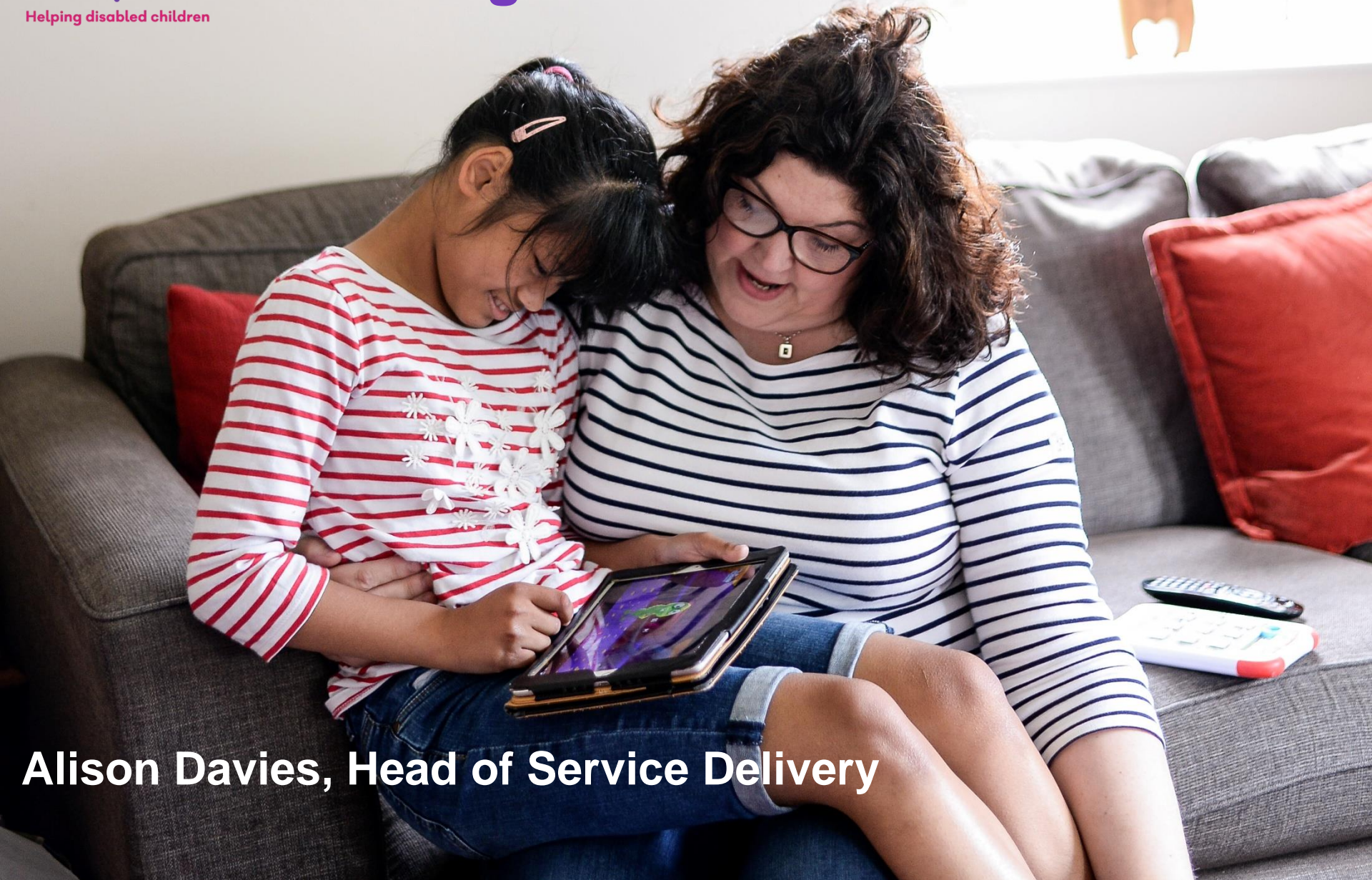




**Family Fund**

Helping disabled children

# Building Beneficiaries' Digital Confidence



**Alison Davies, Head of Service Delivery**

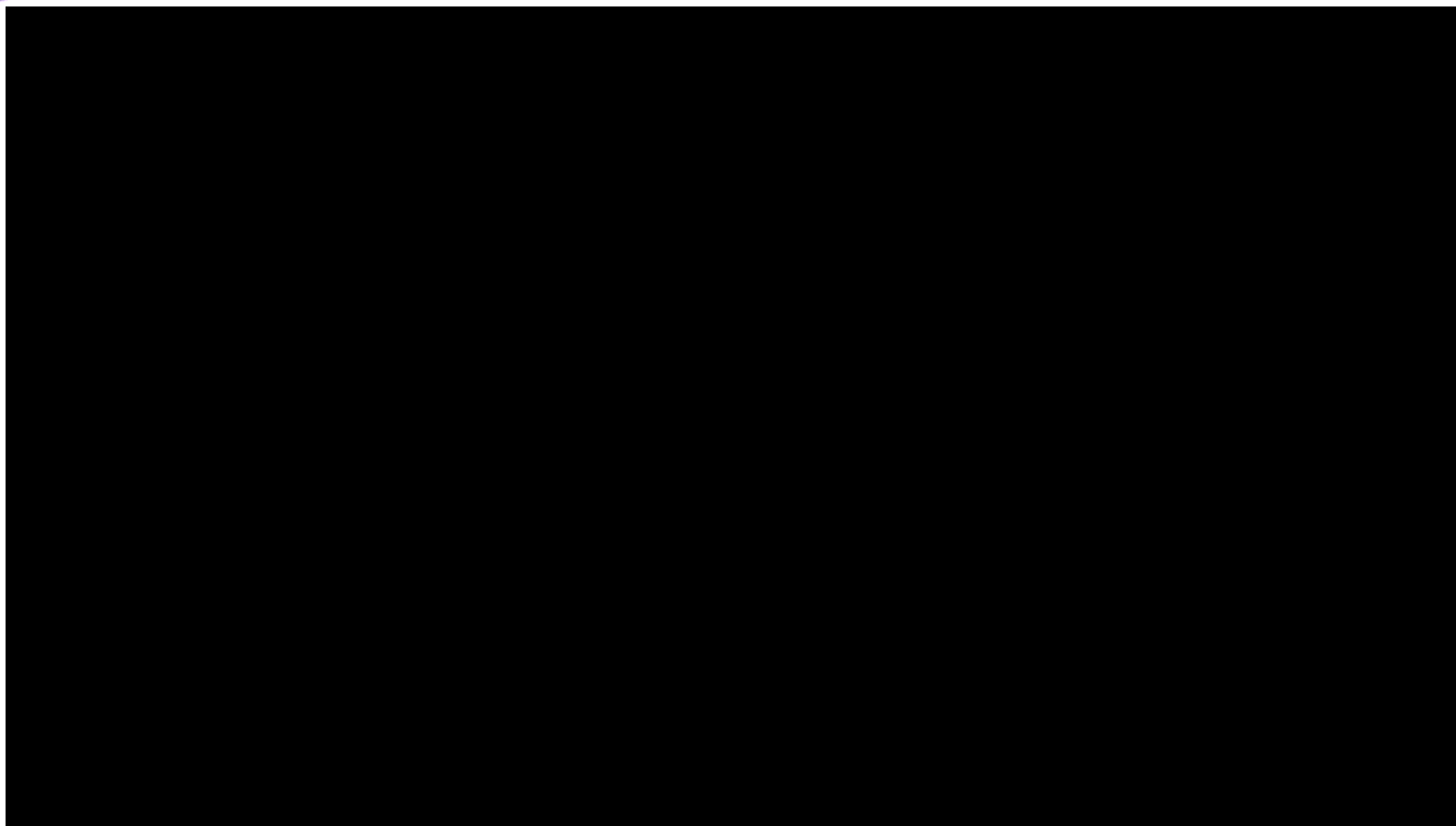




# Our vision

**We believe that all families raising disabled or seriously ill children should have the same choices, quality of life, opportunities and aspirations as other families.**







# How we support families

- **Essential information and financial support to families** on low incomes raising a disabled or seriously ill child or young person.
- We provide discretionary support for a wide range of grant items, such as washing machines, sensory toys, family breaks, bedding, furniture, outdoor play equipment, clothing **tablets and computers.**
- In 2017/18, we granted **12,481** computers and tablets to families in the UK.





