



Many Happy Returns Event

Tuesday 19TH September 2017

#DU21





Mobilising a Digital Champion Movement

Emma Weston OBE,
Chief Executive, Digital Unite





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 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%**



Personalised support is key to inspiring & sustaining digital participation

Why people aren't online...

**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



Human capital in the digital skills revolution

Noun

Human capital

“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**



The Digital Champions Network

A catalyst for successful digital transformation




Home About Case studies

Learn. Share. Change Lives.

Digital Unite's Digital Champions Network
A unique training and support community for aspiring and experienced Digital Champions.

[FIND OUT MORE](#) [REGISTER](#)

Who are Digital Champions?
Digital Champions are people of all ages and from all backgrounds and communities. They help others understand the benefits of using the internet and can show them how to do simple things online that can make a huge difference to people's lives. You don't need to be an IT whizz to be a Digital Champion, just have a bit of spare time, an enjoyment of being online yourself and a passion to help others.

What is the Digital Champions Network?
Digital Champions are people of all ages and from all backgrounds and communities. They help others understand the benefits of using the internet and can show them how to do simple things online that can make a huge difference to people's lives. You don't need to be an IT whizz to be a Digital Champion, just have a bit of spare time, an enjoyment of being online yourself and a passion to help others.

[TAKE A TOUR](#)



The Digital Champions Network



Some of our Members' successes



170 Champions helping over **1,500** residents in the past year



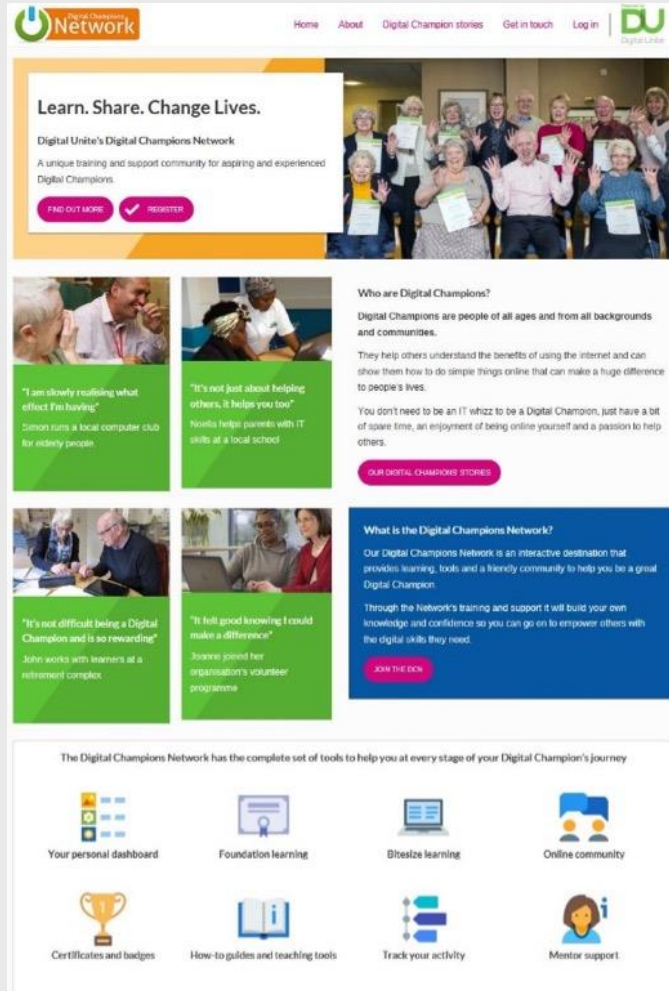
90 Champions helping in housing schemes, community centres and retirement villages across the county



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



Unveiling the new Digital Champions Network...



Learn. Share. Change Lives.

Digital Unite's Digital Champions Network
A unique training and support community for aspiring and experienced Digital Champions.

[FIND OUT MORE](#) [REGISTER](#)

Who are Digital Champions?
Digital Champions are people of all ages and from all backgrounds and communities.
They help others understand the benefits of using the internet and can show them how to do simple things online that can make a huge difference to people's lives.
You don't need to be an IT whizz to be a Digital Champion, just have a bit of spare time, an enjoyment of being online yourself and a passion to help others.

