Age UK South Lakeland Case Study

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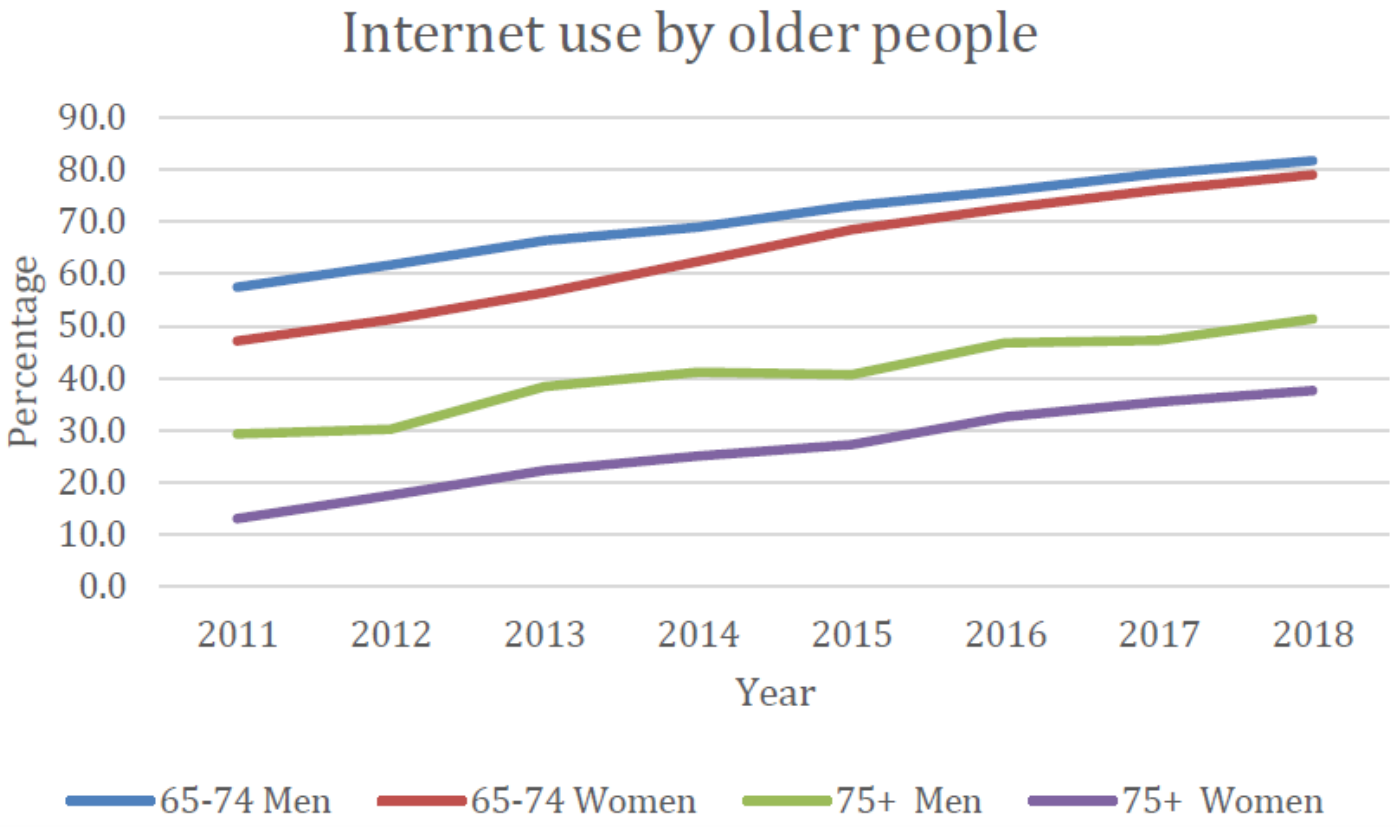
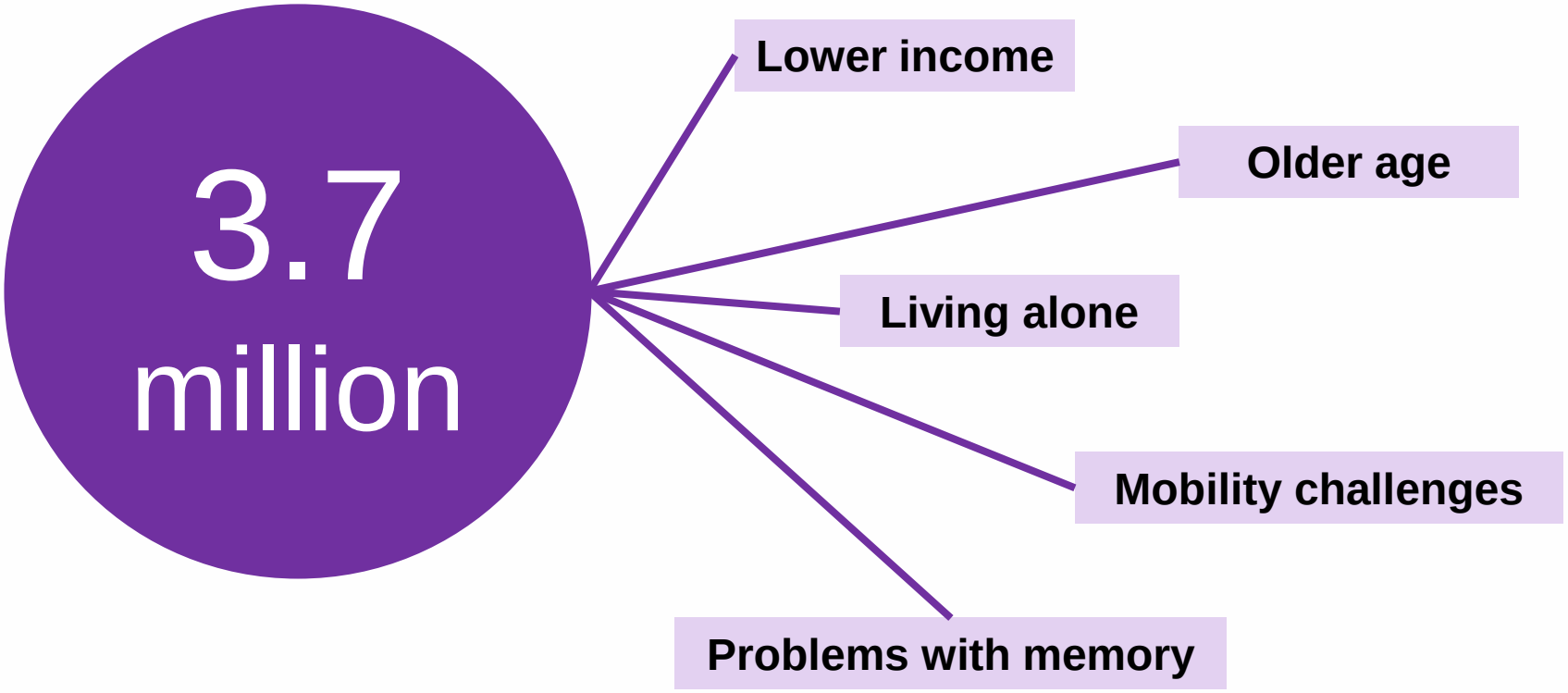
Why One Digital?