# The cost of raising a disabled child

- On average raising a disabled child costs an extra **£581** per month\*
  - Someone who earns the National Living Wage and works 37.5 hours per week earns **£1272** per month. Households with one or more children spend on average **£1825** per month\*\*
  - Most of our families are on low incomes, often one parent has to become a full time carer and give up work. So the household is reliant on benefits or one wage.
  - It is estimated **500,000** universal credit claimants are struggling to claim online.
- 

\*Disability price tag report – Scope 2019

\*\* National statistics office.





# The barriers

- **Affordable technology**, the cost of a basic iPad is £319
- We have found that families **struggle to get online**, the **cost** of a reliable internet connection can be out of reach and finding the time to attend a library or café is **overwhelming**.
- **Accessibility** of training, families are **time-poor** and find it difficult to attend **formal** training settings.
- Our families often feel **nervous** to try new things, or go somewhere new. Their lives are **chaotic** and they find it difficult to make plans. They often struggle with **self-confidence**.







# Our Digital Skills Programme





# Why we started

- Statistics show that families living on lower incomes raising disabled children are among the most likely to be digitally excluded. It is suggested that as much as **48% of the families we support could be classified as digitally excluded.**
- Feedback from families told us their lack of basic digital skills prevented them realising the outcomes available to them from the grant support we provided.
- We set up the programme to scope what our families wanted and shaped delivery according to what this told us.
- Aim to improve families understanding of technology and enable access to the advantages that the digital world provides.





# What we did

- Analysed the nature of the technology grants we gave
- Asked families what they needed
- Gave a range of ways to engage
- Provided support prior to training
- Ensured network of specifically skilled trainers
- Didn't prescribe the content or level of learning
- Offered sessions in a preferred environment: on a one-to-one basis in people's homes, or in small group training sessions in community venues
- No experience is needed as the trainer goes at the right pace for the individual.





# Outcomes and Impact





# Our research told us...

- Digital confidence levels rose by 40%
- Prior to training only 41% of parents felt happy for their children to use the tablet unsupervised, afterwards this rose to 70%
- 74% of people increased their understanding of accessibility settings
- Only 28% of people felt confident of staying safe online, after training this rose to 70%
- Confidence in digital communication skills rose from 24% to 73%





# Tyler's Story



"I wouldn't be able to have afforded it by myself. Tablets are hundreds of pounds, and we definitely don't have that spare.

It would be more challenging for Tyler if we didn't have it, especially when we have to go to hospital. There isn't much for him to do there, and it allows us to distract him while they are doing things like IVs, which aren't very nice."

"Family Fund is amazing. It's a good thing that you are doing. It is so helpful for families like us, whose money is spent on extra needs. The extra help is great".





# Jack's Story

“It would have taken us a long time to be able to try and save the money that we needed. I don't work, as I had to come out of work to take care of Jack. We only have my partner's wage, and we have to pay our rent and everything with that.”





# Kabir's Story

“I wanted to understand more about using the iPad and tailor the device for Kabir to support his development, but I wasn't sure where to start. The Family Fund workshop was a fantastic taster session, introducing me to the iPad's potential and setting me on the path to learn more. I'd really recommend it.”







