



PARTNERS AND PROJECTS 2000-2021

**Citizens Online**

Charity registration No. 1087794

## OUR WORK, EXPERTISE AND OFFER

Citizens Online is a UK digital inclusion charity, established in 2000. Our aim is to ensure that no one is left behind in the digital world which we now live in. Living during lockdown

has demonstrated to everyone how important digital skills and technology are to make our lives easier. But there are 9 million adults in the UK who can't use the internet.

### 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.*

The people more likely to be digitally excluded are older, on low income, disabled or with low educational attainment. We want to bridge the digital divide and help everyone to use the internet confidently and safely.

We work with organisations to embed digital inclusion as part of digital transformation programmes. We aim to make digital inclusion provision sustainable and advocate three key elements to make this happen.

- 1. Evidence** – we research digital exclusion risk within a locality and build a baseline for digital inclusion work.
- 2. Partnerships** – many organisations within a local area will be providing digital inclusion support or aware that their clients and staff need support with essential digital skills. Organisations must work together to achieve greater impact.
- 3. Digital Champions** – we know that the best way to support people with digital skills is a 1-2-1 digital champion approach. Our clients include Local Authorities, Housing Associations, CCGs, Government, Commercial Businesses and Voluntary Sector organisations.

We deliver digital inclusion projects such as Digital Brighton & Hove, where we provide digital champion support to the community and operate a tablet loan scheme. We have built a digital inclusion network of over 300 organisations in the area. We operate a

national freephone digital skills helpline to support people with essential digital skills and manage over 600 digital champions across the UK. We also undertake research and evaluation projects. Recent clients include The Centre for Aging Better and Public Health England.

Our key values underpin everything we do:

**Independence** - we act with honesty, integrity and fairness to earn the trust of those that we work with both internally and externally

**Collaboration** - we encourage creativity and better communication through our supportive culture which values knowledge sharing, learning and working together to achieve the best that we can

**Innovation** - we're an innovative and forward thinking organisation with an open and collaborative culture. We embrace change, new technologies and better ways of working in everything we do, from service delivery to our internal processes

**Quality** - we empower individuals to take initiative and responsibility to achieve the best results they can within time and budget

Citizens Online can also support you with any aspect of digital inclusion work from conception to evaluation and everything inbetween.

## 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 21 years.

Table 1: Citizens Online partnerships and achievements.

| Project  | Partner   | Start Year |
|--|---|------------|
| Digital inclusion research with a digital health focus   | North West London CCG                                   | 2021       |
| Assisted digital strategy design inc evaluation of previous assisted digital strategy  | Waltham Forest Council                                  | 2021       |
| Support residents 55+ with digital skills support including a digital skills helpline and face to face digital champion support. Induct and manage digital champions | Leighton Linlade Town Council                           | 2021       |
| Support residents with essential digital skills, devices and data. Especially those looking for employment   | Digital Gwynedd   | 2021       |
| Digital exclusion research and mapping   | Gloucestershire AgeUK (Glos digital divide partnership) | 2021       |
| Digital champion programme evaluation  | Digital Unite   | 2021       |
| Digital inclusion support for Sheltered housing schemes in Merseyside  | Torus Foundation  | 2021       |
| Digital skills support for Triodos customers via Freephone helpline  | Triodos Bank  | 2021       |
| Digital exclusion research, digital support planning and digital maturity assessment   | L&Q Housing / Hyperoptic                                | 2021       |
| Digital inclusion research, digital maturity assessment  | Lambeth Council / Hyperoptic                            | 2021       |
| Supporting clients with digital inclusion  | St James Place – Financial Advisors                     | 2021       |
| Digital exclusion research   | Conduent / Highways England                             | 2021       |

## CITIZENS ONLINE PORTFOLIO

|   |  |      |
|---|--|------|
| Digital champion partnership building, support with digital inclusion provision planning, digital maturity assessment | Kensington and Chelsea Council / Hyperoptic            | 2021 |
| Digital exclusion mapping   | Maximus  | 2021 |
| Digital exclusion research including pathfinders  | Havering Council                                       | 2021 |
| <a href="#">Research into effect of the Pandemic on digital habits of 50-70yr olds</a>                                | Centre for Ageing Better                               | 2021 |
| Evaluation of Digital Champion work   | Clarion Futures  | 2020 |
| Support to launch a Digital Champion Programme & Baseline Research  | Medway Council   | 2020 |
| Digital Champion training & project management. Baseline research   | Ealing Council   | 2020 |
| Digital Inclusion Community Engagement Workshop   | York Council   | 2020 |
| Support to set up a digital champion programme, digital exclusion research  | Bexley CCG   | 2020 |
| Digital Welcome Project - Support with essential digital skills for SMEs  | Greater Birmingham and Solihull LEP / Limina Immersive | 2020 |
| Support to design digital inclusion strategy, research, digital champion induction, pathfinders                       | Brent Council / Hyperoptic                             | 2020 |
| Digital exclusion research, staff training, digital maturity assessment   | Barking and Dagenham Council                           | 2020 |
| Digital leadership workshops  | Capgemini / Digital Unite                              | 2020 |
| Digital exclusion research, digital champion support  | North Yorkshire Councils                               | 2020 |
| Digital exclusion research, staff training, digital maturity assessment   | Charnwood Council                                      | 2020 |
| Digital Leadership Workshop   | Cambridge City Council                                 | 2020 |
| Digital exclusion research, staff training, digital maturity assessment   | Ashfield Council                                       | 2020 |
| Digital Inclusion – Social Value offer  | Hyperoptic   | 2019 |
| Digital exclusion research, baseline evaluation, community engagement, Digital Champions                              | East Hampshire Council                                 | 2019 |
| Digital exclusion research, baseline evaluation, community engagement, Digital Champions                              | Harrogate Council                                      | 2019 |
| Digital Inclusion Innovation Fund Management  | DCMS   | 2019 |
| Digital Inclusion staff training workshop   | Cheshire East Council                                  | 2019 |