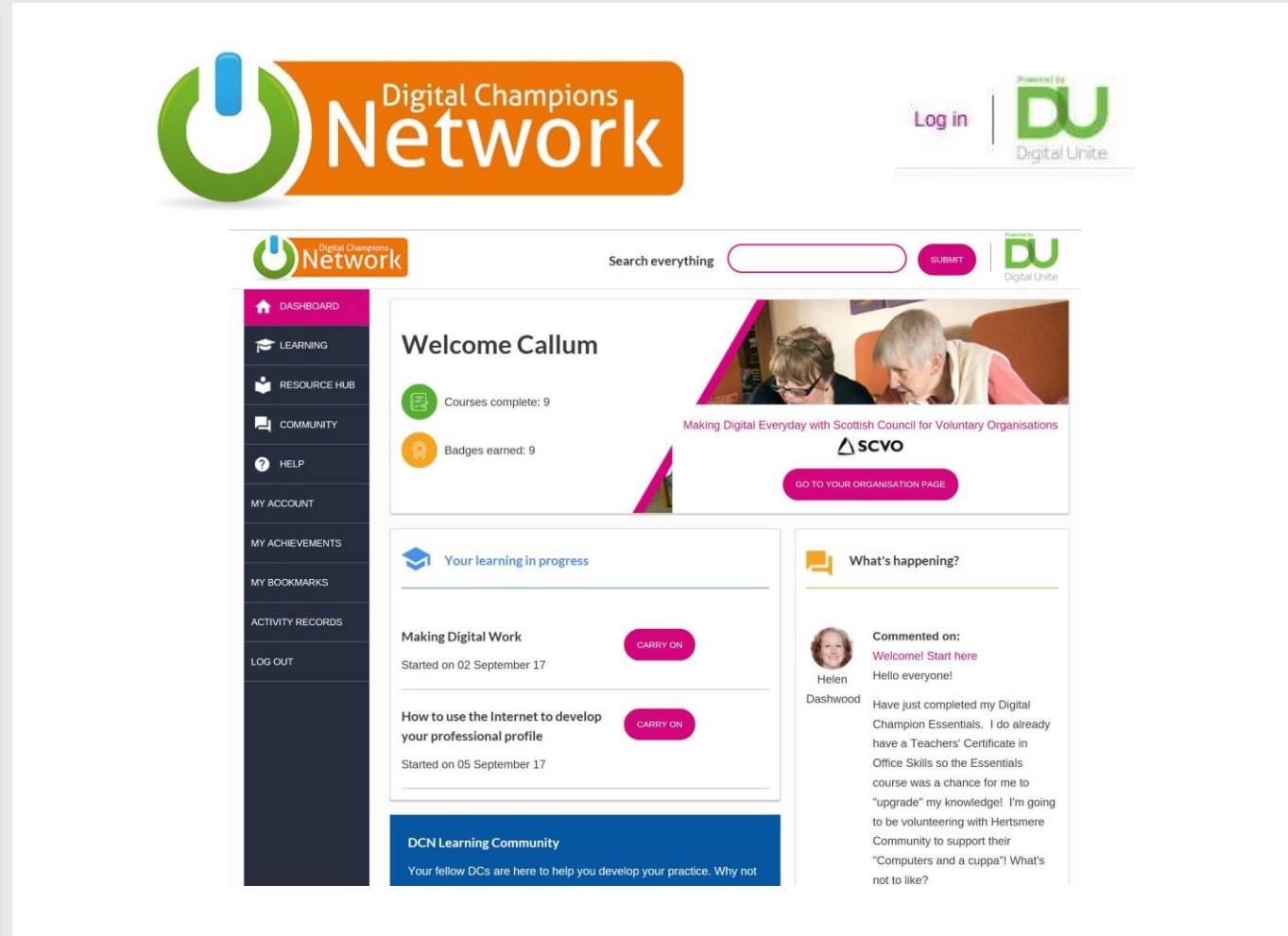
[OUR DIGITAL CHAMPIONS STORIES](#)

What is the Digital Champions Network?
Our Digital Champions Network is an interactive destination that provides learning, tools and a friendly community to help you be a great Digital Champion.
Through the Network's training and support it will build your own knowledge and confidence so you can go on to empower others with the digital skills they need.


