

Professional Digital Champions – An introduction

David Scurr, Partnership & Project Manager,
Citizens Online





Citizens Online

- Digital Inclusion, Skills & Engagement
- Digital Transformation & Change
- Leadership & Culture
- Partnership & Collaboration
- Evidence & Research
- ... since 2000



'Deep dive' Digital Inclusion Projects



[Brighton & Hove
Impact Report](#)



[Gwynedd Project
Overview](#)

Meet some of our Professional Digital Champions...

Josie



Glenn

Rachel

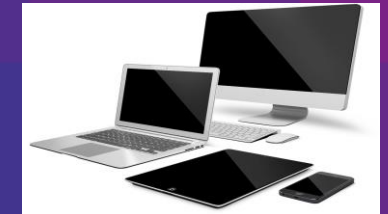


They provide dedicated digital skills training and plug gaps in local communities

Social media workshops for unemployed people



Internet Essentials courses for older people



Video making sessions for people in supported accommodation



They provide training and support to other Digital Champions...

“These informal digital sessions have really helped us engage with digital skills in a fun and engaging way [...] I got really interested in the digital champion aspect.”
Fabienne, Work & Learning Coach, YMCA



They engage and galvanise local groups into taking action...

- 400+ Digital Champions
- 5000+ Learners engaged
- 250+ organisations engaged

We support

Digital
BRIGHTON
& HOVE



“My sessions with Josie have given me more interests, more contact and taken away loneliness [...] I think the internet is amazing!”

Sylvie, Learner

“As a result of the success with Digital Brighton and Hove we took the decision to introduce free wi-fi to the communal lounges to encourage more of our residents to make the step of going on-line.”

*Peter Huntbach, Seniors Housing Manager,
Brighton and Hove City Council*

Advantages

- ✓ Helps to kick-start and make the case for Digital Champion work in a local area
- ✓ Effective and consistent monitoring / activity reporting
- ✓ Specialists in Essential Digital Skills (more than just tech skills!)
- ✓ They are mobile and adaptable, good reach and impact

Challenges

- They cost money!
- They need good training, induction and support
- Specialists in Digital Skills but can't give guidance on specific areas
- Can be hard to recruit candidates with required mixed skillset (people skills & tech skills)

Thank you



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