

# Digital Champions in rural communities



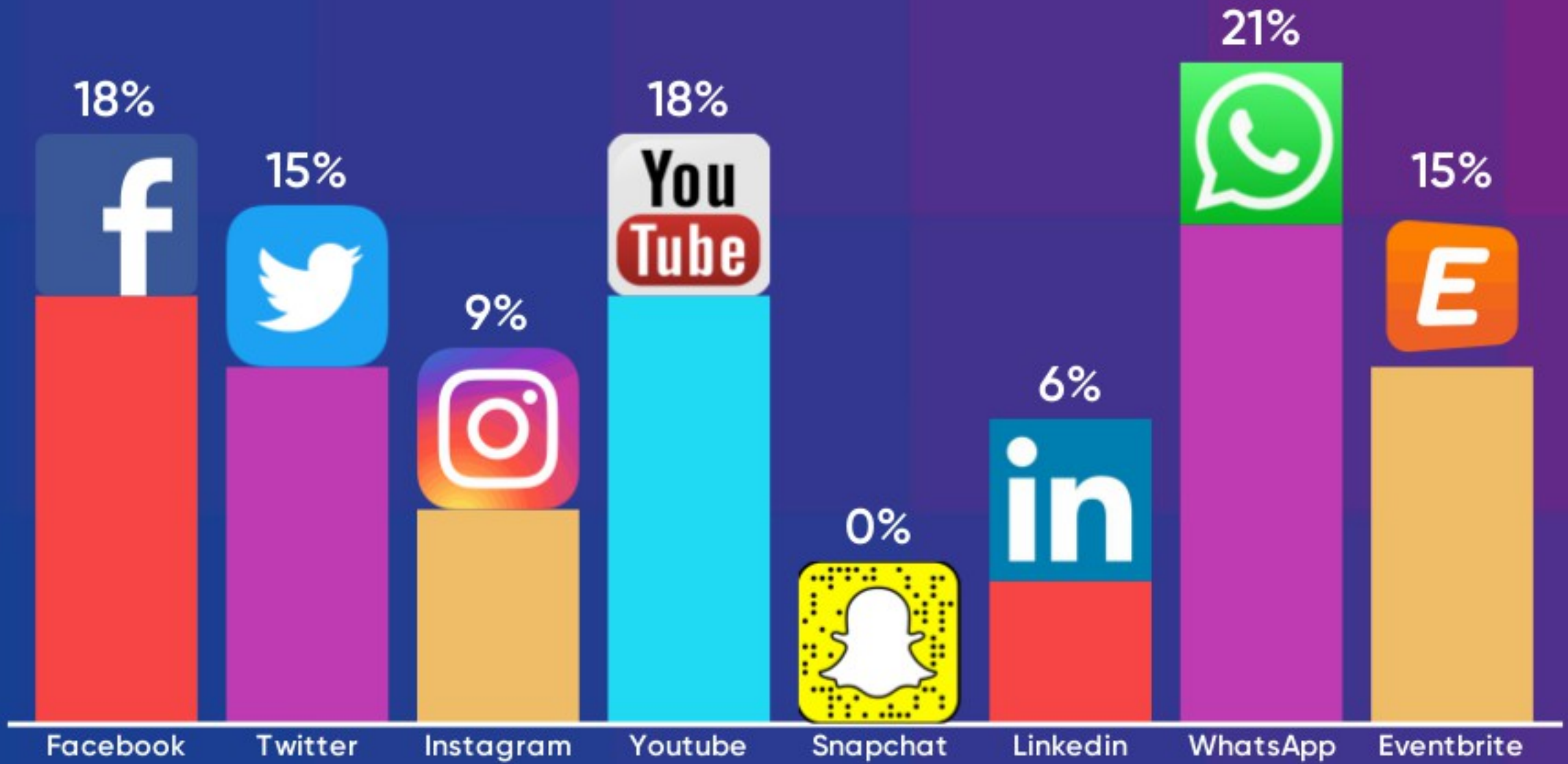




## Citizens Online

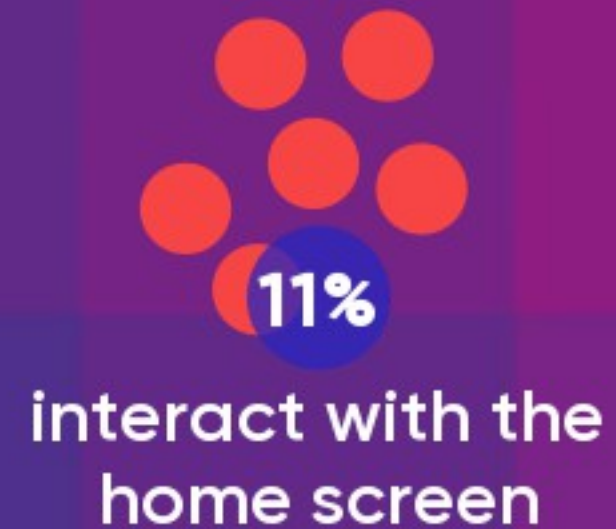
- Digital inclusion since 2000
- Independent charitable org.
- Experts in our field
- Digital Champion approaches
- 50+ communities around the UK
- Policy, strategy, research, delivery

