OneDigital

Exploring the social returns and benefits of digital skills

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Introducing HACT

- We strongly believe that UK social housing providers need to embrace new ideas and radical innovation if they are to continue to deliver the great homes and communities people need.

- Successful non-profit housing businesses, with a strong social purpose, will need to respond creatively to the challenges and opportunities ahead.

- HACT helps lead this change by actively championing new ideas and radical innovation in housing. We are a small organisation, but with the potential to influence and deliver on a national scale.

Introducing HACT

We focus on three broad themes that for us capture the key areas in which housing needs to change:

- *Leadership* – we aspire to transform the quality of leaders at all levels within housing – at board and executive level. We support both leadership from individuals as well as leadership of organisations. Social landlords are often the largest and most robust non-profit organisations in some of the most deprived communities in the UK. How they invest and deliver impact in these communities is a key part of HACT's work.

- *Business transformation* – We help the sector to reimagine the very core of housing businesses – IT, technology, procurement and the relationship between housing provider and residents are all hugely neglected areas for many landlords and yet have huge transformatory potential.

- *Impact and value* – we lead the sector around housing and social value, helping the social landlords to measure, demonstrate and drive social value in everything that they do. We put resources into evidence and research, data analytics and impact measurement to provide the bedrock of evidence to drive new ideas and support the new and innovative approaches we advocate.
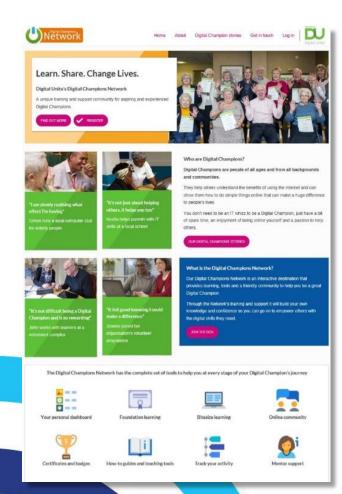
Introducing Digital Unite

Our vision is of a society where Digital Champions drive digital participation for all

- Independent and agile organisation
- Have been on our digital skills adventure since 1996
- Founded by Emma Weston OBE
- One of the UK's leading providers of digital skills support
- The only organisation that focuses exclusively on vocational training and support for Digital Champions
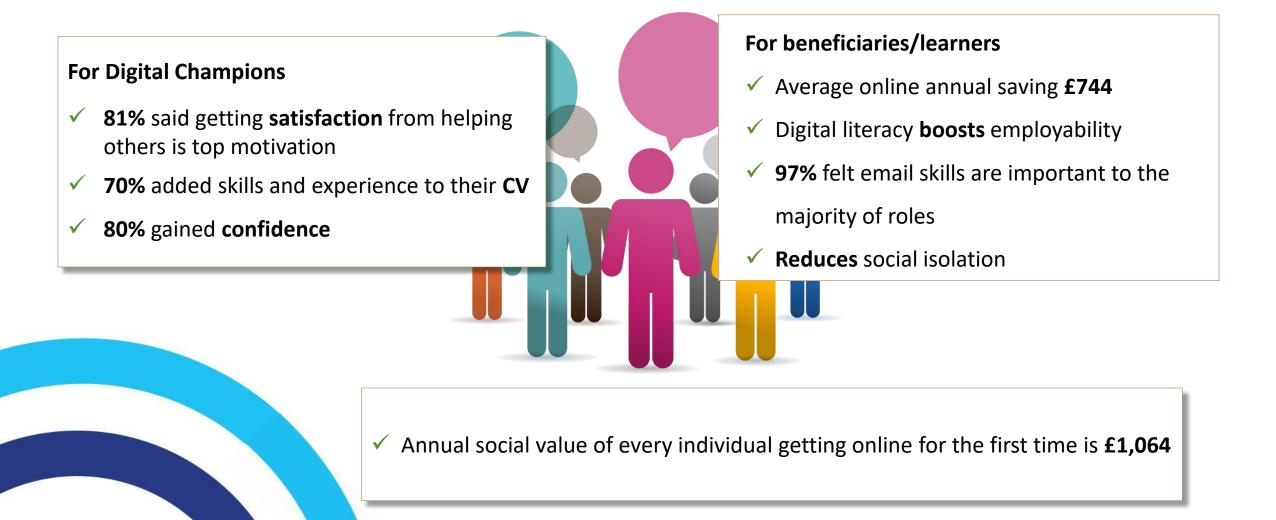
The Digital Champions Network

A blended training and support service for Digital Champions

✓ Learning stories

✓ Bite size training with accreditation (over 16 courses)

✓ Community/social elements embedded

✓ Opportunities for Scale

✓ Ongoing content development

✓ Personalisation for organisations and Digital Champions

✓ Mobile optimised

✓ Project toolkit and support for organisations

Benefits for Digital Champions & learners

For Digital Champions

- ✓ **81%** said getting **satisfaction** from helping others is top motivation

- ✓ **70%** added skills and experience to their **CV**

- ✓ **80%** gained **confidence**

For beneficiaries/learners

- ✓ Average online annual saving **£744**

- ✓ Digital literacy **boosts** employability

- ✓ **97%** felt email skills are important to the majority of roles

- ✓ **Reduces** social isolation

- ✓ Annual social value of every individual getting online for the first time is **£1,064**