[JOIN THE DCN](#)


The Digital Champions Network has the complete set of tools to help you at every stage of your Digital Champion's journey

- Your personal dashboard
- Foundation learning
- Bitesize learning
- Online community
- Certificates and badges
- How-to guides and teaching tools
- Track your activity
- Mentor support




Digital Champions Network

Log in 

Search everything [SUBMIT](#) 

WELCOME CALLUM

Courses complete: 9
Badges earned: 9

Making Digital Everyday with Scottish Council for Voluntary Organisations


[GO TO YOUR ORGANISATION PAGE](#)

Your learning in progress

- Making Digital Work**
Started on 02 September 17 [CARRY ON](#)
- How to use the Internet to develop your professional profile**
Started on 05 September 17 [CARRY ON](#)

DCN Learning Community
Your fellow DCs are here to help you develop your practice. Why not

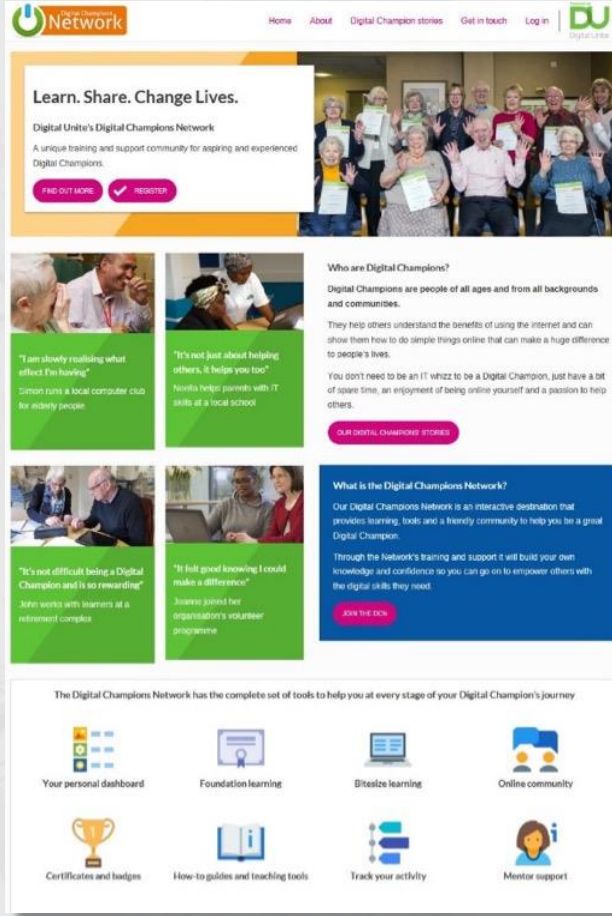
What's happening?

Commented on:
Helen Dashwood
Welcome! Start here
Hello everyone!
Have just completed my Digital Champion Essentials. I do already have a Teachers' Certificate in Office Skills so the Essentials course was a chance for me to "upgrade" my knowledge! I'm going to be volunteering with Hertsmere Community to support their "Computers and a cuppa"! What's not to like?



The Network combines

Evolution of learning design & delivery



- ✓ Learning stories
- ✓ Bite size training
- ✓ Community/social
- ✓ Scalable
- ✓ Content co-design
- ✓ Incentivisation, rewards & digital credentialling
- ✓ Personalisation
- ✓ Mobile optimised



Equipping your Digital Champions to help learners with different needs

Certificate Takes about 30mins

Finding a job 1

Application for Employment

Please fill out form completely for employment consideration. Print and fax or email when completed.

Position Applied For:

[Add to bookmarks](#)

Start course

Why do it?

This is a practical course that will help you to show learners:

- How to create a good CV, covering letter and personal statement
- Where to go and how to improve their skills through further training

By the end of the course, you should feel more confident about helping learners to achieve this:

How to study

In each self-study module you'll find information, activities and a short quiz, which will help you to apply your knowledge in a practical way.

To access this course, you'll need a computer with access to the internet.

There are four parts or "sessions" to this course and it will take around half an hour to complete.

There are short tests throughout the course, and further help if you need anything.

When you have completed this course, you will receive the 'Digital Champion - Jobseeking 1' Mozilla Open Badge in recognition of your achievement. These badges are widely recognised and can be included on your CV and LinkedIn profile to help you in your professional development.