# Which of these social tools do you use?

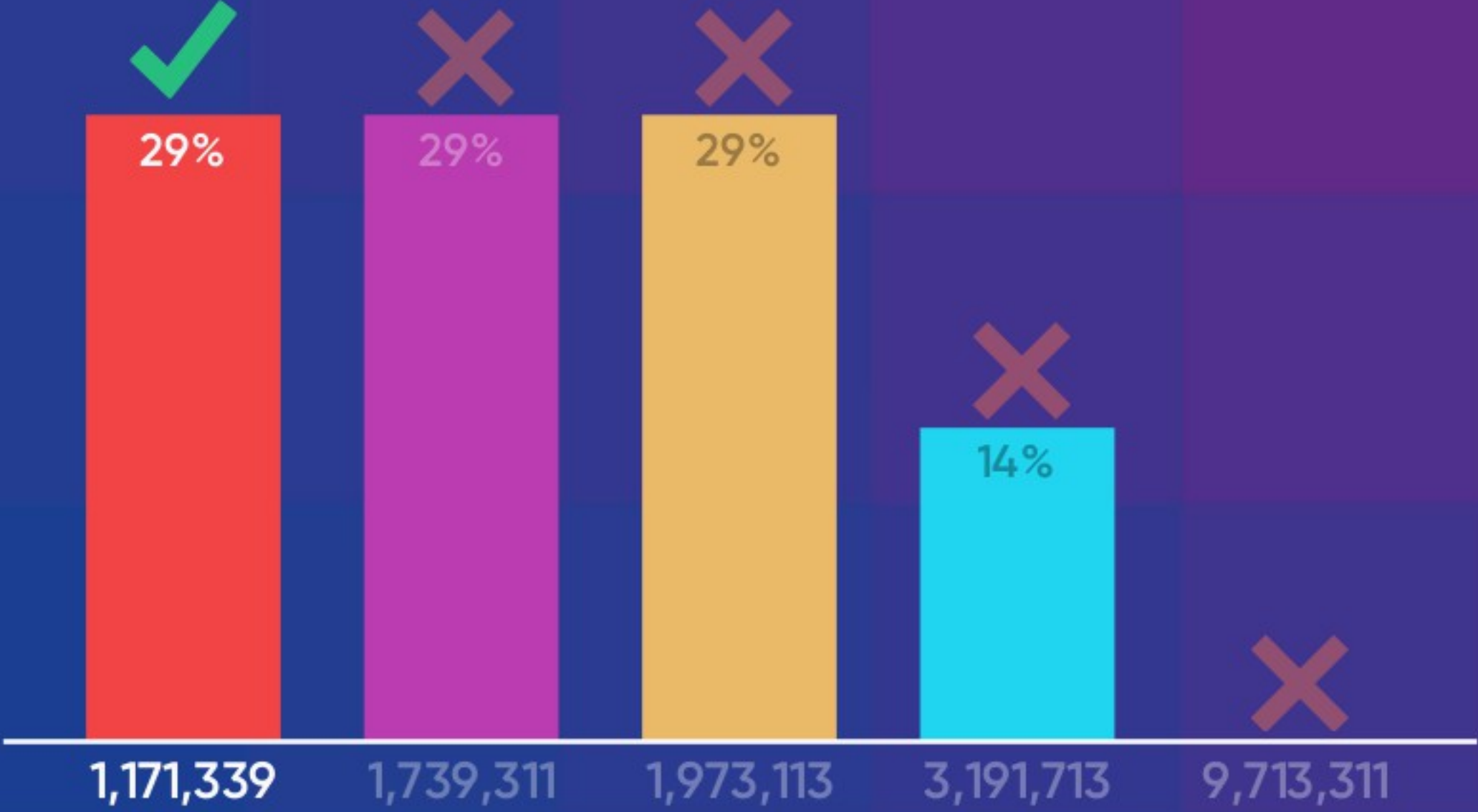




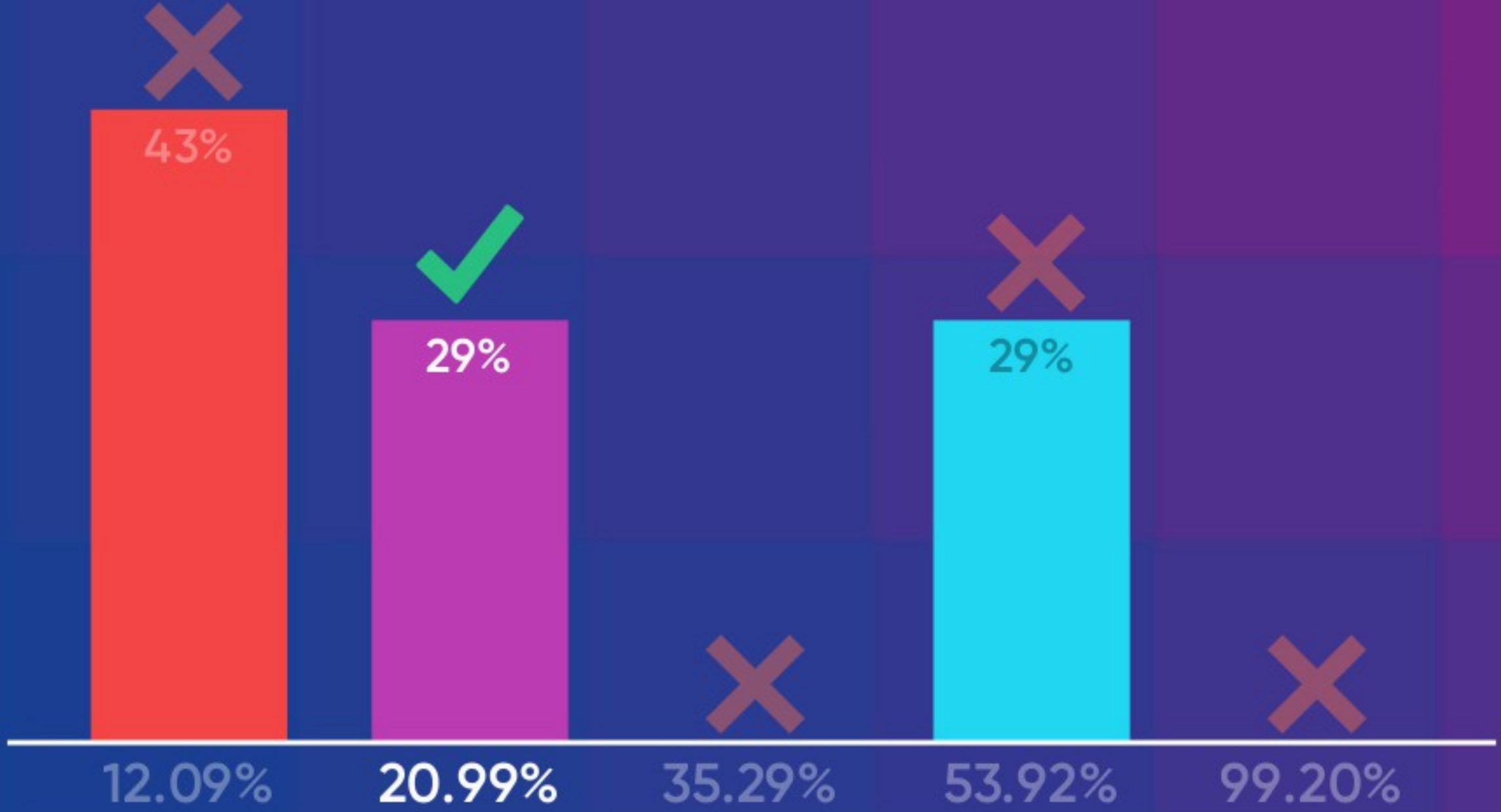
# Which of these Digital Skills have you got?



