



PARTNERS AND PROJECTS 2000- May 2022

**Citizens Online**

Charity registration No. 1087794

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

### 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.*

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.

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 400 digital champions across the UK. We also undertake research and evaluation projects.

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 22 years.

Table 1: Citizens Online partnerships and achievements

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| Assisted digital strategy design inc evaluation of   | 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 | Leighton Linlade Town Council               | 2021 |
| Support residents with essential digital skills, devices and data. Especially those looking for  | Digital Gwynedd                             | 2021 |
| Digital exclusion research and mapping   | Gloucestershire AgeUK (Glous                | 2021 |
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| Digital inclusion support for Sheltered housing  | Torus Foundation                            | 2021 |
| Digital skills support for Triodos customers via   | Triodos Bank                                | 2021 |
| Digital exclusion research, digital support planning   | I & O Housing / Hyperoptic                  | 2021 |
| Digital inclusion research, digital maturity   | Lambeth Council / Hyperoptic                | 2021 |
| Supporting clients with digital inclusion  | St James Place – Financial                  | 2021 |
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| Digital champion partnership building, support with digital inclusion provision planning, digital  | Kensington and Chelsea Council / Hyperoptic | 2021 |
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| <a href="#">Research into effect of the Pandemic on digital</a>  | Centre for Ageing Better                    | 2021 |
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| Support to launch a Digital Champion Programme   | Medway Council                              | 2020 |
| Digital Champion training & project management.  | Faling Council                              | 2020 |
| Digital Inclusion Community Engagement   | York Council                                | 2020 |

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| Support to set up a digital champion programme,                     | Bexley CCG                   | 2020 |
| Digital Welcome Project - Support with essential                    | Greater Birmingham and       | 2020 |
| Support to design digital inclusion strategy,                       | Brent Council / Hyperoptic   | 2020 |
| Digital exclusion research, staff training, digital                 | Barking and Dagenham Council | 2020 |
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| Digital exclusion research, digital champion                        | North Yorkshire Councils     | 2020 |
| Digital exclusion research, staff training, digital                 | Charnwood Council            | 2020 |
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| Digital exclusion research, staff training, digital                 | Ashfield Council             | 2020 |
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| Digital exclusion research, baseline evaluation,                    | East Hampshire Council       | 2019 |
| Digital exclusion research, baseline evaluation,                    | Harrogate Council            | 2019 |
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| Digital exclusion research, baseline evaluation,                    | Surrey County Council        | 2019 |
| <a href="#">Equalities Impact Assessment - Digital exclusion in</a> | Public Health England        | 2019 |
| Digital exclusion research, findings and                            | Enning Forest Council        | 2019 |
| Digital exclusion research, findings and                            | Town & Country Housing,      | 2018 |
| Digital exclusion research, findings and                            | Dorset Council               | 2018 |
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| Community Fibre partnership independent                             | BT                           | 2016 |
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| Digital inclusion research, partnership          | Brighton & Hove City Council  | 2015 |
| Digital inclusion research, partnership          | Gwynedd Council               | 2015 |
| Digital inclusion research, partnership          | Highlands & Islands Council   | 2015 |
| Digital inclusion research, partnership          | Plymouth Council              | 2015 |
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| Scoping an Awards Scheme for small businesses    | Highlands and Islands         | 2013 |
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| What next for BT's Connected Society? Strategic  | BT                            | 2013 |
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| Supporting Digital by Default Agenda             | Devon and Cornwall Job Centre | 2013 |
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| Delivery and consultancy support on a commercial | BT                            | 2011 |

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| Consultancy on Digital Inclusion strategies for a   | Glasgow Housing Association                              | 2011 |
| Consultancy to develop a Digital Inclusion CSR  | BT   | 2010 |
| Focus group interviews on Virgin Media free   | e-Learning Foundation                                    | 2009 |
| Support to develop bid to EC for inclusive e-   | Milton Keynes Council                                    | 2009 |
| Digital Inclusion Advisor work for local authorities  | Regional Improvement and                                 | 2009 |
| Procurement support for pan Wales Communities   | Welsh Assembly Government                                | 2008 |
| EU e-inclusion initiative support for pan European awards scheme and communications work with   | 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  | 2008 |
| Digital Exclusion Profiling of Vulnerable groups to assess the role of ICT in overcoming disadvantage   | Department of Communities and Local Government (DCLG),   | 2008 |
| A mapping and recommendation study of key strategic Partners in the FE and Skills sector and their influence on e-maturity and embedding ICT,     | Becta  | 2007 |
| Investigating the potential of ICT to raise the attainment and aspirations of disadvantaged and disaffected young people. With LSE and e-Learning | Becta  | 2007 |
| Swindon Borough Council digital strategy  | Swindon Borough Council                                  | 2007 |
| Storyboards to promote intergenerational teaching   | Microsoft / Digital Birmingham                           | 2007 |
| Developing sustainable cost recovery approaches for the Investing in Communities' Laptop Loan   | Greater Cambridge Partnership                            | 2007 |
| Norfolk digital challenge bid, an inclusion and   | Norfolk County Council                                   | 2006 |
| Inclusion Through Innovation, using technology to   | Cabinet Office   | 2005 |

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| Everybody Online Hub, to disseminate and communicate digital inclusion thinking and activity   | Microsoft  | 2005 |
| Accessible Access Channels - highly interactive workshops to create dialogue on customer centric                                     | IDeA – Improvement and Development Agency  | 2005 |
| Home Computer Initiative tender management (tax  | Greater London Authority (GLA)   | 2005 |
| Communities@One concept bid: using ICT in 27   | Welsh Assembly Government  | 2005 |
| Exclusion and e-Government, in partnership with IECRC, survey review of local delivery of online                                     | IDeA   | 2005 |
| Intel EU marketing group brainstorm and interactive workshop, looking at the ageing population as a market opportunity for product   | Intel  | 2004 |
| Digital Equality, in house review of activity on the   | Citizens Online / Business In  | 2004 |
| Community Connections (award scheme) in depth review of the scheme involving substantial   | BT   | 2003 |
| Awards development: 3 separate small grants schemes aimed at community and schools ICT projects, instigation, project management and | 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, | 2002 |
| Digital Divide in a World City, review and recommendations for research and strategy   | GLA, LDA, LC, IECRC  | 2002 |
| EverybodyOnline: our major delivery programme of 25 3 year long digital inclusion projects, sponsored                                | BT   | 2002 |
| Corporate Social Responsibility in the IT Sector   | Microsoft  | 2001 |
| Online Freedom and Safety for Children: publication  | London School of Economics (LSE) & Institute for Public                                      | 2001 |
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| Universal Internet Access – a Realistic View: | IPPR |  |
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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 Citizen’s 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 Citizen’s 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. Citizen’s 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.”

