



PARTNERS AND PROJECTS 2000-2017

Citizens Online

DIGITAL INCLUSION EXPERTS

Charity registration No. 1087794 - SC039737 in Scotland

CONTENTS

Author:.....	3
Date:	3
Version:.....	3
Acknowledgements:	3
Our Work.....	4
Our Expertise and Offer	4
Core Projects and Partners	5
One Digital / The Big Lottery Fund	5
Report for Northern Ireland Digital Assist.....	6
The Case for a systemic approach to Digital Skills.....	6
Partnerships and Achievements	7
Testimonials.....	11
Our Approach	12
Citizens Online’s Digital Resilience Model.....	12
Table 1: Citizens Online partnerships and achievements.	7
Figure 1: Digital Resilience Model.....	13

AUTHOR:

Citizens Online

DATE:

Autumn-Winter 2017

VERSION:

V1.0

ACKNOWLEDGEMENTS:

We would like to thank all of the organisations, departments, teams and individuals who we have worked with over the last seventeen years.

Our Work

OUR EXPERTISE AND OFFER

OUR APPROACH

Motivating digitally excluded citizens to engage with the digital world can be difficult and requires compelling 'hooks' for each person, and indeed each organisation.

Simply 'selling' or presenting a new digital service or technology does not on its own create digital journeys – people and organisations need to understand what is beneficial for them and what an improved life or service might feel like in a digital world.

We help organisations ensure everyone can access their online services. We're digital inclusion experts with a unique and resilient partnership approach. We are also an award-winning charity with over 15 years' experience in more than 50 communities.

We're independent, trustworthy and understanding. We can help broker strong local partnerships with a range of different organisations – no single partner can tackle this alone. We're cost effective, agile, responsive and provide an end-to-end approach; working at the heart of your communities to embed online services and digital skills.

We can help you understand the issue of digital inclusion more deeply, based on your purpose and potential partners. We help with strategy and implementation plans. We can also support delivery.

Our flagship offer is Switch, which will help you increase uptake of your digital service transformation. Our Switch programme has Big Lottery match funding available for the next 20 partners.

Citizens Online can also support you with:

- Bespoke research and evaluation.
- Delivery and design of awards or grant giving.
- As a trusted charity partner for your own programmes.

CORE PROJECTS AND PARTNERS

Citizens Online has worked in over 50 communities, predominantly through projects lasting three years, delivered through a long-standing and prolific partnership between BT and Citizens Online (The Get IT Together programme being the most recent). Our experience also includes supporting government departments, for example, the Cabinet Office, Department of Health, Department of Work and Pension, and the Department of Communities and Local Government. We have worked with local government on implementing digital services and getting government services online (“channel shift”) and with Job Centre Plus (JCP) on achieving ‘digital by default’. We have a broad understanding of the many issues surrounding digital inclusion, such as employability skills and digital accessibility for disabled people. We have undertaken a longitudinal research project to evaluate the impact of digital skills in the longer term, including employment outcomes and have also supported a research process to understand the Social Return on Investment in Digital Skills. As well as a full list of partnerships and achievements, we highlight three recent projects and provide more detail on what has been involved in these:

ONE DIGITAL / THE BIG LOTTERY FUND

Since 2015 Citizens Online has been involved in the One Digital programme. This has involved developing work for a test and learn pilot funded by The Big Lottery Fund, followed by delivery and evaluation of our Digital Resilience model in four project areas during 2016: Brighton & Hove, Gwynedd, The Highlands, and Plymouth. We are continuing to undertake activity in Brighton & Hove and Gwynedd and have funding do so until 2018. The One Digital programme is a partnership working on improving basic digital skills, made up of Age UK, Clarion Housing Group, Digital Unite, and SCVO (with AbilityNet also taking part in Phase 1 of the project). The programme is ongoing, and Citizens Online will be undertaking our ‘Switch’ model in 20 local authority areas – utilising funding from the Big Lottery Fund matched with funding from local government – until 2020.

Through project work in four areas under this programme we have already recruited over 300 Digital Champions and assisted over 6,000 people with basic digital skills. We have also successfully developed 'signposting sites' – websites that direct people to internet access and digital skills training in each of these areas.

REPORT FOR NORTHERN IRELAND DIGITAL ASSIST

From 2016-2017 we conducted a 'Baseline' research exercise into people at risk of digital exclusion, existing digital inclusion work, and the state of public sector digital transformation in Northern Ireland. Across Northern Ireland, it is estimated 18.8% of the population have never used the internet. Further, 32.2% of the Northern Ireland population aged 16-65 (over 378,000 people) have low or no digital skills and between 127,000 and 154,000 households do not have the internet at home (20%).