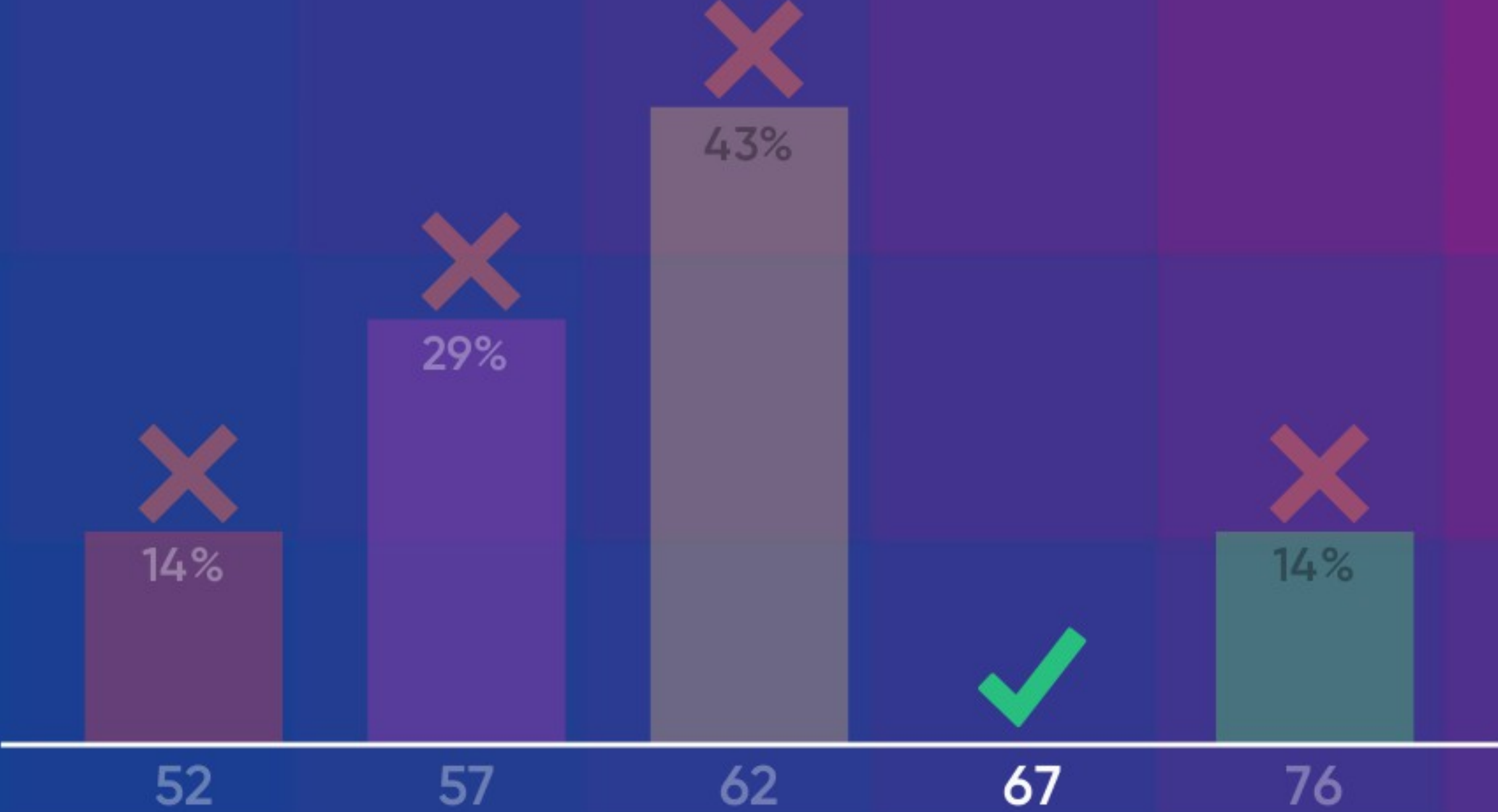
# What's the population of the 12 Districts of Lancashire? (2011 Census)



# What % of that population live in rural areas?



# How many Libraries are there in Lancashire?





# Leaderboard

941 p  Helen  
*fastest*

923 p  Nemo

905 p  Cat

845 p  Dragonite

0 p  Lara

0 p  Johanna

0 p  Wendy





## Digital Inclusion

- Connectivity
- Accessibility
- Skills
- Confidence
- Motivation
- Trust
- ... collaboration helps



# Why is Digital Inclusion important?

Wherever there is social inequality – there is likely also digital inequality. Digital skills can lead to improved social inclusion and economic and social wellbeing.



Digital Champions





# Digital Champions

1. Professional



2. Embedded

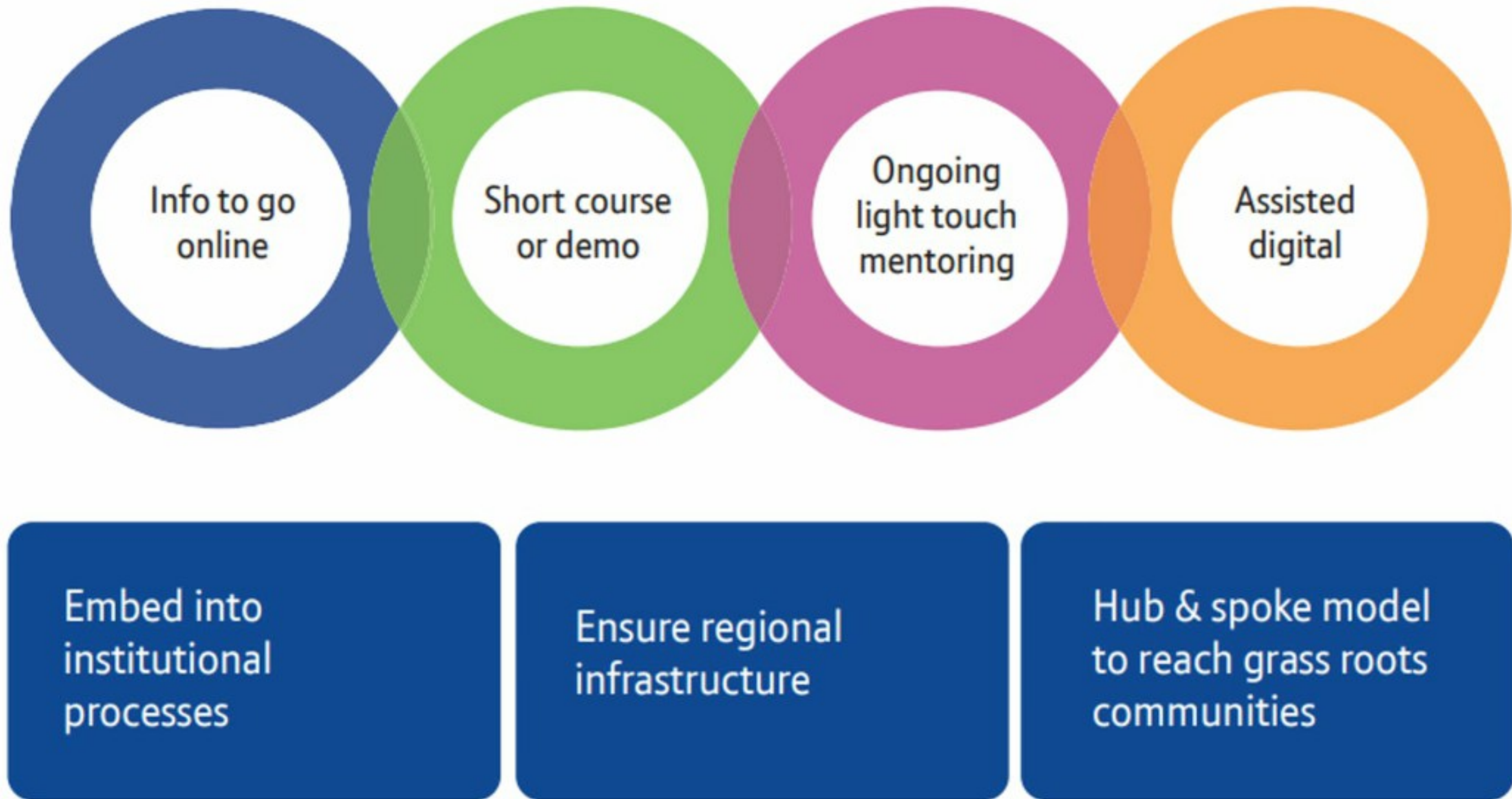


3. Volunteer





Figure 7: Joining up the digital inclusion proposition



# Workforce Development

- 1. Do you know the digital skills level of your staff & volunteers?**
- 2. Do you have digital champions at all levels of your organisation?**
- 3. Is there relevant training available to upskill staff & volunteers?**





# Essential Digital Skills Framework

- Foundation Skills
- Communicating
- Handling Information & Content
- Transacting
- Problem Solving
- Safe, Legal & Confident







Search everything

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Takes about: 5mins  
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Helping someone with an accessibility need: working with

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# Discussion: What are the challenges for rural digital champions?

