

## PARTNERS AND PROJECTS

Jan 2000- July 2023

## 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.

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. Our approach is to:

- Use evidence, targeting resources where evidence indicates it is needed, rather than where it is easy to deliver
- Change the way local organisations and funders perceive the issue of digital inclusion, from being a 'bolt on activity' to a way of working that is embedded in practice
- Work mainly with and through existing organisations, rather than setting up new providers or training and support
- Agree a 'joined-up' change programme to achieve a sustainably funded and resilient digital inclusion 'ecosystem', rather than a short-term communications or training projects and advocate three key elements to make this happen.

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 350 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 23 years.

Project	Partner	Start Year
Improving Digital Inclusion, Access and Safety in West Sussex inc partnership development, strategy and action plan	West Sussex County Council	2023
Digital exclusion research and developing a strategic approach - recommendations	Surrey County Council	2023
Digital Maturity Assessment & Digital Inclusion partnership and digital champion support	Tower Hamlets	2023
Assisted Digital Strategy	Emovis	2022

Development of Digital Access, Inclusion and Safety Strategy	West Sussex County Council	2022
Recruitment of volunteer Digital Champions	Digital Unite / Clarion	2022
Digital Inclusion Strategy	Brighton & Hove City Council	2022
Research into uptake of digital health tools	Humber Coast and Vale ICS	2022
Digital Inclusion Strategy	Derbyshire County Council	2022
Digital inclusion research with a digital health focus	North West London ICS	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 / Gwynedd Council	2021
Digital exclusion research and mapping	Gloucestershire AgeUK (Glous 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
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 Aging 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
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 Mon	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
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
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
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 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.”