Source: ONS, Internet Users, 2018

Setting the scene



Benefits of technology

Digital technology has the potential to offer many opportunities for people of all ages.

Accessing public services

Accessing other services and goods

Alleviating loneliness and social isolation

Quality of life and wellbeing

OneDigital

South Lakeland age UK

Digital Engagement

Embedding & Sustaining a Digital Champion Project

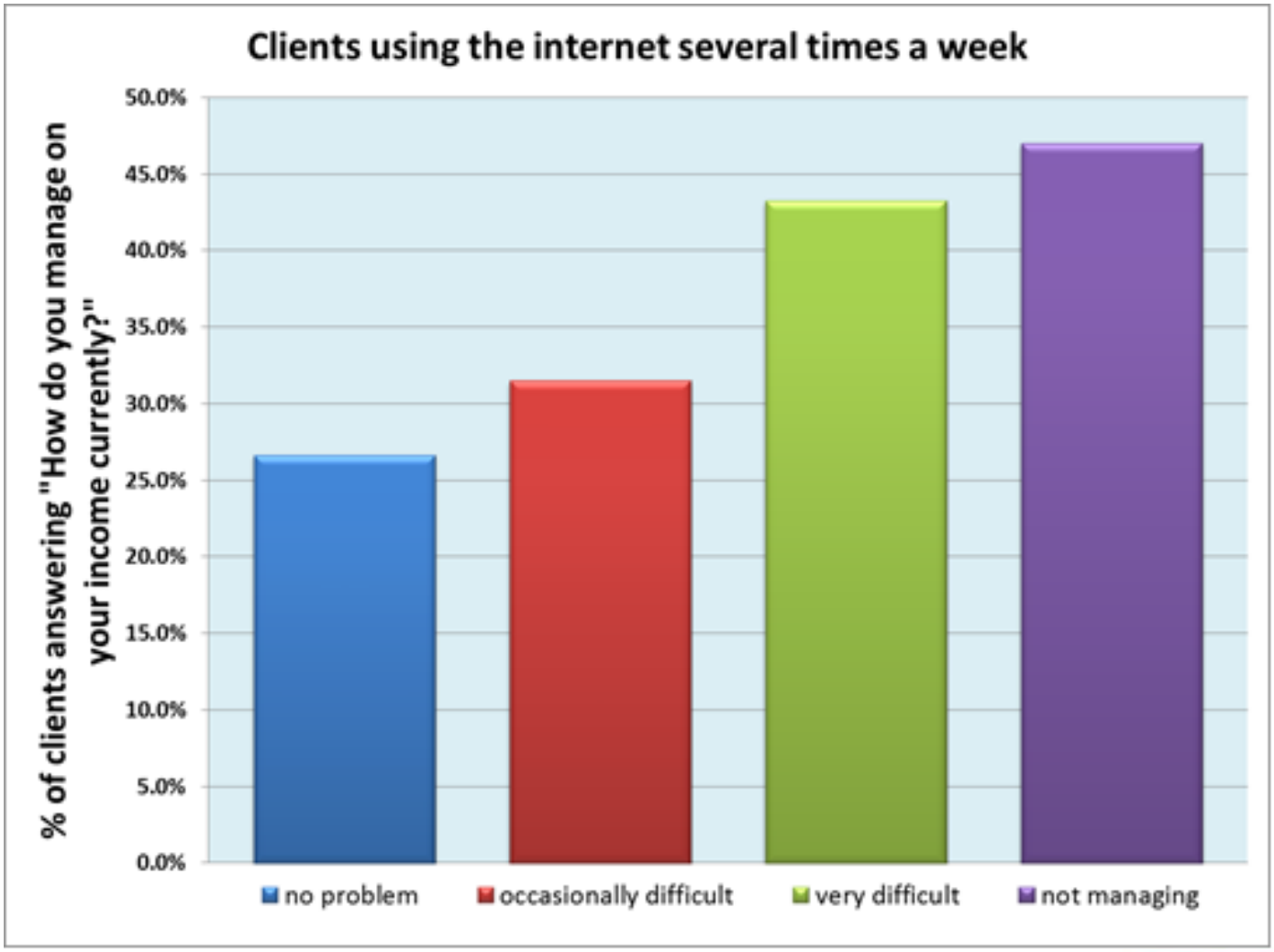
Understanding Our Client Cohort

- **20.27%** Live Rurally
- **52.9%** of our clients live alone
- **33.6%** of our clients report some financial difficulties
- **28.4%** of our clients are in fuel poverty
- **46.7%** of our clients get out socially less than once a week
- Over **90%** of clients feel their health affects their daily living

Barriers to Digital Engagement

- Age of clients – minimal need for online access through life means clients may not see purpose, benefits or ease of online facilities
- Advancements in technology leading to declining confidence, regardless of client age
- Cost and location – **Active or adopted barriers?**

