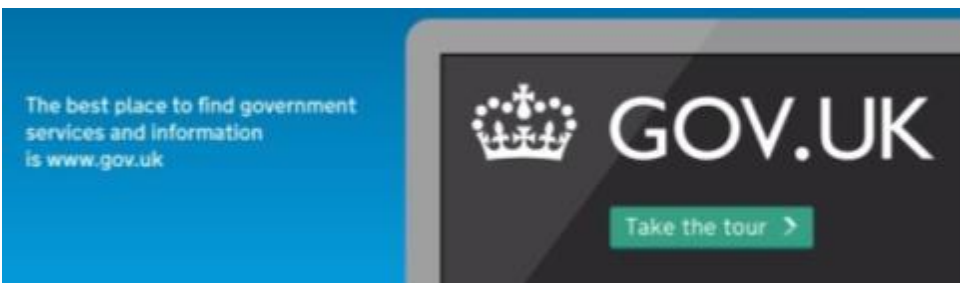
Digital by default ... assisted digital .. exemplar services



...that's going to be YOUR JOB

- 7 departments handle the majority of central government transactions.
- Each department will agree three significant exemplar service transformations with the Cabinet Office. These are published in their digital strategies and delivery plans
- Exemplar services redesigned by April 2013 and implemented by March 2015.

(Govt Digital Strategy,
November 2012)



Exemplar services...coming to a citizen near you ...



25 Services 14 Agencies 8 Departments

Department for Business Innovation & Skills

- The Insolvency Service**
 - Redundancy Payments
- Intellectual Property Office**
 - Patent Applications and Renewals
- Land Registry**
 - Digital Service Delivery
- Apprenticeships**
 - National Apprenticeship Service
- Student Loans Company**
 - Student Loans Company

Ministry of Justice

- HM Prison Service**
 - Prisoner Visits Booking
- HM Courts & Tribunals Service**
 - Civil Claims
 - Fee Payment
- Office of the Public Guardian**
 - Lasting Power of Attorney

Department for Environment Food & Rural Affairs

- Rural Payments Agency**
 - Common Agricultural Policy Delivery Programme
- Environment Agency**
 - Waste Registration & Applications

Department for Work & Pensions

- Carer's Allowance
- Personal Independence Payment
- Universal Credit

Home Office

- UK Border Agency**
 - E-Gates at the Border
- Disclosure & Barring Service**
 - Criminal Record Checking Service
- Identity & Passport Service**
 - Visitor Visa Application

Department for Transport

- DVA**
 - Vehicles Online Logbook
 - Personalised Registration
 - Integrated Enquiries Platform

HM Revenue & Customs

- PAYE Online
- Paperless Self Assessment
- Tax for My Business
- Agent Online Self-Serve

Cabinet Office

- Electoral Registration Transformation Programme



So ... as Universal Credit approaches...



6.5 million people aged over 55 years have never used the internet

78% of retired non-users cite **lack of skills** as a key reason why they're not online



As Universal Credit approaches...



Around **8 out of 10** non-users state a simple **lack of interest** as a reason for not going online.

Go ON UK



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



The digital skills benefits



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

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

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

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

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

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



Why skills matter - empowering people to empower themselves and others



A bold new way...



Using digital skills as a driver for change and to realise multiple benefits in social housing



The Get Connected Digital Champion programme aims to:



1. Deliver digital inclusion and enhance financial inclusion
2. Engage, empower and involve residents
3. Recruit Digital Champions
4. Move Digital Champions towards digital volunteering
5. Test resident engagement and empowerment
6. Drive use of ASG online
7. Measure impact including softer outcomes
8. Use DI to ease the stresses of welfare reform
9. Engage the organisation holistically
10. Be bold, be innovative, be life-changing



Affinity Sutton




At the centre...

Home Guides Getting Started FAQ

[Home](#) ▶ Login to the site

Welcome to the Affinity Sutton Get Connected e-learning site! Login here to access courses, information, grant applications and downloadable material for everything you need to help people get online.







LOGIN

Username

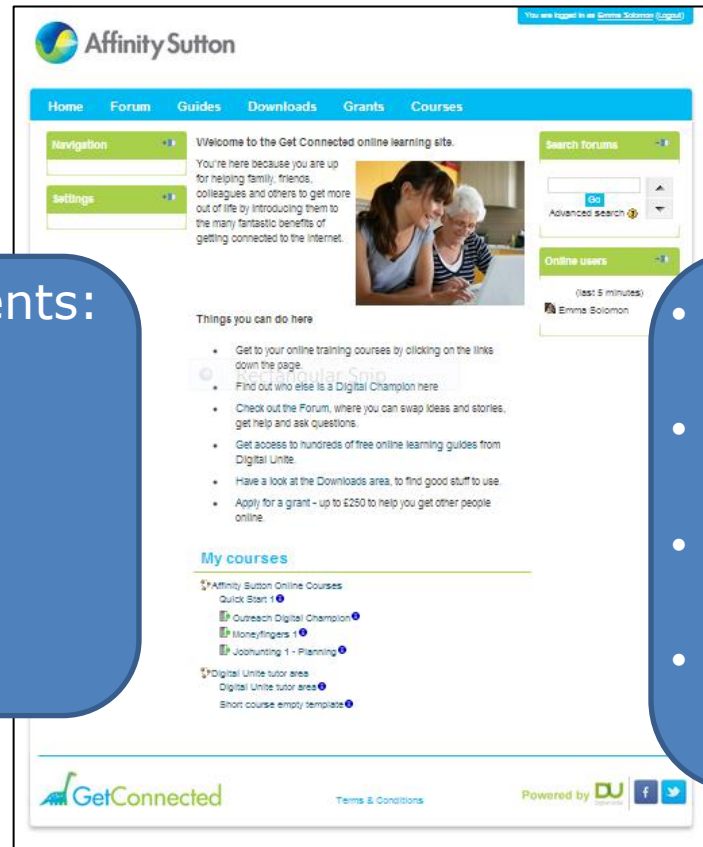
Password

Login

[Forgot your username or password?](#)