# Questions?

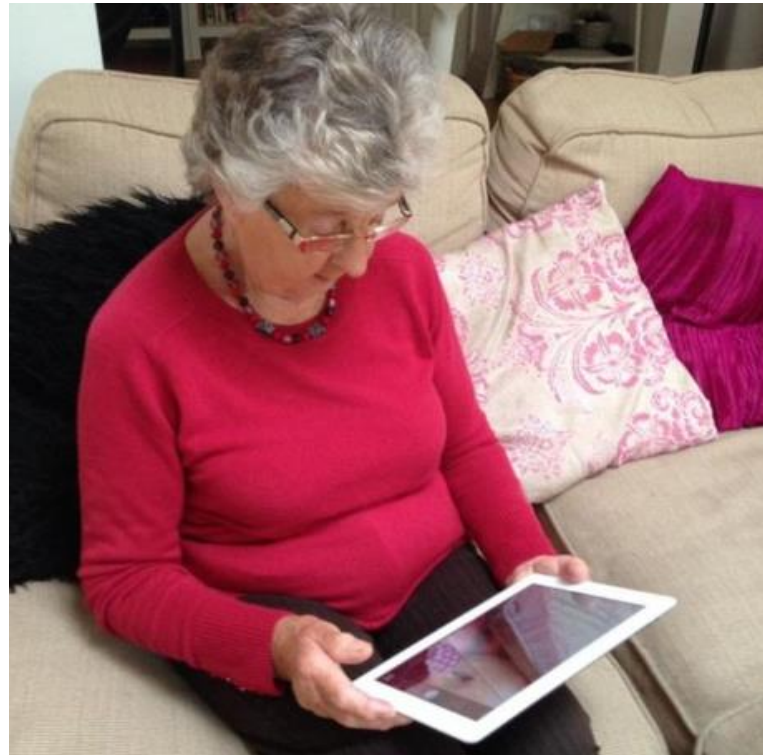


**Family Fund**  
Helping disabled children

# Digital Engagement

Understanding the barriers to engagement

By Hannah Kitching

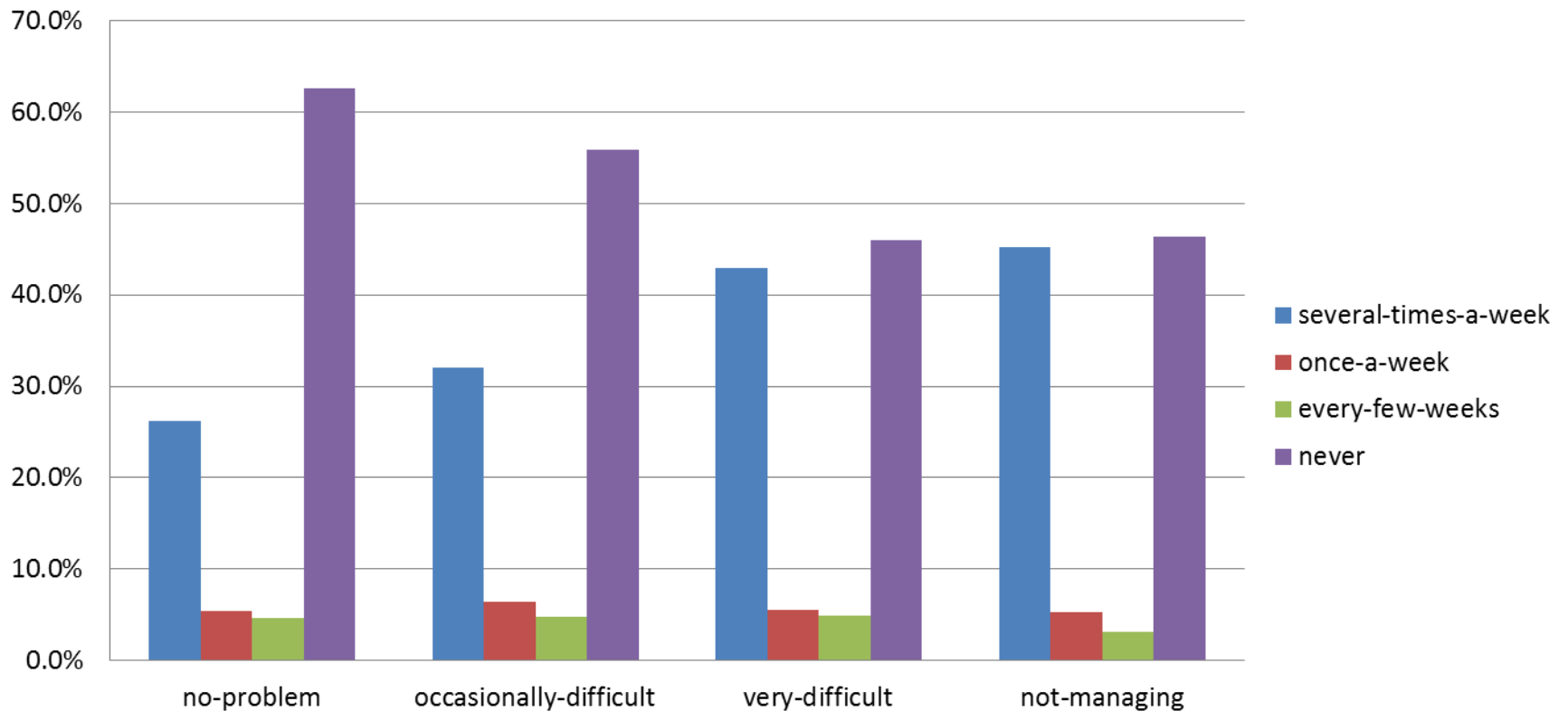


“The most common barrier to engagement is **Cost.**”





