



Let's digitally unite!

Join the Digital Champions Network
and help people access digital services
and thrive in the digital world.



Does this sound familiar?

“We come across people every day who are struggling to use online services.”

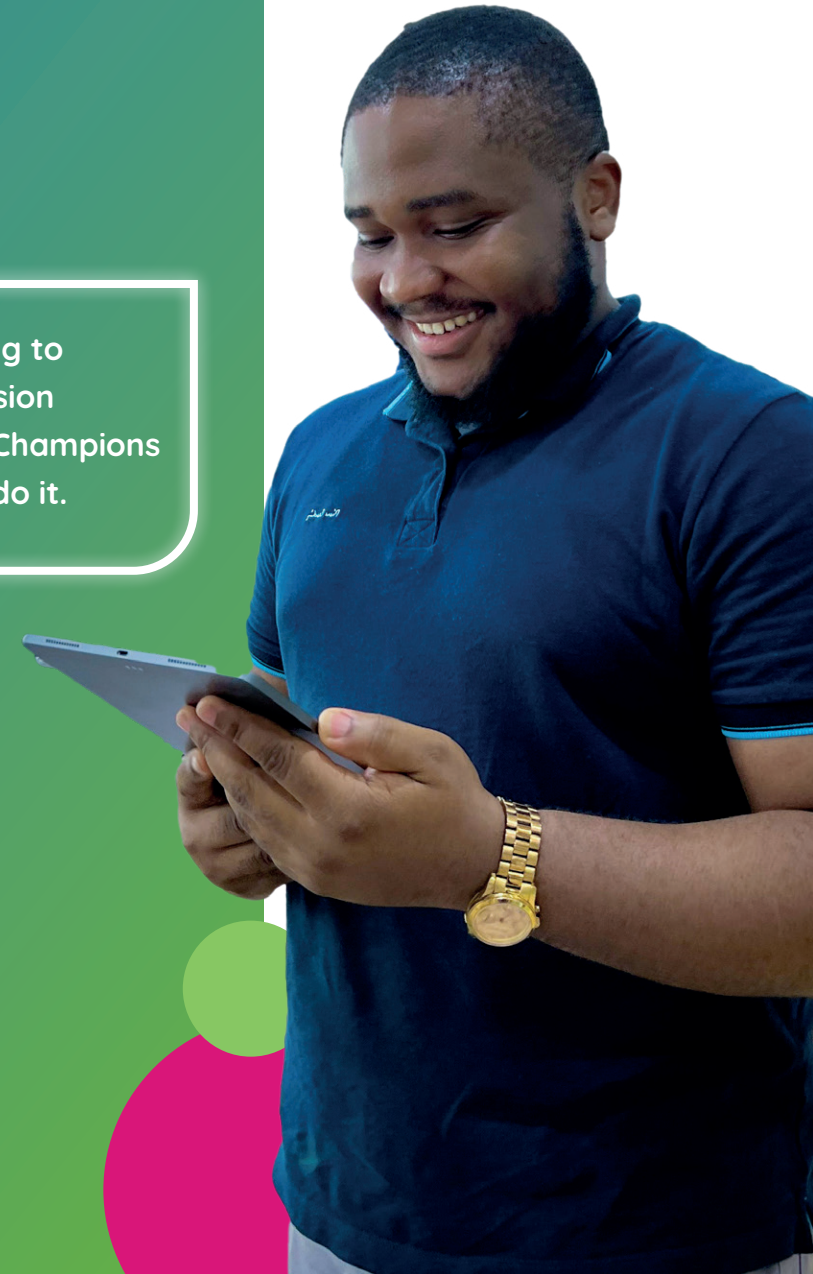
“We’re looking for solutions that are scalable and sustainable to help us deliver digital inclusion rather than just talk about it.”

“When we ask people to use our digital services, they get annoyed with our frontline staff. But people need to start using them.”

“Our staff are too busy to do complicated digital skills training.”

“We are tackling the digital divide but don’t know how to measure our progress and impact.”

We know it’s challenging to implement digital inclusion strategies. The Digital Champions Network can help you do it.



Why don't people use digital services?

- They don't have digital skills
- They don't have anyone to help them
- They don't feel confident
- They don't want to appear foolish
- They feel scared of online fraud
- They can't afford broadband and struggle with connectivity
- They don't have a digital device

We know that people with poor digital skills like to learn from a human being and they won't keep learning without continued support. Whizzy apps aren't the solution - people are.



Why do people need digital skills?



