

# Switch

**Switch will help you increase uptake of your digital service transformation. Run by Citizens Online there is match funding from the Big Lottery Fund available for the first 20 partners.**

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, providing:

- Comprehensive baseline report demonstrating the digital landscape for your community.
- Digital exclusion risk assessment, asset mapping, gaps and needs analysis.
- Local partnership development through engagement activities, including facilitated workshops, surveys and in depth interviews.
- Development of a strategic action plan with key partners, using local evidence and advice based on good practice developed elsewhere.
- Free access to the Digital Champions Network including extensive resources.
- Recruitment and training of Digital Champions from within your own and partner organisations, increasing the capacity to deliver basic digital skills.
- Evaluation and monitoring framework to measure your journey and successes.

## **Citizens Online**

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# About Citizens Online

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.

*“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.”*

Sally McMahon, Head of Library Services, Brighton & Hove City Council

*“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.”*

Neil Johnstone, Project Manager, Menter Mon

*“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.”*

Dylan Griffiths, Economic Development Programmes Manager, Gwynedd Council

**Citizens Online**  
DIGITAL INCLUSION EXPERTS

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