## Understanding barriers so we can overcome them. Is **cost** an active barrier or an adopted barrier?

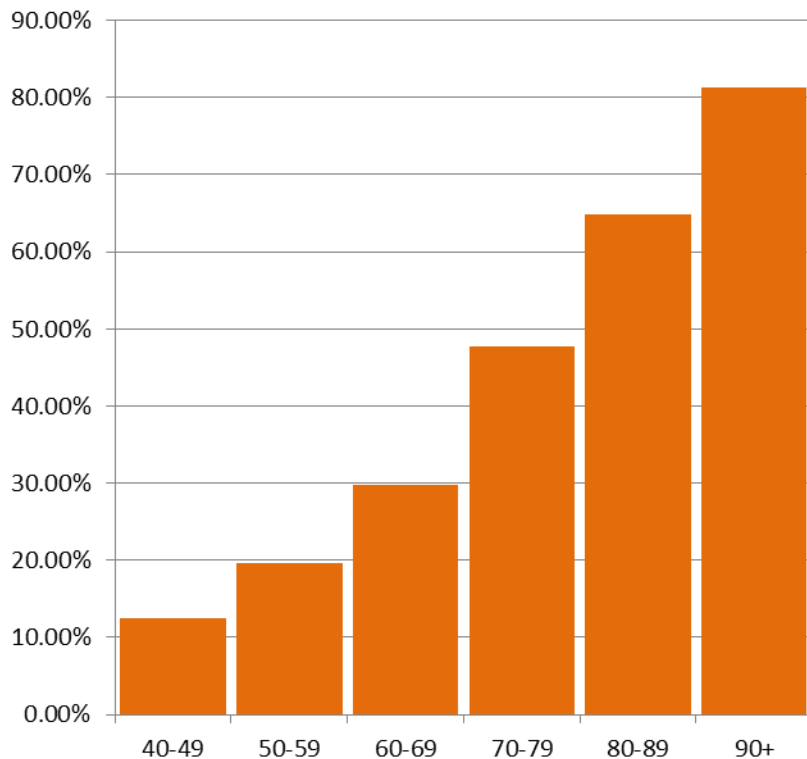


**"How do you feel about your ability to manage on your money currently?"**

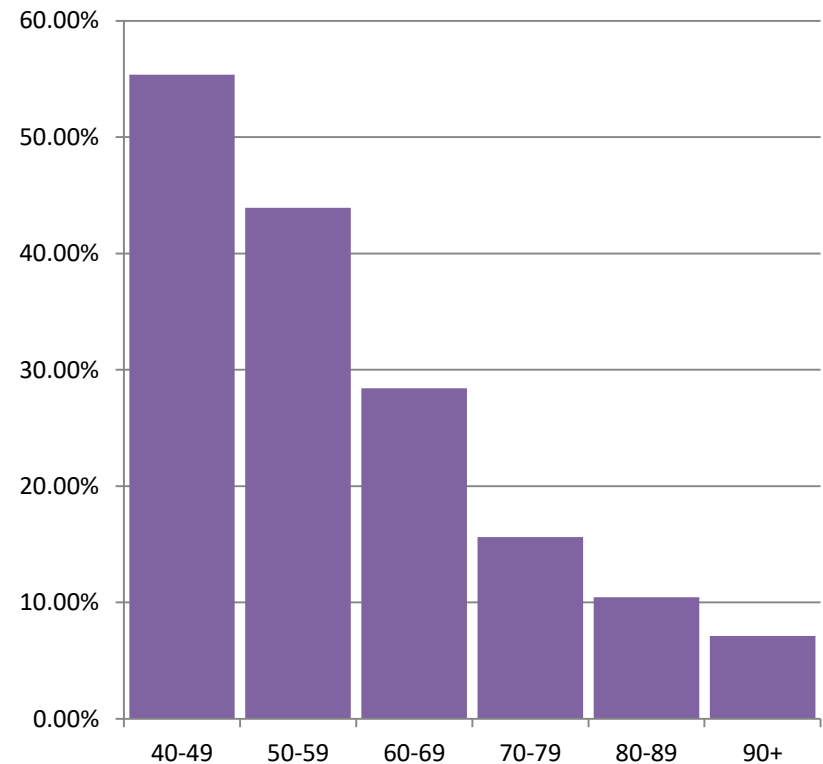
# Uncovering Factors - Age

Clients were asked “How confident are you using the internet?”