35%

of people in the UK have low or very low digital engagement and skills

More than

50%

of the UK labour force don't have the Essential Digital Skills for work

5m

people can't download an app

4.7m

can't connect to Wifi

2.1m

people are offline

51%

of people feel less lonely being online

62%

say being online helps them manage health and well-being

67%

say being online helps them to save money

£17bn

extra collectively in additional earnings for those with digital skills

£6.3bn

lost each year to the economy through poor digital skills

£1bn

in savings for GP surgeries alone

What is a Champion approach?

- We train people in your organisation to become Digital Champions.
- They get confidence, skills and the resources they need to help others with digital skills.
- Your Champions then help other people learn new digital skills, so they can thrive in a digital world.
- They might help colleagues, clients, customers, patients or residents – anyone who needs help with digital skills.

Your staff and volunteers get new skills and confidence. They help people learn to access digital services.

“The Champ programme has helped us equip staff as well as volunteers to make every contact count for digital inclusion and support as part of other roles.”

Project Manager, Library Project



Why does it work for organisations?

With a Champions model, you can:

- Create a flexible and impactful inclusion plan, tailored to your fit your organisation, using your existing resources and structures.
- Meet the specific needs of your users.
- Support a lot of people in a short space of time, in a sustainable way.
- Embed digital transformation within your organisation, in a way you can scale, own and distribute.

“It’s all the wrap around support for Champions that we don’t have the capacity to provide within our own organisation. So CPD training that you can access anytime, PDFs, guides and resources Champions can keep coming back to.”

Project Manager, Health Project

Why does it work for learners and Champions?

It helps people learn in a way that suits them:

- 65% of people want to learn in a face-to-face setting. The percentage rises in those with low skills.
- 68% want to learn from friends.
- 1 in 4 learners give up without ongoing support.

“I feel I have got over the most important hurdle, because I had this enormous build-up of fear about technology.”

End Learner on a health project

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And your Champions benefit too:

- 98% increase their digital skills.
- They report increases in well-being from Championing – doing good feels good!
- Being a Champion contributes to professional development, progression opportunities and earning power.

“The feeling of helping someone with digital skills truly makes your job feel worthwhile.”

Volunteer Digital Champion



Join the Digital Champions Network

Set-up a flexible, scalable and sustainable project with:

- Structured training for your Champions
- Project management framework and support for your project managers.
- In-person and online support from our dedicated team

And when you become a member of the Network, you join a powerful community of individuals and organisations sharing best practice to tackle the inequalities of an increasingly digital world.

“Establishing a strong partnership with a trusted delivery partner like Digital Unite, who is willing to go that extra mile to meet our high-quality standards and the needs of our highly valued volunteers, has been a key factor in creating our successful Digital Champion programme.”

Steph Noyce, Head of Money and Digital, Clarion Futures.

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Award-winning training for Champions

- 25+ CPD accredited, bite-sized e-learning courses, accessed at any time on any device.
- Covering everything from digital essentials, to working with users with specific needs.
- Backed up by hundreds of curated, updated resources, tech guides, session plans and training tips.
- Champions achievements are recognised with certificates and badges.
- Champion Record logs activity about learners helped.
- Backed up by online and in-person support with newsletters, forums, regular online meet-ups and drop-ins and a community of other Digital Champions sharing challenges and best practice.

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The screenshot shows the user interface of the Digital Champions Network. At the top, there is a navigation bar with 'Home', 'Courses', 'Resources', 'My Activity', 'Community', and 'Help'. A search bar is located in the top right corner. Below the navigation, the user is greeted with 'Hello Edward' and a profile picture of a woman. To the left of the profile picture, there is contact information for the Lady of the Lamp Medical Centre, including an email address and a phone number. Two circular progress indicators show '9 Courses Completed' and '11 Badges Earned'. Below this, a section titled 'Your courses' displays a grid of course cards with titles like 'Helping others remotely', 'Supporting someone to manage their health online', 'Finding the best online health and NHS resources', and 'Helping someone with limited English to manage their health online'. At the bottom, a 'Resources for you' section features a grid of resource cards, including a 'New guide for Digital Champions: Understanding the digital phone switchover', 'News from Digital Units', 'Meet up! Webinars and meetings for Digital Champions', 'New course: Finding the best online health and NHS resources', 'What's happening in 2024: The latest Digital Champion', and 'Your Digital Champion role: Your activity and achievements'.