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|---|--|------|
| Digital exclusion research, baseline evaluation, community engagement                               | Surrey County Council                        | 2019 |
| Equalities Impact Assessment - <a href="#">Digital exclusion in population screening programmes</a> | Public Health England                        | 2019 |
| Digital exclusion research, findings and recommendations, engagement workshops                      | Epping Forest Council                        | 2019 |
| Digital exclusion research, findings and recommendations, engagement workshops                      | Town & Country Housing, Orbit, Golding Homes | 2018 |
| Digital exclusion research, findings and recommendations, engagement workshops                      | Dorset Council                               | 2018 |
| Digital Transformation Workshop   | House Mark Scotland                          | 2018 |
| Digital exclusion research, digital journeys for SMEs   | Anglesey Menter Môn                          | 2017 |
| 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 inclusion research, partnership development & digital champion training                     | Brighton & Hove City Council                 | 2015 |
| Digital inclusion research, partnership development & digital champion training                     | Gwynedd Council                              | 2015 |
| Digital inclusion research, partnership development & digital champion training                     | Highlands & Islands Council                  | 2015 |
| Digital inclusion research, partnership development & digital champion training                     | Plymouth Council                             | 2015 |
| 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 |

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|---|---|------|
| Monitoring work on a digital inclusion programme  | Devon County Council  | 2013 |
| Support to develop a digital inclusion strategy   | Paragon Housing   | 2013 |
| 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 |

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|   |   |      |
|---|---|------|
| 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 |



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|  |   |      |
|--|---|------|
| Community Connections (award scheme) in depth review of the scheme involving substantial qualitative & quantitative 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.”

PENNY SYDDALL – COMMUNICATIONS TEAM LEADER, SUPERFAST DORSET – DORSET COUNCIL

“Having Citizens Online looking over our shoulder for a year gave them an in-depth understanding of what we do in Dorset’s Routes to inclusion programme. They led stakeholder meetings which brought people together and engaged them effectively in the issues of digital inclusion. The maps provided us with insight into particular client groups and locations we needed to focus on. The final report gave us confidence and energy to push ahead with existing and new initiatives, reach more people and make more of a difference.”

### GUY KILMINSTER - CORPORATE MANAGER HEALTH IMPROVEMENT, CHESHIRE EAST COUNCIL

“In Cheshire East we were updating our digital inclusion strategy and refreshing our approach to digital champions to support people to get online. Through Citizens Online and their One Digital partner Digital Unite, we have had training delivered to key staff and volunteer digital champions. The Library Service has taken over responsibility for the Digital Champions, but working closely with the community and voluntary service and the Council’s Connected Communities team, to extend the range of buildings that people can access to be supported to get online. Through this more joined up approach we are confident that we will be better placed to reduce levels of digital exclusion within the borough.”

### STUART ILSLEY - HEAD OF SERVICE TRANSFORMATION, TOWN & COUNTRY HOUSING

“The consultation events provided by Citizens Online were first class, they tailored the sessions to suit the audience and I learnt so much in such a short space of time, which was down to how the information was presented in a fun and engaging way. It was a real pleasure to work with the team, they could not have been friendlier, more personable or more professional if they tried.”

### LOUISA MCDONALD – COVID RESPONSE MANAGER, EALING COUNCIL

“Ealing Council’s work with Citizens Online has really shaped the way we are approaching digital exclusion within the borough. As the result of our work together, we now have a team of digital champions based in our communities who are trained and ready to support our residents. Citizens Online helped us to understand where we need to focus our resources and we now have a whole programme of work going forward.”

### CATHERINE ALLEN – CEO, LIMINA IMMERSIVE

“It was great working with Citizens Online. The team are incredibly passionate about digital inclusion, and this shines through in the work that they do and their professionalism. They have an unparalleled level of experience in this space and I would recommend working with them as a delivery partner.”