**No interest in using internet**

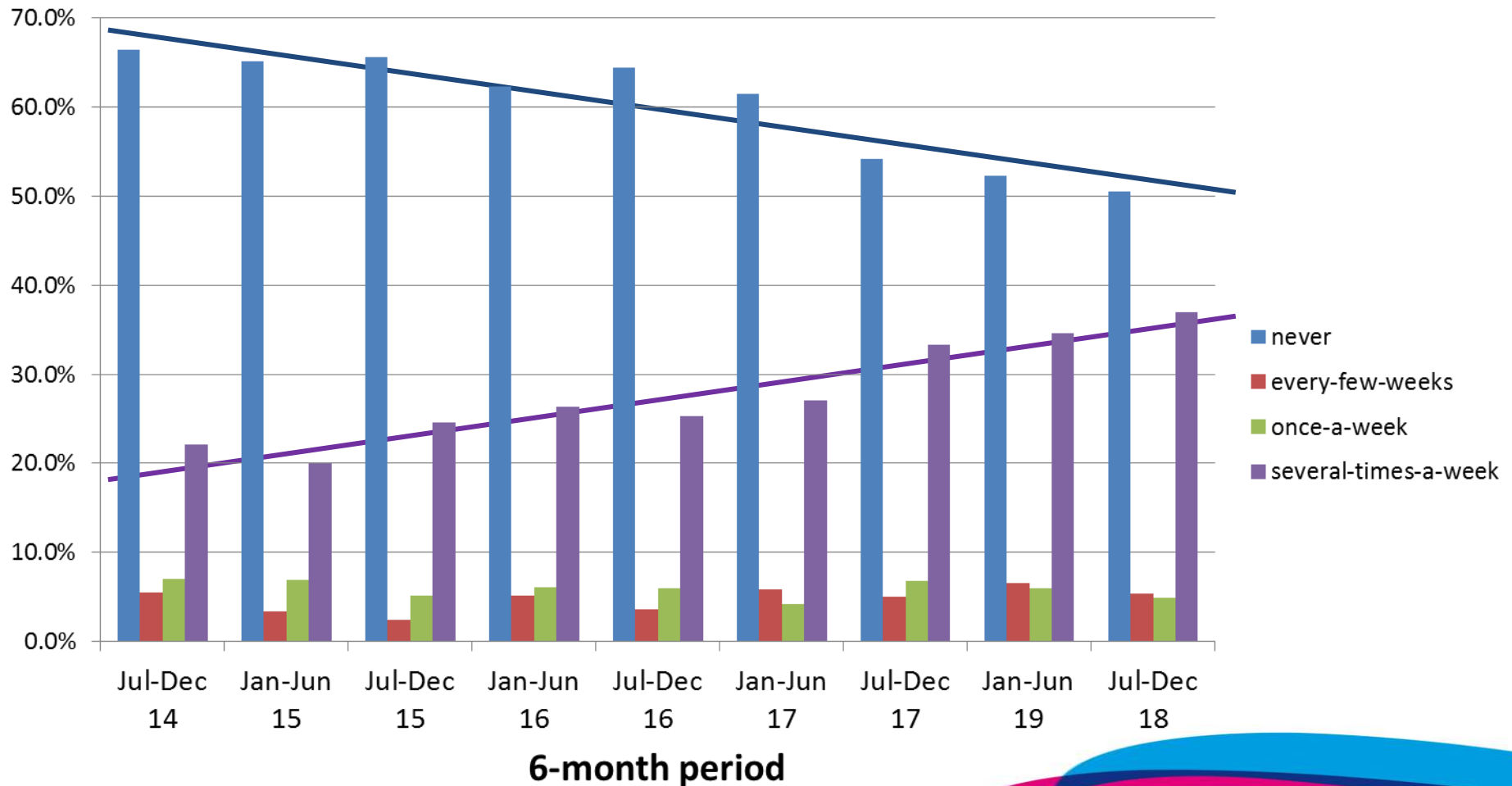


**Very Confident**



# Uncovering factors – Internet Usage

Clients were asked “How often do you use the internet?”





# How to overcome the Barriers



# How to overcome the Barriers



- Identifying clients in need of Digital Support through our holistic casework
- Devising a plan to help overcome the active or adopted barriers



# How to overcome the Barriers

- Introductory Tablet Taster Sessions
- A free Tablet Loan Service for three months with wireless Mi-Fi units
- Regular community drop-ins and one-to-one tuition at home



# Sustainability

- Supported in learning a new skill - Reduced loneliness and increased wellbeing
- Clients looking to purchase own tablets after loan ended
- Provide self-sustaining community support
- Embedded Digital Support in our wider offering





## BT BASIC + BROADBAND

A low cost phone and broadband package for people on specific low income Government benefits. BT is the only provider to offer such a scheme.

### DETAILS

BT Basic + Broadband: Phone line and broadband for £9.95 a month, and comes with a call allowance of £1.50 and 15GB of data.

Option of monthly billing to help with budgeting. Customers also benefit from a monthly price cap of £10 for calls.

It means they can make as many calls as they like to numbers starting with 01, 02 and 03, as well as UK mobile numbers starting with 07, or 08 and be charged a maximum of £10.

(fair usage policy applies)

### ELIGIBILITY

To get BT Basic applicants must be in receipt of one of these benefits:

- Income Support
- Income-based Jobseeker's Allowance
- Pensions Credit (Guaranteed Credit)
- Employment and Support Allowance (Income related)
- Universal Credit (and are on zero earnings)

Applications are confirmed with the Department for Work and Pensions (DWP).

### APPLY

Customers call: **0800 800 864** (8am to 6pm Mondays to Fridays)

If eligible, a form is posted to them and they will need to confirm:

- Date of birth
- National Insurance number
- Relevant benefit
- Sign and date their application, returning it in a pre-paid envelope.

Applications are normally processed within 3 working days.

Visit this [link](#) for more information (including a downloadable booklet)