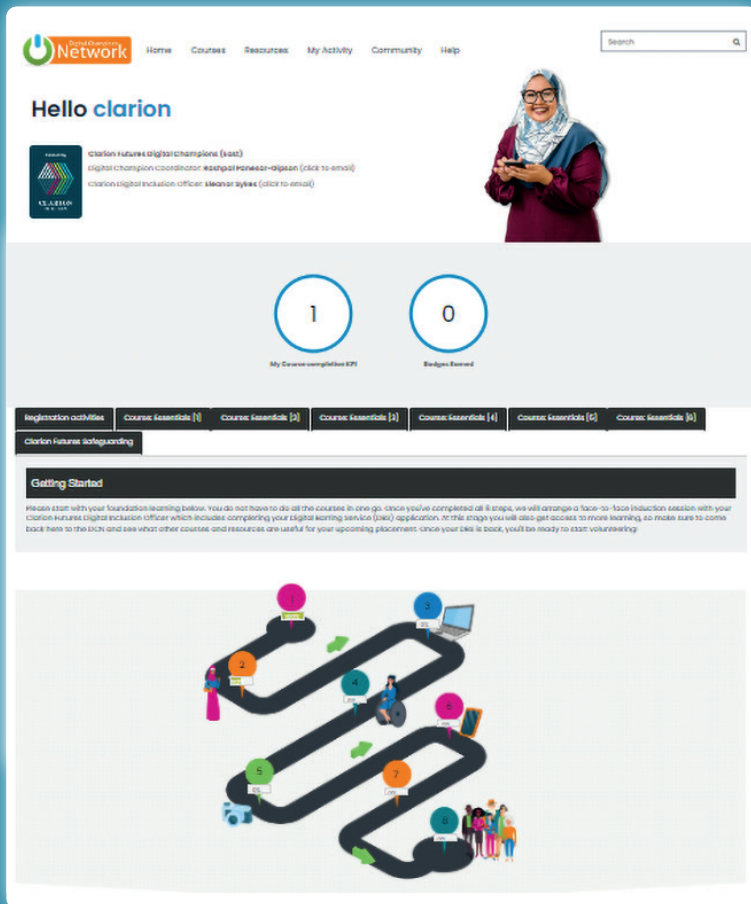
Project management framework and support

All you need to get your project off to a great start and keep it going.

- A bite-sized CPD accredited course for Project Managers.
- A toolkit with planning outlines for every stage and useful templates for things like recruitment posters.
- An easy-to-use dashboard to monitor champions' progress.
- Easy-to-use tools to report on progress that can be filtered, saved and exported.
- A dedicated membership manager to support project managers.
- Newsletters, meet-ups and a community of best practice, sharing challenges and ideas.

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The screenshot shows the user interface of the Digital Champions Network website. At the top, there is a navigation bar with links for Home, My project data, Courses, Resources, My Activity, Community, and Help. A search bar is located on the right. Below the navigation, a personalized welcome message reads "Welcome, Flora". To the right of the message is a profile picture of a man holding a laptop. Below the welcome message, there is a "Go to your project data" button and contact information for Digital Unite Housing, including the name "Contact Joe Bloggs" and a phone number. A section titled "Support for project managers" provides an overview of resources available to users. Below this, a "Resources for PMs" section features several cards: "How to have a brilliant Digital Champion programme" with a numbered list of steps, "Brent" case study, "Project Managers Toolkit" with a "Get started" button, "Recruiting DCS", and "Sample DC volunteer charter". At the bottom, an "Other useful links" section contains three cards: "Meetups for Project Managers", "Project Manager Guide to the DCN", and "Members' top tips for a successful DC programme".



Tailoring the Network

For most organisations, the Champions Network is “ready-to-go”. But if you want customisation, we offer:

- Tiering project management tools: with up to 10 sub-projects beneath an umbrella project.
- Tailored Learning Pathways: bespoke inductions making specific learning mandatory or initial selections of content that vary from our standard pathways.
- Customised document areas, with specific resources (like a volunteer handbook).
- Tailored Champion Records to gather additional information about your Champions’ activities.

You can find all standard and customised costs on our website.

Why work with us?

- We help hundreds of organisations across the public, private and third sector on champion projects that range from ones with 500+ Champions to just 10.
- We've been working in digital inclusion for more than 25 years and we're recognised leaders in our field.
- We are approved by the Crown Commercial Service and we've won personal and professional awards for our service.
- It costs around just £4 a person to support someone to use Digital Technology via the Digital Champions Network

“As we grow digital services within the NHS, helping people to access those services becomes ever more important and this model of working with local champions to help their fellow citizens is highly sustainable.”

Lynn Smith, National Head of Implementation, Digital Citizen, Transformation Directorate, NHS England.



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We work across all sectors...



Find out...

- More about the Digital Champions Network
- See the full course list
- Try a free course
- Use our project planner to see how a Champions project could help your organisation



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