Continuity of learning when services aren't open every day

No hub / drop in centre open at any time every day

Connectivity in rural areas

WiFi in rural community venues not always up to the job

Advice from broadband service providers not always accurate

Equipment not good enough

Banks closing. Some libraries closing. No dummy accounts to help show people

Dummy accounts for UC demonstrations since Full Service not available

Transport issues.



# Discussion: What are the challenges for rural digital champions?

Some shops only take cash

What works- find your community movers and shakers!

What works - create a network - collaborate

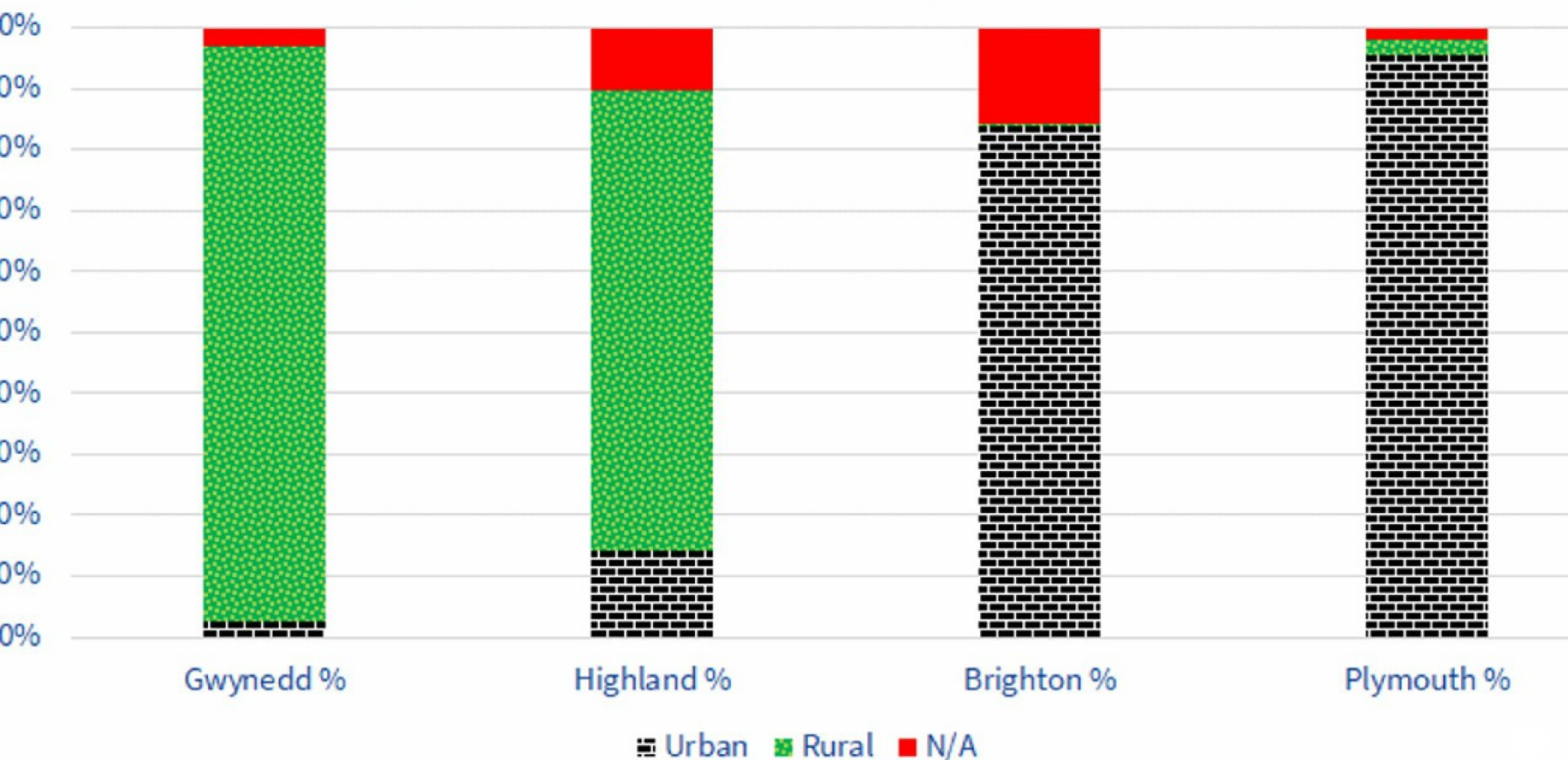
Funding streams with narrow outcomes make organisations compete

Struggle for capital grant giving - outcomes are narrow

IMD doesn't apply to real so much



Rurality of home postcode provided by learners (percentage)