Helping someone with an accessibility need: working with learners who are deaf or hard of hearing Takes about 10mins



[Add to bookmarks](#)

In this course you will find the following sections


- Part 1: Work processing and using email
- Part 2: Creating a CV, covering letter and personal statement
- Part 3: Extra training and volunteering
- Part 4: Apprenticeships

In this course you will find the following sections

Working with learners who are deaf or hearing impaired

If you get stuck, or want to ask questions, you can easily get help by posting a request in the Discussion Forums.

How to keep you and your learners safe Takes about 10mins



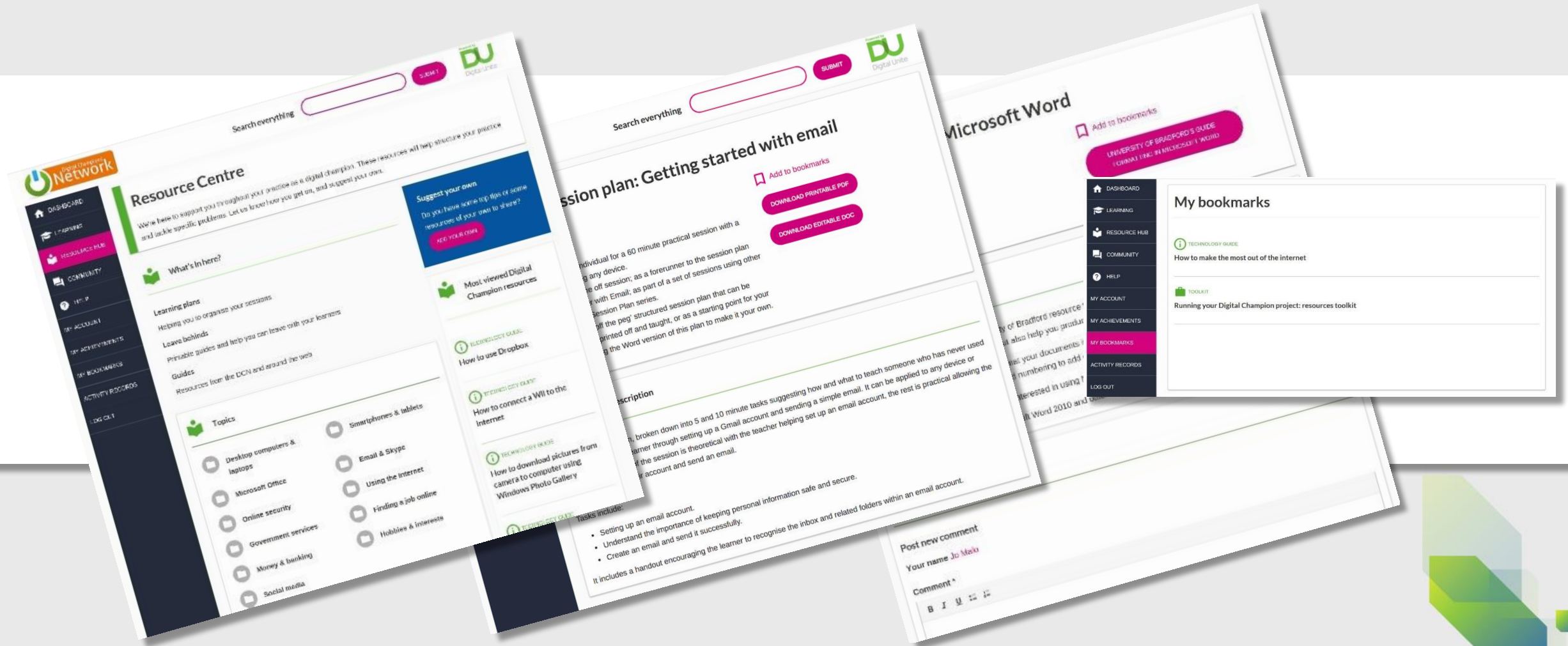
[Add to bookmarks](#)

In this course you will find the following sections

How to keep you and your learners safe



Equipping your Digital Champions to help learners with different needs



Supporting personal development & encouraging learning

Welcome Petra
Courses complete: 1

DCN Learning Community
Your fellow DCs are here to help you develop your practice. Why not say hello in the forums or find a DC near you?