Our report identified resources needed and how they could best be directed to support digital inclusion via 'pathfinder' proposals for action around themes of 'Welfare Reform and Employability', 'Digital Health', and 'Rural SME Diversification'.

THE CASE FOR A SYSTEMIC APPROACH TO DIGITAL SKILLS

In 2014 we published a White Paper – [The Case for a Systemic Approach to Digital Skills](#) – by Dr Gail Bradbrook of Citizens Online and long-term associate Dr Gerald Power of Trapeze Transformation. Summarising our learning working with both the persistent minority of the population who have never been online and the larger group of people who only use the internet in a very limited way, the report concluded that holistic and local approaches are crucial. The wider agendas of digital by default and service transformation must be taken into account, with change integrated into key local services in order to change how 'difficult to reach' individuals perceive and use these skills. This implies the involvement and alignment of all key local public sector service providers – and potentially the private sector - to meet the needs of local communities and make best use of all available local assets and funding.

PARTNERSHIPS AND ACHIEVEMENTS

Over the years we have created innovative, cross-sector partnerships to promote digital inclusion and related issues such as e-learning, the uptake of e-government services, employability, job creation, community cohesion and social inclusion.

The table below highlights some of our partnerships and achievements over the past 17 years.

Table 1: Citizens Online partnerships and achievements.

Project	Partner	Start Year
Test and learn Digital Resilience pilots	The Big Lottery Fund	2016
Community Fibre partnership independent validation	BT	2016
Digital Skills strategy development	BT	2016
Report for Northern Ireland Digital Assist	NIDirect	2016
Social media skills training	Sue Flook	2016
Digital skills evaluation work	Cosmic	2015
Evaluation of a digital champions approach	Hyde Housing	2015
Development work for test and learn pilot	The Big Lottery Fund	2015
Digital Inclusion in rural Carmarthenshire	West Wales European Centre	2015
Digital Accessibility: a brief landscaping	Citizens Online	2015
The case for a systemic approach to digital skills	Citizens Online	2014
Digital participation mapping workshop	North Hertfordshire Homes	2014
Digital inclusion strategic advice and workshops	Brighton and Hove City Council	2014
Workshop on digital inclusion strategies	Staffordshire Rural Homes	2013
Delivery of digital inclusion sessions	Sanctuary Housing	2013
Monitoring work on a digital inclusion programme	Devon County Council	2013
Support to develop a digital inclusion strategy	Paragon Housing	2013

CITIZENS ONLINE PORTFOLIO

Workshop on digital inclusion strategies	Norwich County Council	2013
Scoping an Awards Scheme for small businesses and social enterprises in the Highlands and Islands	Highlands and Islands Enterprise	2013
Review of Welfare Reform	BT	2013
What next for BT's Connected Society? Strategic review	BT	2013
Managing and supporting a DI volunteering pilot	Viridian Housing	2013
Supporting Digital by Default Agenda	Devon and Cornwall Job Centre Plus	2013
Workshop on welfare reform agenda	Paragon Housing	2012
EU e-inclusion awards	European Commission	2012
Delivery of Get IT Together programme	BT	2011
Delivery and consultancy support on a commercial offering for housing associations	BT	2011
Consultancy on Digital Inclusion strategies for a Housing Association	Glasgow Housing Association (GHA)	2011
Consultancy to develop a Digital Inclusion CSR strategy	BT	2010
Focus group interviews on Virgin Media free broadband offering	e-Learning Foundation	2009
Support to develop bid to EC for inclusive e-Government EU partnership	Milton Keynes Council	2009
Digital Inclusion Advisor work for local authorities	Regional Improvement and Efficiency Partnerships	2009
Inclusive e-Government research, the EC context	DC10plus	2009
Procurement support for pan Wales Communities 2.0 programme	Welsh Assembly Government	2008
EU e-inclusion initiative support for pan European awards scheme and communications work with Key20 Media	European Commission Director General Information Society	2008
Keeping IT in the family - children as educators using informal comic based toolkit	Digital Birmingham / British Educational Communications and Technology Agency (Becta)	2008
Digital Exclusion Profiling of Vulnerable groups to assess the role of ICT in overcoming disadvantage.	Department of Communities and Local Government (DCLG), NatCen Social Research	2008