gwynedd **dd** digidol

**digital** gwynedd



Books

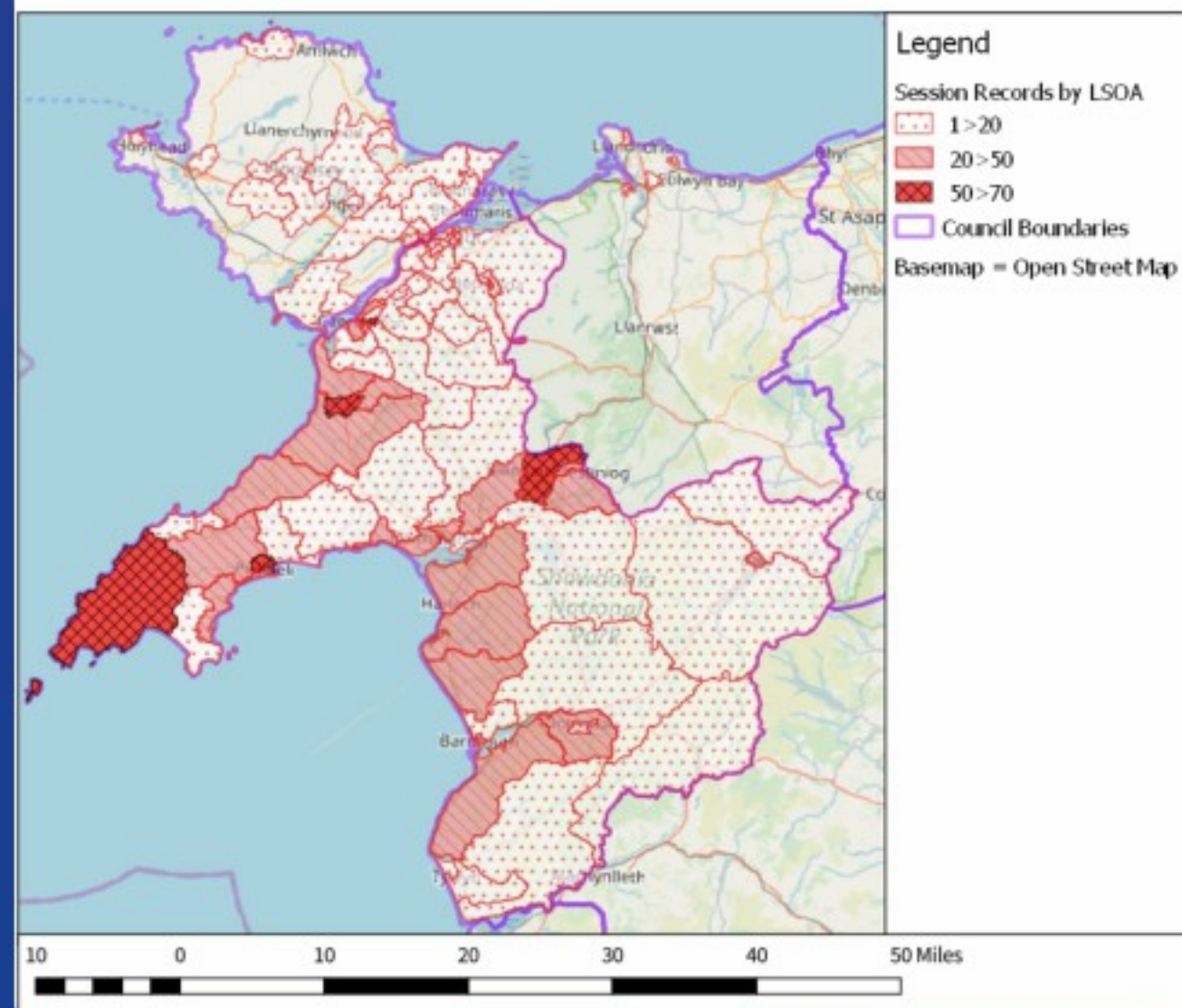
Citizens Online  
DIGITAL INCLUSION EXPERTS





### 1,525 individual digital skills sessions recorded by Gwynedd Ddigidol, by LSOA of learner postcode.

Source: Digital Champions Network, Sept 2015-May 2019; OS Boundary Line; Open Street Map.



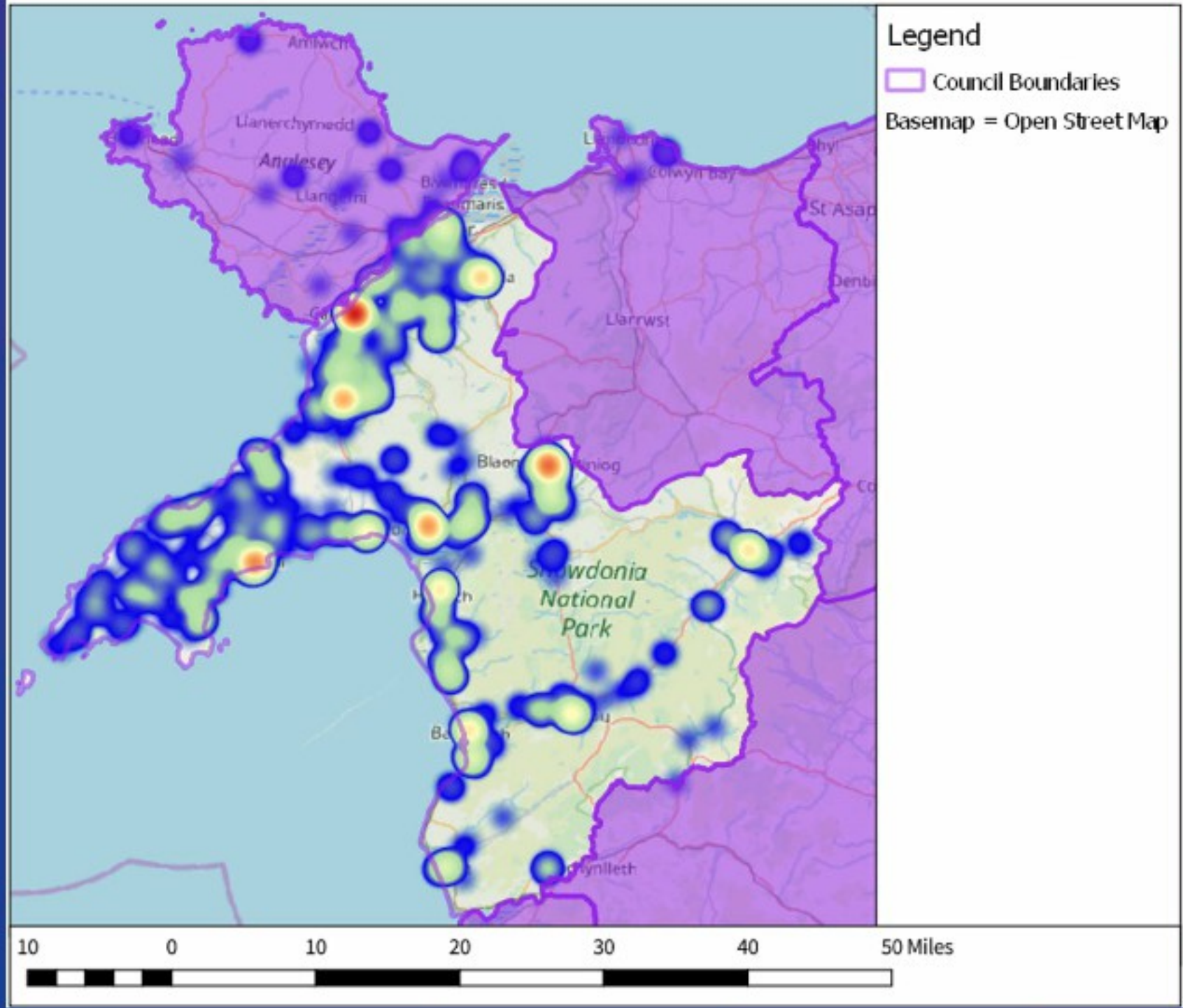
## Gwynedd since 2016

- 296 Digital Champions recruited
- 7200+ sessions recorded
- 5000+ unique end learners
- 70+ organisations engaged