Digital Champion Resources
A senior's guide to computer jargon

How to Block Someone on Yahoo Messenger

How to open attachments in Yahoo mail

How to handle emergency calls when your Android phone is on silent

How to change Microsoft Office 2010 or 2013 to Welsh

Try these courses next

Using your role to help customers get online
Takes about: 20mins

Digital fun: using the internet to help people love later life!
Takes about: 20mins

How to use the internet to develop your professional profile
Takes about: 25mins

Essentials for engaging with older people
Takes about: 20mins

Visual impairment and technology
Takes about: 20mins

What's happening?
Commented on: Welcome! Start here
PBlackledge Hello Helen,

My achievements

Mozilla Open Badges: What they are and how to make best use of them.

Completed course name	Course complete date	Mozilla Open Badge	Certificate
Digital Champion Essentials	Sunday, 7 May, 2017 - 16:37		Download Certificate
Digital fun: using the internet to help people love later life!	Wednesday, 7 June, 2017 - 13:00		Download Certificate

Welcome Petra
Courses complete: 5

Visual impairment and technology

Using government services online

DCN Learning Community
Your fellow DCs are here to help you develop your practice. Why not say hello in the forums or find a DC near you?

[GO TO THE FORUMS](#)

What's happening?
Commented on: Welcome! Start here
PBlackledge Hello Helen,

Digital Champions Network

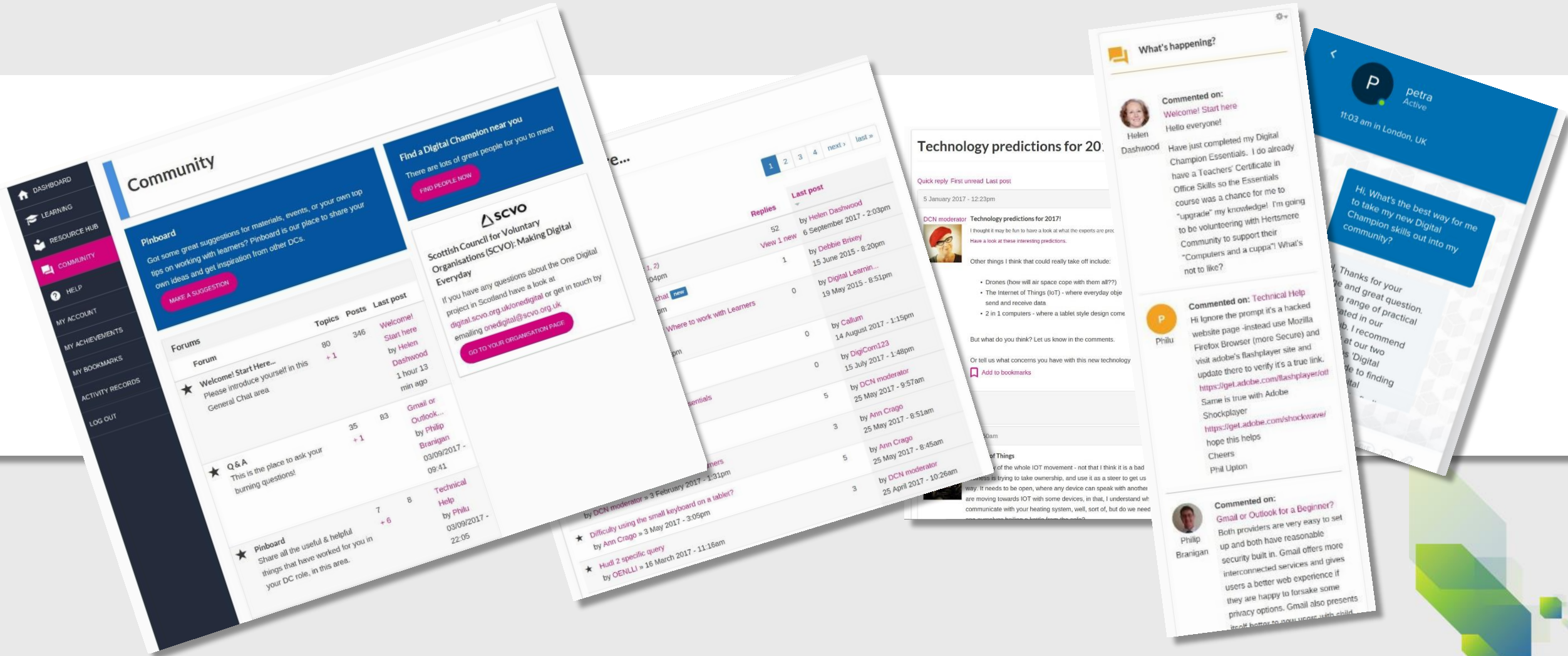
DCN Learning Community
Your fellow DCs are here to help you develop your practice. Why not say hello in the forums or find a DC near you?