Disproving the Myths



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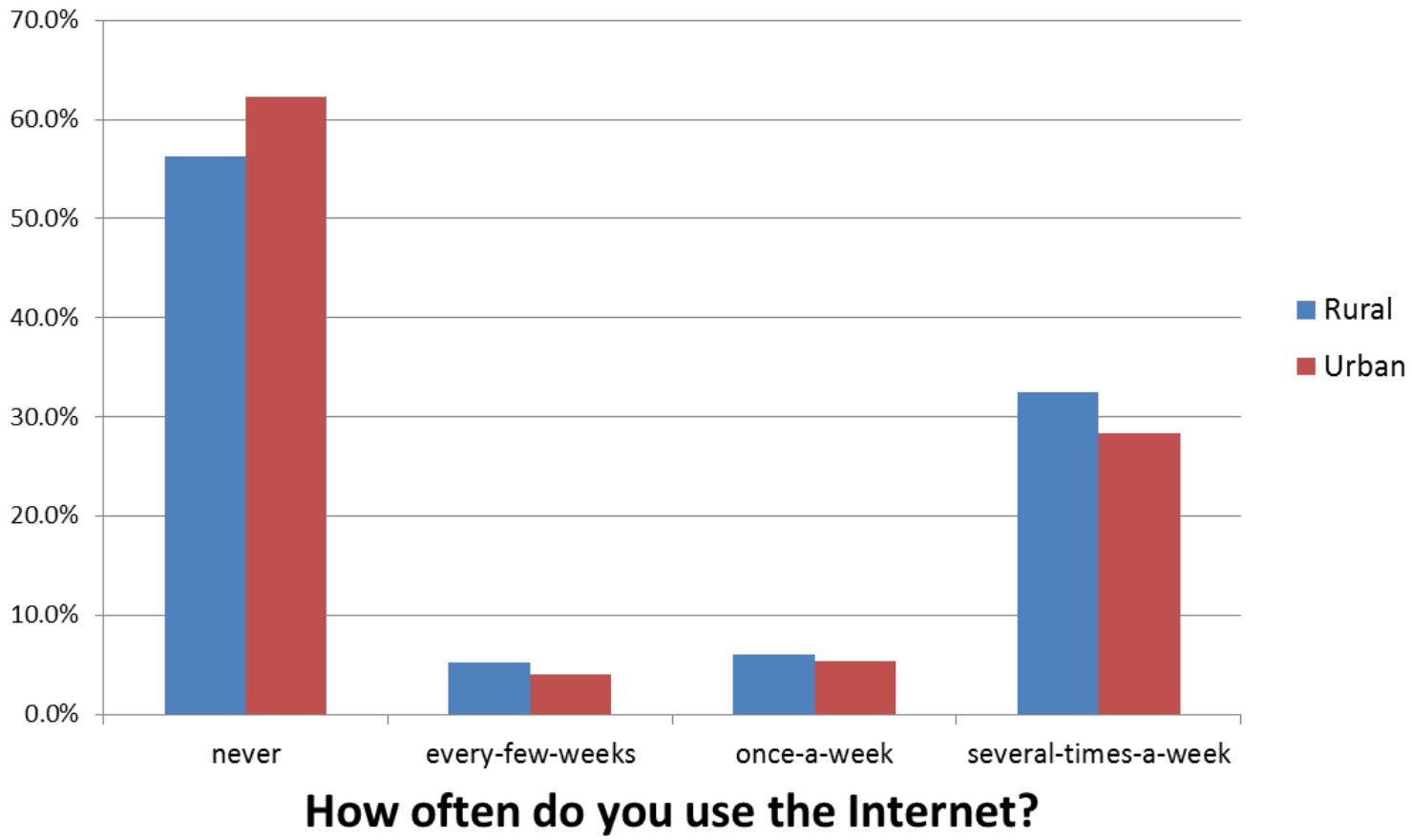

What did we want to achieve?

- To provide a service which helps clients to overcome their barriers to Digital Engagement, be it active or adopted

- Aim to support older people to engage with digital technologies in order to:
- improve their access to services
- improve their wellbeing
- increase their social connectedness

- A collective and sustainable organisational led response to Digital Engagement

Project Overview

- Clients identified through holistic casework
- One-off introductory Taster Sessions to introduce the basics of using tablets
- Free Tablet Loan Service for three months, with wireless Mi-Fi units for clients who do not have Wi-Fi at home
- Regular community drop-in groups in a variety of locations
- One-to-one tuition at home

The Key to Success

- Designing a project to meet the identified needs of the client cohort and our demographic
- Digital Engagement relies heavily on other factors, therefore a holistic approach is needed to overcome the barriers
- Ensuring the whole organisation understands the reasons, importance and scope of the project
- Providing Digital Champion training to all client facing staff to ensure the knowledge and service is embedded long-term within the team
- Effective support for volunteers
- Working towards sustainability, from both an organisational and client point of view

Challenges

- Change management when embedding a new way of working
- We as human beings do not fit in to boxes – although we have a project outline, support has had to be fully tailored to ensure clients are not excluded
- Partnership working with condition specific organisations
- Balancing demand with resource