### Heatmap of 1,525 individual digital skills sessions recorded by Gwynedd Ddigidol.

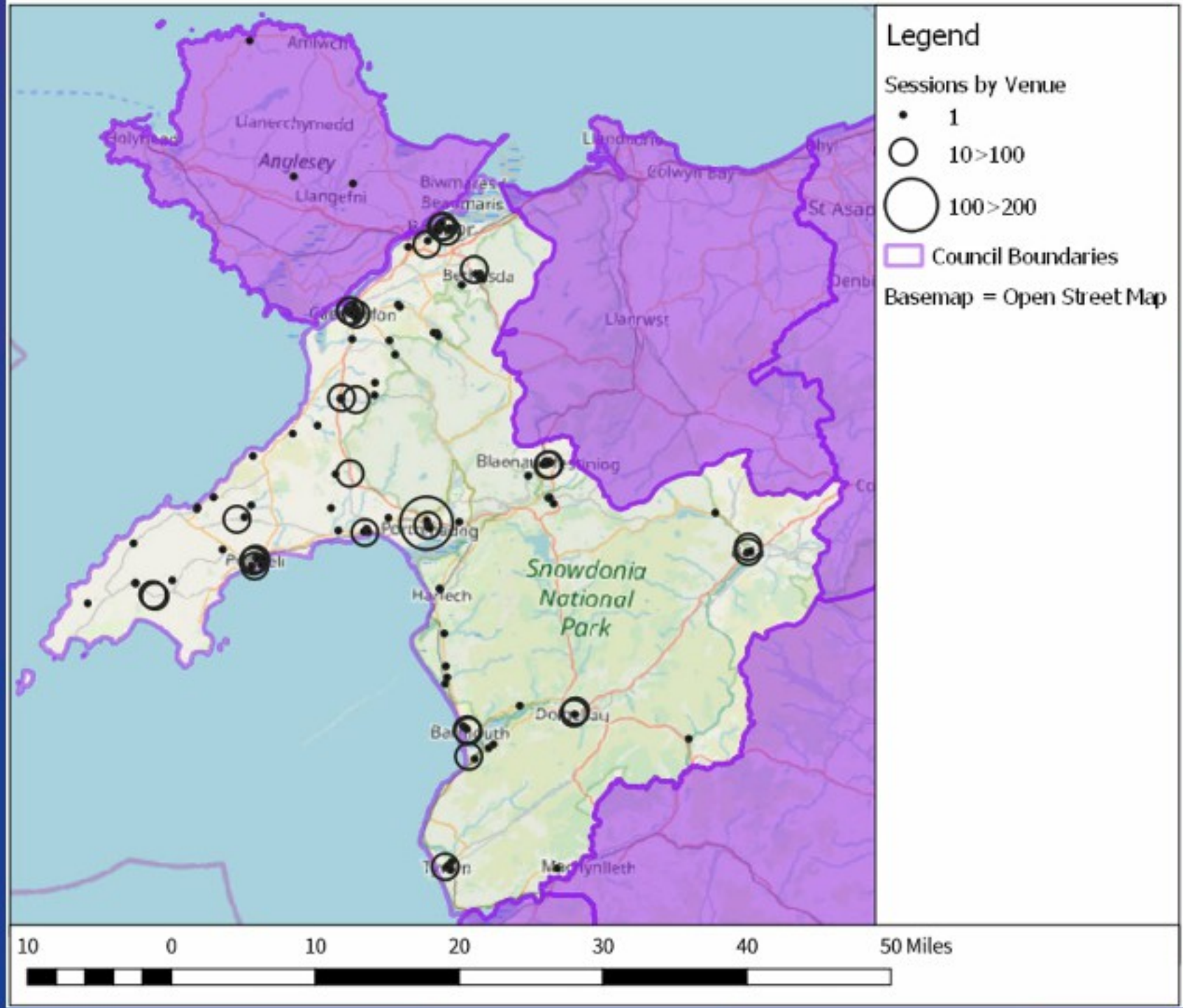
Source: Digital Champions Network, Sept 2015-May 2019; OS Boundary Line; Open Street Map.





### 1,370 individual digital skills sessions recorded by Gwynedd Ddigidol, by venue.

Source: Digital Champions Network, Sept 2015-May 2019; OS Boundary Line; Open Street Map.







br Gwi  
rydd





Digital  
HIGHLAND



**Could you  
be a Digital  
Champion?**

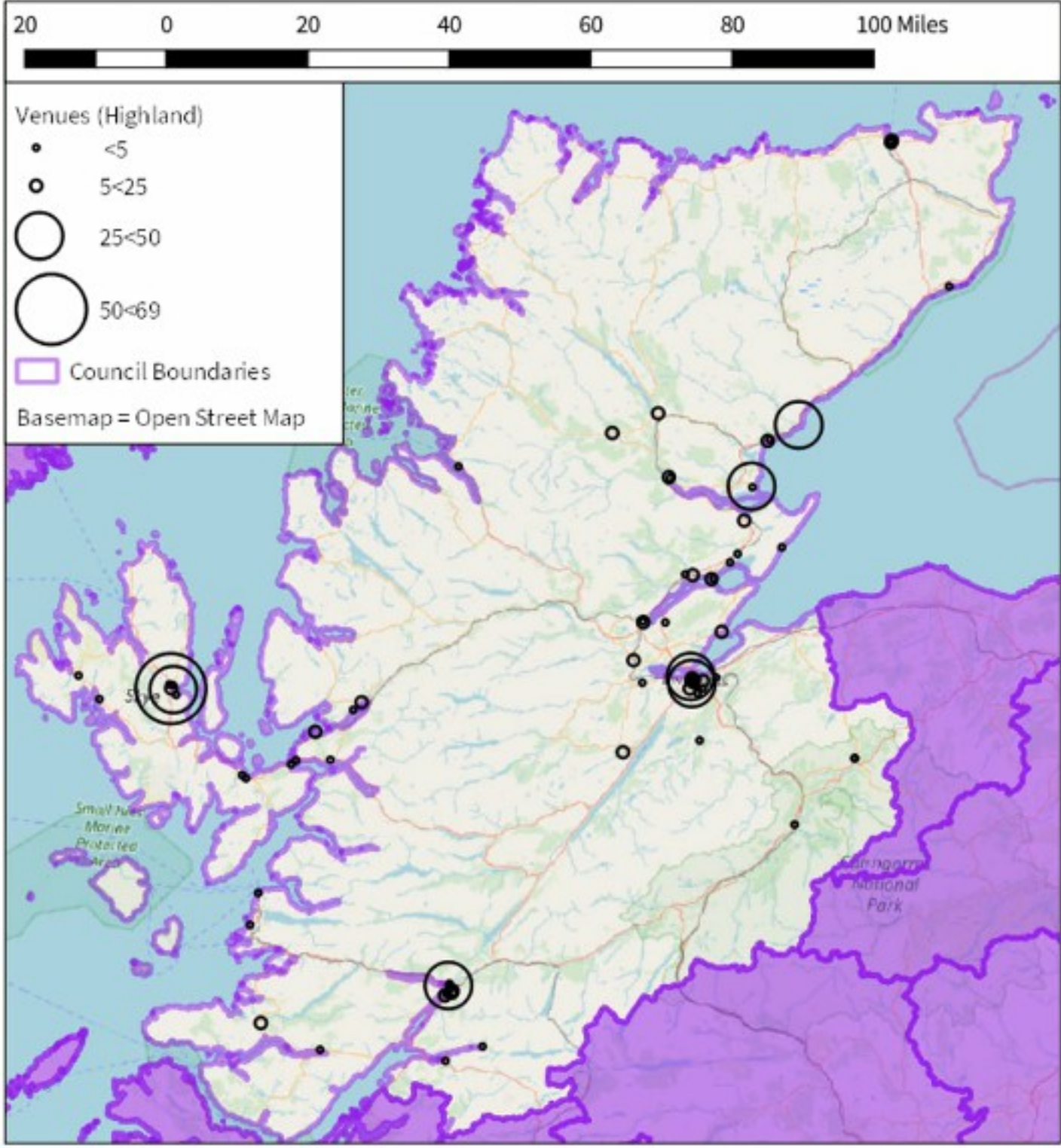


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### 702 digital skills sessions recorded by Digital Highland, by venue.