[GO TO THE FORUMS](#)

Digital Champion Resources



Peer support for greater engagement & sustainability



The collage displays several key features of the Digital Unite community platform:

- Community Dashboard:** A sidebar menu includes Dashboard, Learning, Resource Hub, Community (highlighted), Help, My Account, My Achievements, My Bookmarks, Activity Records, and Log Out.
- Pinboard:** A section for sharing ideas and getting inspiration from other Digital Champions (DCs). It includes a "MAKE A SUGGESTION" button.
- Forums:** A table listing various discussion topics:

Forum	Topics	Posts	Last post
★ Welcome! Start Here... Please introduce yourself in this General Chat area	80 +1	346	Welcome! Start here by Helen Dashwood 1 hour 13 min ago
★ Q & A This is the place to ask your burning questions!	35 +1	83	Gmail or Outlook... by Philip Branigan 03/09/2017 - 09:41
★ Pinboard Share all the useful & helpful things that have worked for you in your DC role, in this area.	7 +6	8	Technical Help by Philu 03/09/2017 - 22:05
- Find a Digital Champion:** A section titled "Find a Digital Champion near you" with a "FIND PEOPLE NOW" button. It features a post from SCVO (Scottish Council for Voluntary Organisations) about "Making Digital Everyday".
- Technology Predictions for 2017:** A forum post titled "Technology predictions for 2017" with a list of replies:

Replies	Last post
52 View 1 new	by Helen Dashwood 6 September 2017 - 2:03pm
1	by Debbie Brixey 15 June 2015 - 8:20pm
0	by Digital Learnin... 19 May 2015 - 8:51pm
0	by Callum 14 August 2017 - 1:15pm
0	by DigiCom123 15 July 2017 - 1:48pm
5	by DCN moderator 25 May 2017 - 9:57am
3	by Ann Crago 25 May 2017 - 8:51am
5	by Ann Crago 25 May 2017 - 8:45am
3	by DCN moderator 25 April 2017 - 10:26am
- Technical Help:** A forum post titled "Technical Help" with a comment from Philu:

Hi Ignore the prompt it's a hacked website page - instead use Mozilla Firefox Browser (more Secure) and visit adobe's flashplayer site and update there to verify it's a true link. <https://get.adobe.com/flashplayer/ot> Same is true with Adobe Shockplayer <https://get.adobe.com/shockwave/> hope this helps
Cheers
Phil Upton
- What's happening?:** A post by Helen Dashwood:

Have just completed my Digital Champion Essentials. I do already have a Teachers' Certificate in Office Skills so the Essentials course was a chance for me to "upgrade" my knowledge! I'm going to be volunteering with Hertsmere Community to support their "Computers and a cuppa" What's not to like?
- Community Interaction:** A post by Petra Active:

Hi, What's the best way for me to take my new Digital Champion skills out into my community?

Thanks for your... and great question. a range of practical... ed in our... b, I recommend... at our two... s' Digital... e to finding... ital
- Helpful Links:** A list of links for users:
 - ★ Difficulty using the small keyboard on a tablet? by Ann Crago » 3 May 2017 - 3:05pm
 - ★ Hudl 2 specific query by OENLLI » 16 March 2017 - 11:16am



Easy to access project tracking

Welcome Jo

Here you'll find lots of information about your project and a resources toolkit to help you make your project a success.