CITIZENS ONLINE PORTFOLIO

A mapping and recommendation study of key strategic Partners in the FE and Skills sector and their influence on e-maturity and embedding ICT, with MRM Solutions and MirandaNet	Becta	2007
Investigating the potential of ICT to raise the attainment and aspirations of disadvantaged and disaffected young people. With LSE and e-Learning Foundation	Becta	2007
Swindon Borough Council digital strategy consultancy work	Swindon Borough Council	2007
Storyboards to promote intergenerational teaching of ICT skills, younger to older people	Microsoft / Digital Birmingham	2007
Developing sustainable cost recovery approaches for the Investing in Communities' Laptop Loan Scheme	Greater Cambridge Partnership	2007
Norfolk digital challenge bid, an inclusion and voluntary sector review	Norfolk County Council	2006
Inclusion Through Innovation, using technology to address exclusion, support to report development	Cabinet Office	2005
Everybody Online Hub, to disseminate and communicate digital inclusion thinking and activity throughout the social inclusion sector	Microsoft	2005
Accessible Access Channels - highly interactive workshops to create dialogue on customer centric service delivery	IDEA – Improvement and Development Agency	2005
Home Computer Initiative tender management (tax exemptions for purchase of ICT for home use)	Greater London Authority (GLA) / London Connects (LC)	2005
Communities@One concept bid: using ICT in 27 rural and disadvantaged communities	Welsh Assembly Government	2005
Exclusion and e-Government, in partnership with IECRC, survey review of local delivery of online services and digital inclusion	IDEA	2005
Intel EU marketing group brainstorm and interactive workshop, looking at the ageing population as a market opportunity for product and market development	Intel	2004
Digital Equality, in house review of activity on the digital inclusion agenda	Citizens Online / Business In The Community	2004

CITIZENS ONLINE PORTFOLIO

Community Connections (award scheme) in depth review of the scheme involving substantial qualitative & qualitative research	BT	2003
Awards development: 3 separate small grants schemes aimed at community and schools ICT projects, instigation, project management and marketing	AOL, TalkTalk, Microsoft	2003
London Internet Issues and Initiatives, examination of the impact on and use of the Internet by socially excluded groups in London	GLA, BT, LC, LDA, International Electronic Commerce Research Centre (De Montfort University, IECRC)	2002
Digital Divide in a World City, review and recommendations for research and strategy development for London	GLA, LDA, LC, IECRC	2002
EverybodyOnline: our major delivery programme of 25 3 year long digital inclusion projects, sponsored by BT	BT	2002
Corporate Social Responsibility in the IT Sector with IECRC: publication	Microsoft	2001
Online Freedom and Safety for Children: publication	London School of Economics (LSE) & Institute for Public Policy Research (IPPR)	2001
Realising Democracy Online: publication	IPPR	2001
Universal Internet Access – a Realistic View: publication	IPPR	2000

Testimonials

SALLY MCMAHON, HEAD OF LIBRARY SERVICES, BRIGHTON & HOVE CITY COUNCIL

“Citizens Online helped us develop a strategy, a partnership and an army of trained Digital Champions now active in helping our residents with basic digital skills. Citizens Online have also helped establish and support a large partnership of local organisations who are engaged in digital inclusion activity now in a more coordinated and collaborative way.”

DYLAN GRIFFITHS, ECONOMIC DEVELOPMENT PROGRAMMES MANAGER, GWYNEDD COUNCIL

“Citizens Online used their Baseline Evaluation process to help us find where our real digital inclusion issues were in the county. This made all the difference in our being able to target help to where it was needed. We’ve used the process to inform and help deliver our Tackling Poverty Action Plan.”

NEIL JOHNSTONE, PROJECT MANAGER, MENTER MÔN

“We appointed Citizens Online to undertake a benchmark study on digital inclusion on Anglesey. They were at all stages of the process highly professional and extremely approachable. They oversaw an interactive and informative series of workshops with a combination of relevant expertise and good people skills. We have every confidence that they have delivered an excellent report and would not hesitate to work with them again in the future.”

Our Approach

CITIZENS ONLINE'S DIGITAL RESILIENCE MODEL

Citizens Online's whole system approach to tackling Digital Inclusion is called Digital Resilience. This is an award-winning methodology which seeks to identify key digital exclusion risks in an area and use an evidence based approach, to target resources and create an action plan for local stakeholders to deliver. We estimate a comprehensive Digital Resilience programme of change requires around three years of activity to ensure that different ways of working can be fully embedded into a locality.

Figure 1 shows the different elements within the Digital Resilience model and how they relate to each other.

Switch is our offer to begin this work in your local area, with match funding from The Big Lottery Fund – over a period of 6 months. For more information, request a copy of our sample Switch report via email:

workwithus@citizenonline.org.uk

SWITCH

Digital transformation can be challenging for organisations. How do you ensure your customers aren't left behind in the digital age? How do you improve quality of service, empower and upskill staff, and ensure that communities can benefit from digital delivery... as well as saving money?

Switch is the answer! It's our flagship digital inclusion offer, based on our years of delivery experience and research.

Figure 1: Digital Resilience Model



Citizens Online
DIGITAL INCLUSION EXPERTS



LOTTERY FUNDED

© Citizens Online, 2017.

Charity registration No. 1087794 - SC039737 in Scotland.