Sources: Digital Champions Network, February-November 2016; OS BoundaryLine; Open Street Map.



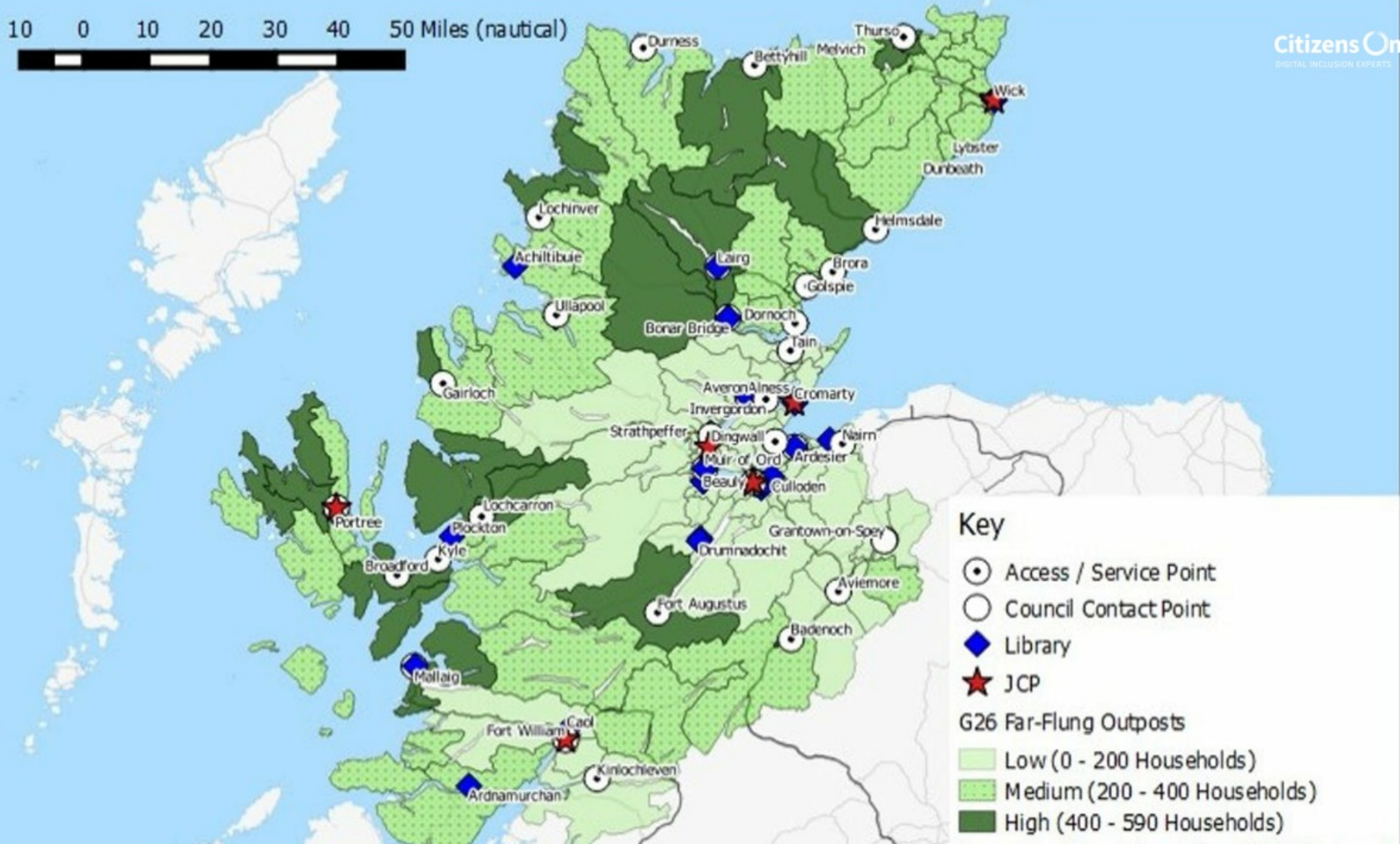
## Highland: 2016

- 144 Digital Champions recruited
- 800+ unique end learners
- 30+ organisations engaged
- Around 1000 square miles covered