Scottish Council for Voluntary Organisations (SCVO): Making Digital Everyday

scvo

GO TO YOUR ORGANISATION PAGE

Your project resources

These resources are created specifically to help project owners get the best out of their Digital Champion projects.

toolkit

Running your Digital Champion project resources toolkit

Your Digital Champions

Scottish Council for Voluntary Organisations (SCVO): Making Digital Everyday

No. of Digital Champions registered: 87

North Ayrshire Citizens Advice Service

No. of Digital Champions registered: 7

Grampian Housing Association

No. of Digital Champions registered: 12

Renfrewshire third sector

No. of Digital Champions registered: 16

Trust Housing Association

No. of Digital Champions registered: 7

Get Connected

No. of Digital Champions registered: 16

Digital Brighton & Hove

No. of Digital Champions registered: 199

Most recent Digital Champions

Registration date	First name	Last name
18 January 2016 - 10:51am	Jo	Malo
2 August 2016 - 2:21pm	Barbara	Flynn
18 July 2016 - 10:07am	Lesley	Kelly
8 July 2016 - 5:27pm	Stephen	Crucikshank
8 July 2016 - 12:12pm	Lorna	Swift

giffgaff 15:35

digitalchampionsnetwork.com

Digital Champions Network

Session records are for capturing the detail of your sessions with learners so that you can refer back to them later.

[View your submissions for this form](#)

Learner Records (Brighton & Hove)

Learner first name *

Learner last name *

Learner's home postcode *

Emma Weston

Understanding how to

Completed on 03/09/16

Emma Weston

Helping someo

working with r

and/or learni

Completed

RCDSF

Essex

Cap

Record your activity tally

Session records are for capturing the detail of your sessions with learners

Number of learners

Start period from

End period to

Number of sessions

Number of sessions

Session records are for capturing the detail of your sessions with learners so that you can refer back to them later.

[View your submissions for this form](#)

Learner Records (Brighton & Hove)

Learner first name *

Learner last name *

Learner's home postcode *

Which skill did you get help with today? *

- Managing information
- Communicating
- Transacting
- Problem solving
- Creating
- Other

If other please specify:

Digital Champion details




Tools to maximise project success

Digital Champions

Welcome to Digital Unite's Digital Champions Network

Being online can really make a difference to people. It can help them with saving money, accessing local information and services, keeping in touch with friends and family and searching for jobs.



Often all people need to get started is a friendly helping hand to show them how. That's where you can make a difference as a Digital Champion. Just by supporting others to build their confidence and knowledge with using digital technology you can really help to change their lives.

Being a Digital Champion is also an exciting opportunity for you personally to improve your own digital skills and expertise.

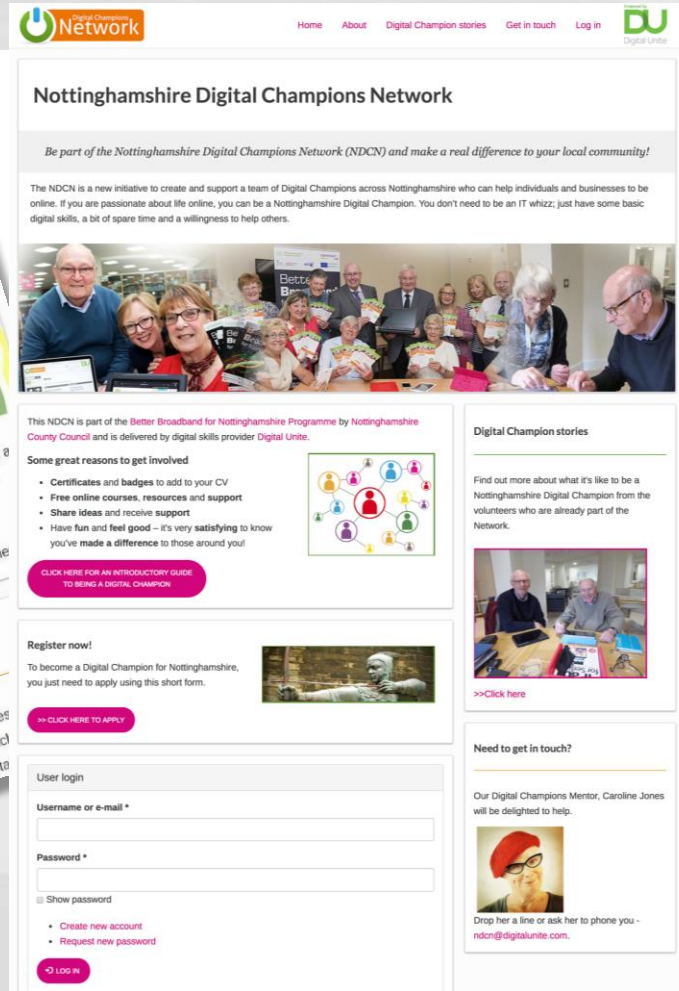
Getting Started

Within this Network you'll find everything you need to develop your role including a number of online courses which you can start and study at your own pace. Just click on the 'My courses' tab in the left hand menu or choose from the list below.