Challenges for gathering information from Digital Champions and learners
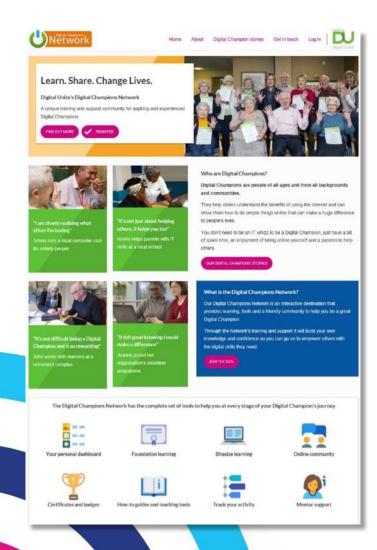
For Digital Champions

- Often volunteers so it is a big ask for them to fill out more forms
- Many projects have their own forms to do, so this would be an extra one
- Digital Champions do not feel comfortable asking personal details

From end learners

- Never sure when the last session is
- Don't need or want to share information
- No long term knowledge of outcomes

Solutions we have tried

- ✓ Paper forms

- ✓ Occasional ring rounds of champions

- ✓ Emails to Champions

- ✓ Surveys to champions

- ✓ Longer surveys to attempt to gather too much information

- ✓ Prize draws

- ✓ Physical rewards and incentives (such as the 7 online challenge)

Feedback from Digital Champions

New world and limitations

- ✓ We focus on the Digital Champion activity

- ✓ We make it as simple as possible

- ✓ We encourage and incentivise activity

- ✓ We capture what we feel is the essential minimum

- ✓ We are capturing much more as we tailor solutions

- ✓ We try to capture both quantitative and qualitative information

- ✕ We don't have a relationship usually with the end learner

- ✕ We do not usually know the longer term benefits of the support given by the Digital Champion

- ✕ We don't capture everything

HACT social value bank

HACT help housing providers, their suppliers and partners understand and implement social value measurement and to use social value as a tool to inform decisions. Their Social Value Bank positions UK Housing at the leading edge of demonstrating the social value create.

HACT social value bank

For example on the HACT social value bank we can see outcomes linked to digital skills such as:

- Finding employment
- Reducing isolation Regular volunteering
- Regular attending at a session
- Member of a social group

Less clear but still very linked to digital skills would be outcomes such as:

- Able to save regularly
- Access to the internet

Potential gaps in the social value bank which increased digital skills would lead to positive outcomes:

- Able to manage money online
- Saving money by being online
- Confident and safe online

Discussion

- What do you think is realistic to measure given the challenges?

- How can social value calculators be used more widely for Digital?

- What are the gaps?

- What success have you had to when measuring similar projects?

Feedback from workshop 1/3

Issues/challenges discussed

- It is hard to put a value on some benefits
- Knowing why learners don't return, e.g. have they learned what they need or was the service a fail
- The need to be careful of assumptions
- Changing nature of the DI journey, keeping people updated post support.
- Online programmes can be a threat to front line staff
- Tricky with person centred learning to measure in a standard way
- Long term nature of the intervention and the benefits will usually grow over time- how do we capture this?
- Limits of the use of 'average' values

Feedback from workshop 2/3

Gaps we should look at measuring/valuing

- Keeping figures up to date and how they work together e.g. getting online leading to getting a job (now a prerequisite)
- Long term measures
- NHS would like to measure short term interventions with self help resources
- Valuing 'chunks' of a journey would be useful, digital skills are often part of a wider journey
- A value for basic digital skills/advanced digital skills
- Not being afraid of Tech has a value?
- Expanding debt questions

Continued…..

- Value of flexible working
- Value of working from home
- Being able to use assistive technology
- Returning to work after maternity leave
- Value of reducing isolation of carers
- Value of being able to communicate independently
- Value of using tech that supports social care
- Value of disability related independence
- Confidence with tech
- Safe and aware online
- Managing and saving money online

Feedback from workshop 3/3

Ideas from the workshop

- Using technology to measure what is being done online (loan of tablets)
- Using Big Data more widely to measure success, e.g. HMRC
- Some things are easy to measure, accessing Gov. services but then what are the benefits?
- Anonymised surveys to end learners
- Focus on self reporting, especially around attitude, confidence and motivation
- Self reporting, has MY goal been met- keeps it learner focussed
- Realistic to measure Age, Postcode (area) and frequency
- Social calculator to be used more widely
- Being able to cut demographic data into segments would be useful
- Keeping up to date with and sharing the range of research which can be fed into values
- Incentivising and motivating Digital Champions to feedback where possible
- Quick ways of feeding back in light touch ways

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And to all the contributors at our workshop '*THANK YOU*'