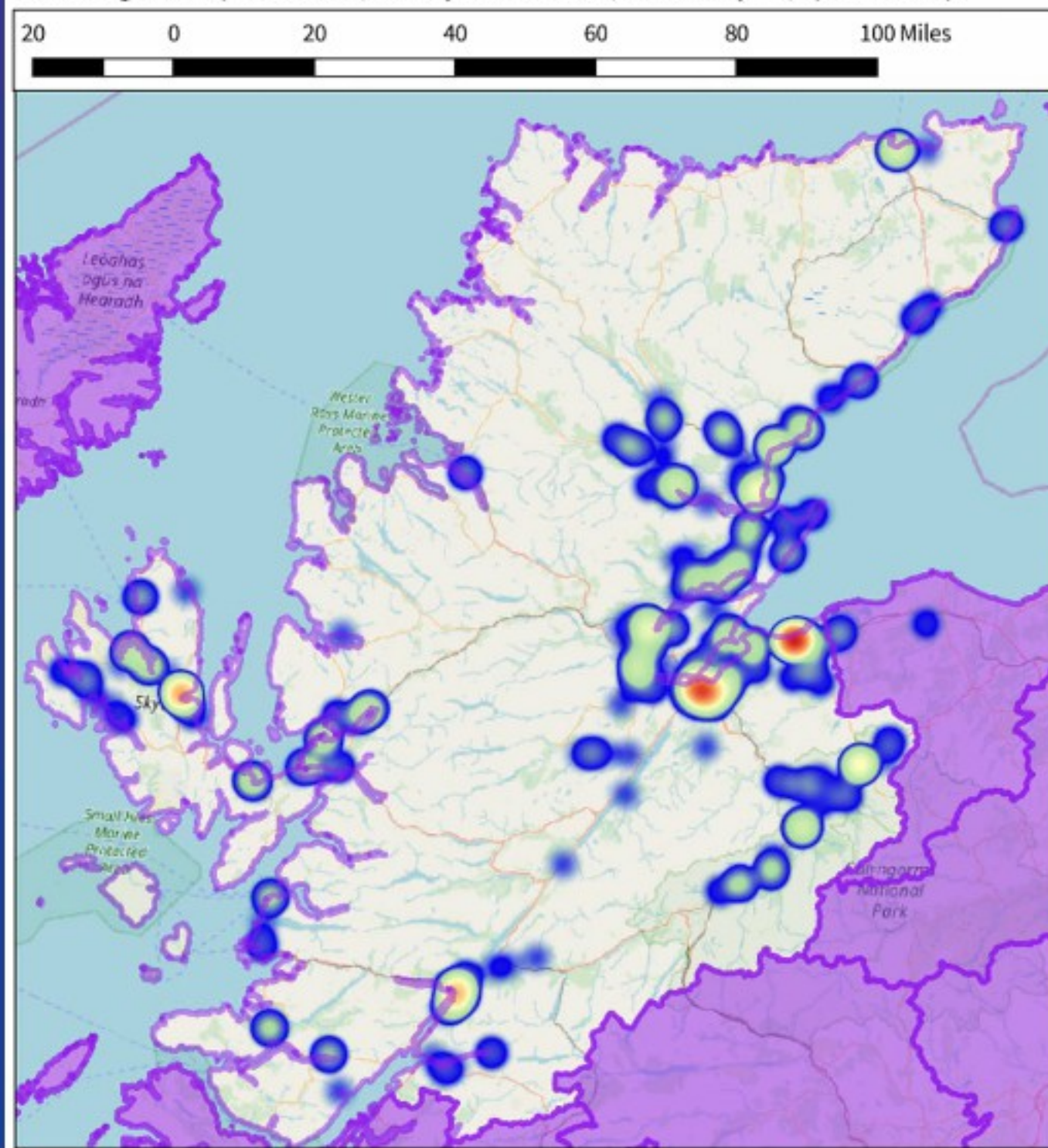
10 0 10 20 30 40 50 Miles (nautical)





## Heatmap of 1,036 digital skills sessions recorded by Digital Highland.

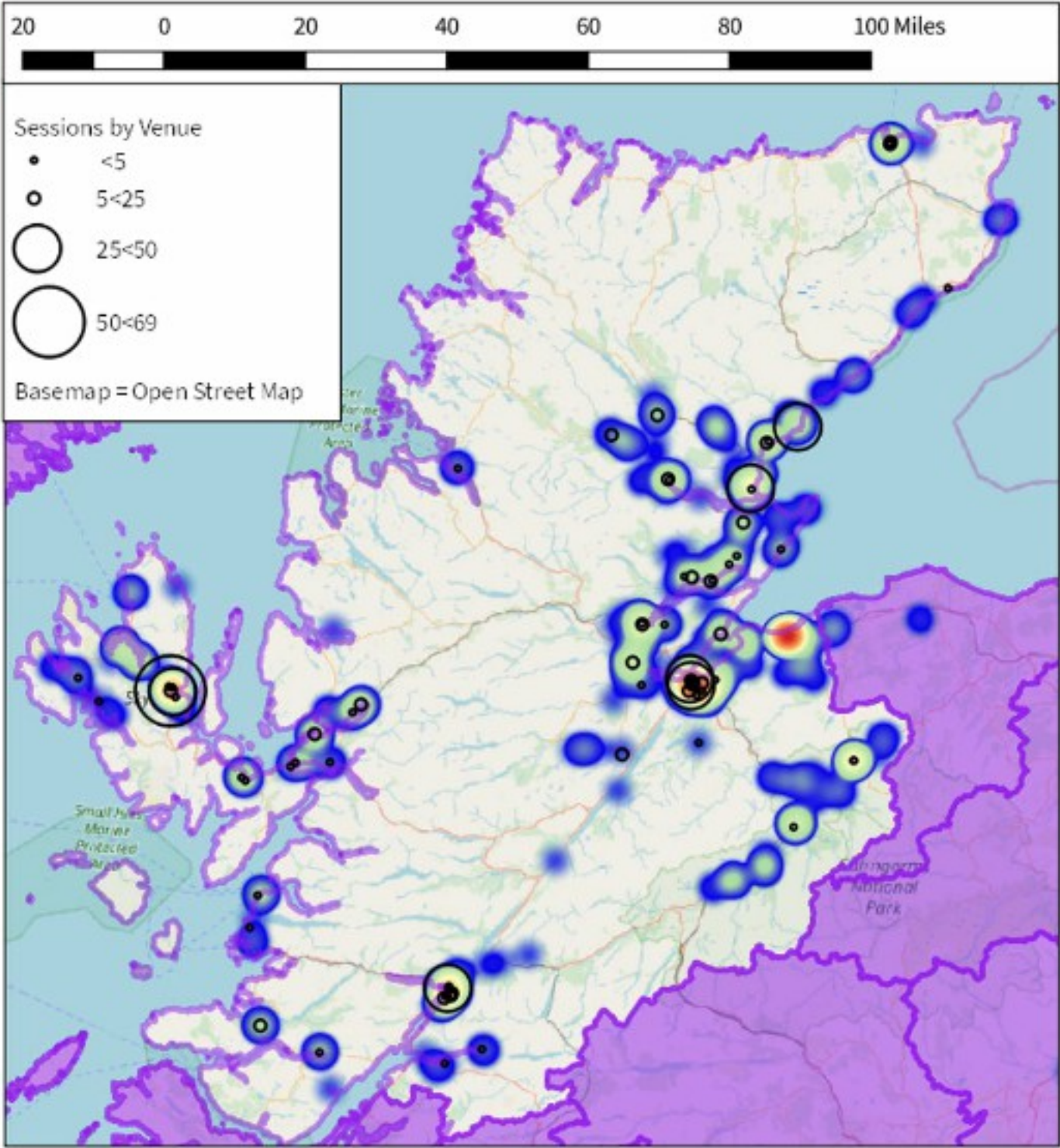
Sources: Digital Champions Network, February-November 2016; OS BoundaryLine; Open Street Map.





### Heatmap of 1,036 digital skills sessions recorded by Digital Highland, and 702 sessions by venue.

Sources: Digital Champions Network, February-November 2016; OS BoundaryLine; Open Street Map.





# Discussion: What are the opportunities / ideas for rural Lancashire?

## Partnerships

Already a good network of community agents. In remote villages. They might not yet see themselves as DCs

Roaming digital champion on the bus/train

Partner up with the existing tech communities and projects already established.

Taping into tech community to help upskill

Better database of digital champions needed. How do we contact the people resources

Using VR for connecting communities.

Online safety is still a barrier. Fear. Trust.

Banks



# Discussion: What are the opportunities / ideas for rural Lancashire?

Use the programming champs to help with essential skills

Needs a partnership approach to tackle digital exclusion rurally. Local Digital Skills Partnership needs to get down to a pragmatic local grass roots level.

Housing providers may have good venues to offer for free community use.





# What's your take away?