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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



The collage displays various components of the Affinity Sutton platform and its content:

- Affinity Sutton Website:** Multiple screenshots of the website's navigation menu (Home, Forum, Guides, Downloads, Grants, Courses) and course pages. One page shows 'Section 2b - Mobile Technology' with introductory text about mobile devices.
- Learning Materials:** Several documents and video thumbnails are shown, including:
 - 'First Click from the BBC' with a video thumbnail.
 - 'Web Search Strategies' featuring a video player and text about search tips.
 - 'Activity 3' with a list of tasks: 'Download Jack's Plan and see what Session 1 looks like', 'What could Session 2 look like for Jack?', 'Don't forget to include a relevant activity based on Session 1', and 'Now look at Alice's story'.
 - 'Smartphones' text explaining that they are portable devices for internet access, with a list of features like email, internet browsing, and touchscreens.
 - 'Software for beginners' text discussing planning sessions and using various operating systems.
 - 'Greenery List' with items: Bread, Milk, Butter.
 - 'Alice's story' text about a 90-year-old woman who lost her husband and is learning to use a computer.
- Activity Cards:** A grid of cards with icons and text, such as 'Link to: Email', 'Link to: Learning to use the mouse', 'Link to: Skype', 'Link to: Desktop', 'Link to: Learn about safety online', and 'Link to: Learn about shopping online'.
- Smartphones Section:** Text describing smartphone features and a list of models: Windows 8 smartphone, Windows 8, Android smartphone, and Apple iPhone Apple.



Affinity Sutton



Get Connected



Features to keep Champions engaged...



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

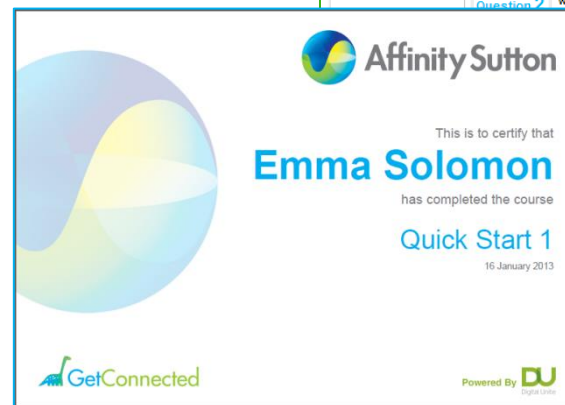
The image shows two screenshots of the Affinity Sutton website. The top screenshot displays the 'Digital Champion Club' forum page, which includes a navigation menu, a search bar, and a welcome message. The bottom screenshot shows the 'Guides Area' page, which features a grid of guide categories such as 'Computer Basics', 'Using the Internet', 'Smartphones & Tablets', 'Digital Photography', 'Creating Documents', 'Hobbies & Interests', 'TV & Video', 'Internet Security', 'Email & Skype', 'Music & Audio', 'Social Networking & Blogs', and 'Shopping & Banking'. Both screenshots include social media icons and a 'Powered by DU' badge.



Recognition and reward



- Course completion quiz
- Completion certificates
- Digital Champion Goodie Box
- Reporting data on demand



Underpinning delivery



1. Evaluation Framework – multiple captures
2. Risk Register
3. Project and Executive Management
4. Marketing and recruitment strategies
5. Grant administration and reporting
6. Engagement events
7. Site specific sustainability plans
8. Reporting data on: learners and Champs
9. Complete online platform management
10. Linking in with other parts of ASG



'Change peoples' lifestyles'



“Our emphasis is on how we change peoples' lifestyles so that the internet becomes integrated into their everyday live. This project will make our DI work more impactful in the long term, not just a “fad” with our beneficiaries. The data was get back from the project will be invaluable to us as we refine and adapt our offer for residents today and residents of the future.”

Stephanie Noyce, Head of Financial Inclusion, Affinity Sutton



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



Digital Unite – building digital skills and building digital capacity *for you, with you*

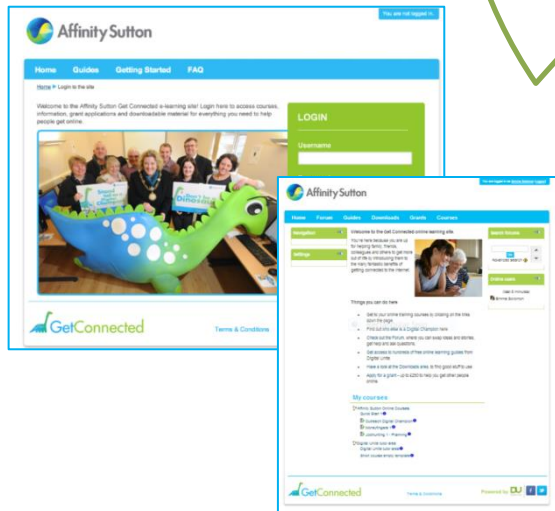


Digital literacy campaigns – ready made engagement, and fun

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 / emma.solomon@digitalunite.com



The Digifest Marketplace

The supplier presentations will rotate every 15 minutes.

