

Professional Digital Champion Deployment

Our intention was to achieve positive outcomes for individuals through conducting ‘baseline reviews’ of the digital exclusion landscape and using the results to inform decision making on where to deploy Digital Champion resources. With limited resources in each area, our Professional Digital Champions (employed by Citizens Online in Gwynedd and Brighton & Hove projects) were an invaluable resource – deployable, targetable and skilled in a range of digital inclusion interventions.

Our aim was to target our professional digital champion resources where they were most needed – in areas and with demographics of people who were likely experiencing higher levels of disadvantage, or digital exclusion. Our analysis of End Learner data (session records and postcode where available) showed that:

People who received support were, proportionally, from more deprived LSOAs¹ than the area population as a whole.

We found that the effect was more pronounced when the learner was helped by a Professional Digital Champion (PDC) than by other types of DC like volunteers (VDCs), or Embedded Digital Champions (EDCs), who both help people with digital skills as part of another role. We were better able to direct PDCs to the areas we felt needed more assistance.

PDCs had more capacity to run drop ins and planned sessions and to record more frequently and in more detail about their activities, so to a degree we expected them to have more evidence of being effective in achieving support outcomes. Six PDCs were responsible for nearly two-thirds (%) of 8,750 sessions from which data could be analysed, and just three PDCs were responsible for 44.3% of all sessions recorded (figure 1).

¹ Lower Super Output Area – geographical boundaries with the same number of people in them across a locality.

Much activity by VDCs and EDCs that took place throughout One Digital has not been recorded except through our Activity Snapshot activity. This will have influenced the result. Our analysis took in results from Professional Digital Champions across the whole One Digital Programme from Phase 1 through Phase 2

Figure 1: Number and proportion of sessions provided by select PDCs

Professional Digital Champion	Sessions Recorded	Proportion of all sessions
GL	1,472	16.8%
SC	1,266	14.5%
AT	1,136	13.0%
JJ	487	5.6%
DL	420	4.8%
RM	334	3.8%
Subtotal	5,115	58.5%

Figures 2 and 3 below show the difference between sessions provided by PDCs alone, and other DCs alone in terms of the home LSOA of the learners they helped.

PDCs helped the majority of the learners from LSOAs in deprivation deciles 1 and 2 (the most deprived areas), and their sessions were delivered more to learners from more deprived areas (figure 2).

Other types of Digital Champion (VDCs and EDCs) helped people from a more balanced selection of LSOAs, their work being less concentrated on people from the more deprived LSOAs (figure 3).

Figure 2: Sessions delivered by PDCs, by IMD decile of learners' home LSOA

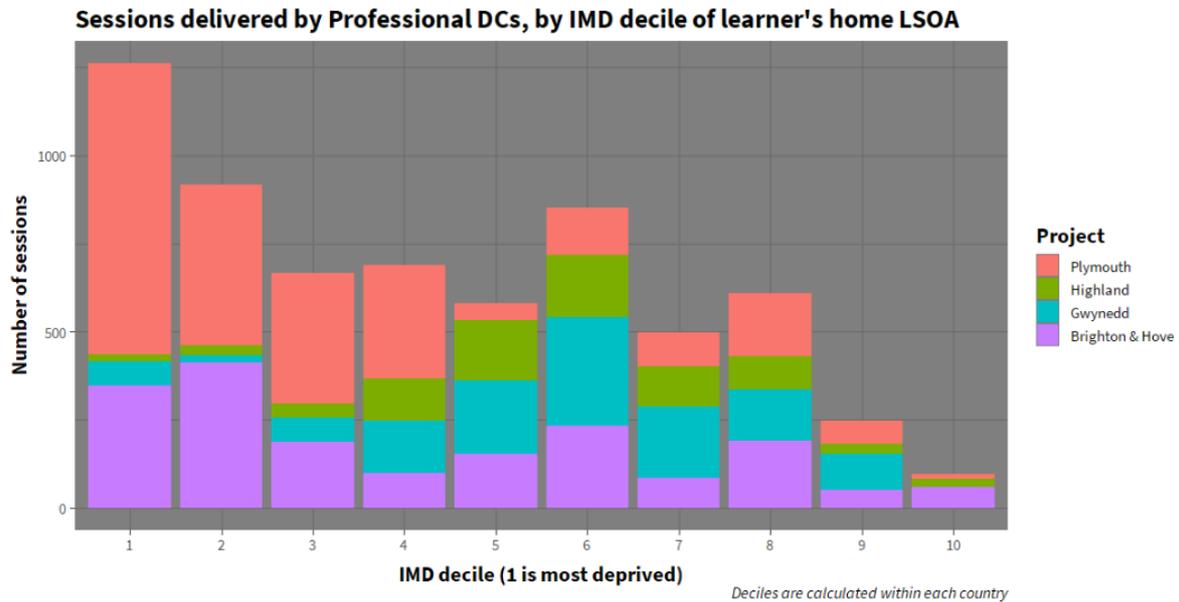


Figure 3: Sessions delivered by other DCs, by IMD decile of learners' home LSOA