We recommend you begin with the foundation course, the **Digital Champion**

Need to get in touch?


If you have any queries hesitate to get in touch with a member of the Digital Champions Network.



Nottinghamshire Digital Champions Network

Be part of the Nottinghamshire Digital Champions Network (NDCN) and make a real difference to your local community!

The NDCN is a new initiative to create and support a team of Digital Champions across Nottinghamshire who can help individuals and businesses to be online. If you are passionate about life online, you can be a Nottinghamshire Digital Champion. You don't need to be an IT whizz; just have some basic digital skills, a bit of spare time and a willingness to help others.



This NDCN is part of the Better Broadband for Nottinghamshire Programme by Nottinghamshire County Council and is delivered by digital skills provider Digital Unite.

Some great reasons to get involved

- Certificates and badges to add to your CV
- Free online courses, resources and support
- Share ideas and receive support
- Have fun and feel good – it's very satisfying to know you've made a difference to those around you!

[CLICK HERE FOR AN INTRODUCTORY GUIDE TO BEING A DIGITAL CHAMPION](#)

Register now!

To become a Digital Champion for Nottinghamshire, you just need to apply using this short form.

[CLICK HERE TO APPLY](#)

User login

Username or e-mail *

Password *


Show password

- Create new account
- Request new password

[LOG IN](#)

Digital Champion stories


Find out more about what it's like to be a Nottinghamshire Digital Champion from the volunteers who are already part of the Network.



[CLICK HERE](#)

Need to get in touch?

Our Digital Champions Mentor, Caroline Jones will be delighted to help.



Drop her a line or ask her to phone you - ndcn@digitalunite.com.

Running your Digital Champion project: resources toolkit

Tools

Use this for

- Running a successful Digital Champion project: these resources will give you everything you need to kickstart your project, promote it, recruit Digital Champions and promote Digital Champion support to end learners.

[Add to bookmarks](#)

Detailed description

You'll find all the resources below

1. Getting Started

Because it's all about making a plan we've included national fact and figures on digital inclusion and too tips to help you kick start your Digital Champion programme.

[DOWNLOAD ZIP FILE](#)

These ready-made articles, social media messages and leaflets aimed at recruiting new and enthusiastic Digital Champions

These copyright-free images can be used as part of your marketing campaign to promote your Digital Champion initiative.

[DOWNLOAD ZIP FILE](#)

These great people for you to meet

These great people for you to meet

These Digital Champions

These great people for you to meet

These Digital Champions

These great people for you to meet

These Digital Champions

These great people for you to meet

These Digital Champions

These great people for you to meet

Our Digital Champion Network works!



- ✓ **9 out of 10** Digital Champions would recommend our courses!
- ✓ Over **80%** of Digital Champions said the Network's courses increased their knowledge and confidence!
- ✓ **75%** said the training was relevant to their needs
- ✓ **50%** successful course completion rate against an international average which is under **10%**
- ✓ **60%** consider mentor support important to them
- ✓ **80%** want the latest information on technology
- ✓ **79%** want teaching resources for their learners



Many happy returns indeed



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



Many happy returns indeed

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



New opportunities to get involved



LOTTERY FUNDED

Significantly discounted membership of the Digital Champions Network, including some limited free places for smaller organisations

Available for a **limited time** only



21 years on – our vision

Widespread, scalable and sustainable personal and organisational capacity to cascade digital skills

Millions of Digital Champions who are skilled and motivated to empower their communities and workplaces

A self-sustaining, self-motivating **learning community of Champions**

A cross sector organisational collectivism to build and sustain digital skills through Champions and ongoing development and support for those DCs

A **widespread transfer of knowledge and learning** about train the trainer and volunteer programme support models which benefits the many.





Many Happy Returns Event

Tuesday 19th September 2017

#DU21

