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SELEP

April 2021 – May 2023

We Are Digital Training Ltd were delighted to have been awarded the Digital Inclusion Training Project under the Provision of Skills Training Services – Lot 3 – Digital Skills for All Framework agreement.

The service was mobilised and made available to eligible people within the SELEP regions in April 2021. The original programme set out by We Are Digital was for 2,300 individuals to be supported during the contracted term. The project was set up to support 900 customers with devices, data and some levels of support with 1,400 customers supported through digital inclusion (DI) training alone through remote webinars.

It became clear to all parties that the demand for basic digital training was not as high as was originally envisaged when the programmes were established. This is in part due to lower numbers of unemployed people and other basic digital training offers in the landscape. We conducted various outreach and marketing campaigns including social media, however, despite this, the eligibility numbers were lower than forecast which was confirmed by the local Job Centre Plus.

In 2022, we approached SELEP and proposed a change to the project, based on our research that indicated a need for more in-depth training from those engaging in the programme to enhance their employment opportunities. This was also highlighted by several referral partners such as housing associations and local councils.

The most popular content included in the previous webinars was tailored to the learners' specific needs based on their individual needs. This ensured that those that are severely excluded digitally can be supported in that they require more in-depth support than the programme could previously offer.
It was recognised that this agreed change would improve take-up and ensure that the hardest-to-reach individuals would be able to access support. There was no change to the original contract price and costs resulting from this.

All those who attended the training courses indicated that they have significantly increased their confidence in using their device and would recommend the training content to their family and friends. You will see from the data provided that learners were allowed to provide feedback on what topics they have covered throughout their training, as well as give their thoughts on how the lessons worked as a whole. The feedback is overwhelmingly positive, showing a keenness to learn and a very high level of satisfaction with teaching quality.

Given the challenges experienced early on, the project went from strength to strength following the agreed change in focus. We delivered more than 860 hours of Digital Inclusion training to over 360 people. The courses covered various topics, resulting in a significant social value return over the contracted term: for every pound spent, we delivered the equivalent social value of £15.53.

We would be very keen to be involved with local communities now that the project has ended and would be happy to have further conversations to explore opportunities.
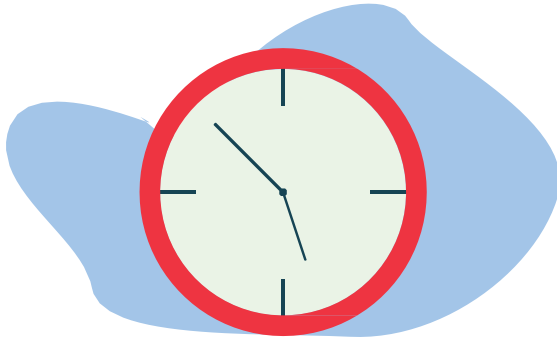
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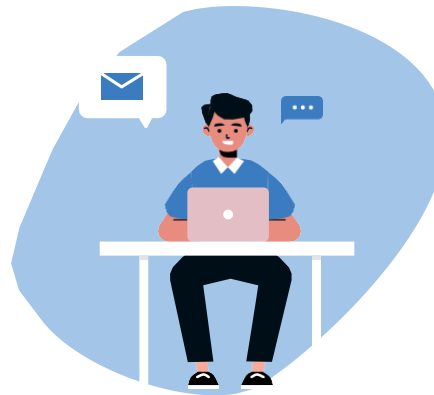Total project cost to date: £201,620.75

For every pound spent, we delivered the equivalent social value of £15.53

100% of learners have increased confidence in using their device

866 hours of DI training delivered

362 learners were DI supported

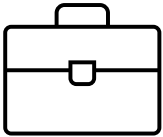100% would recommend the training to friends or family

HACT

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HACT DI

Being Online (access to internet)

Social Value/Cost – avg **£2,413 per person**
Outcome* - £209,931

General Training

Social Value/Cost - avg **£1,567 per person**
Outcome** - £136,329

Full Time Employment

Social Value/Cost - avg **£10,767 per person**
Outcome** - £ 42,678

Channel Shift Savings

Social Value/Cost - avg **£215 per person**
Outcome* - £18,705

Outcome Total - £364,965

For every pound you spent, we delivered the equivalent social value of £15.53

High Confidence (adult)
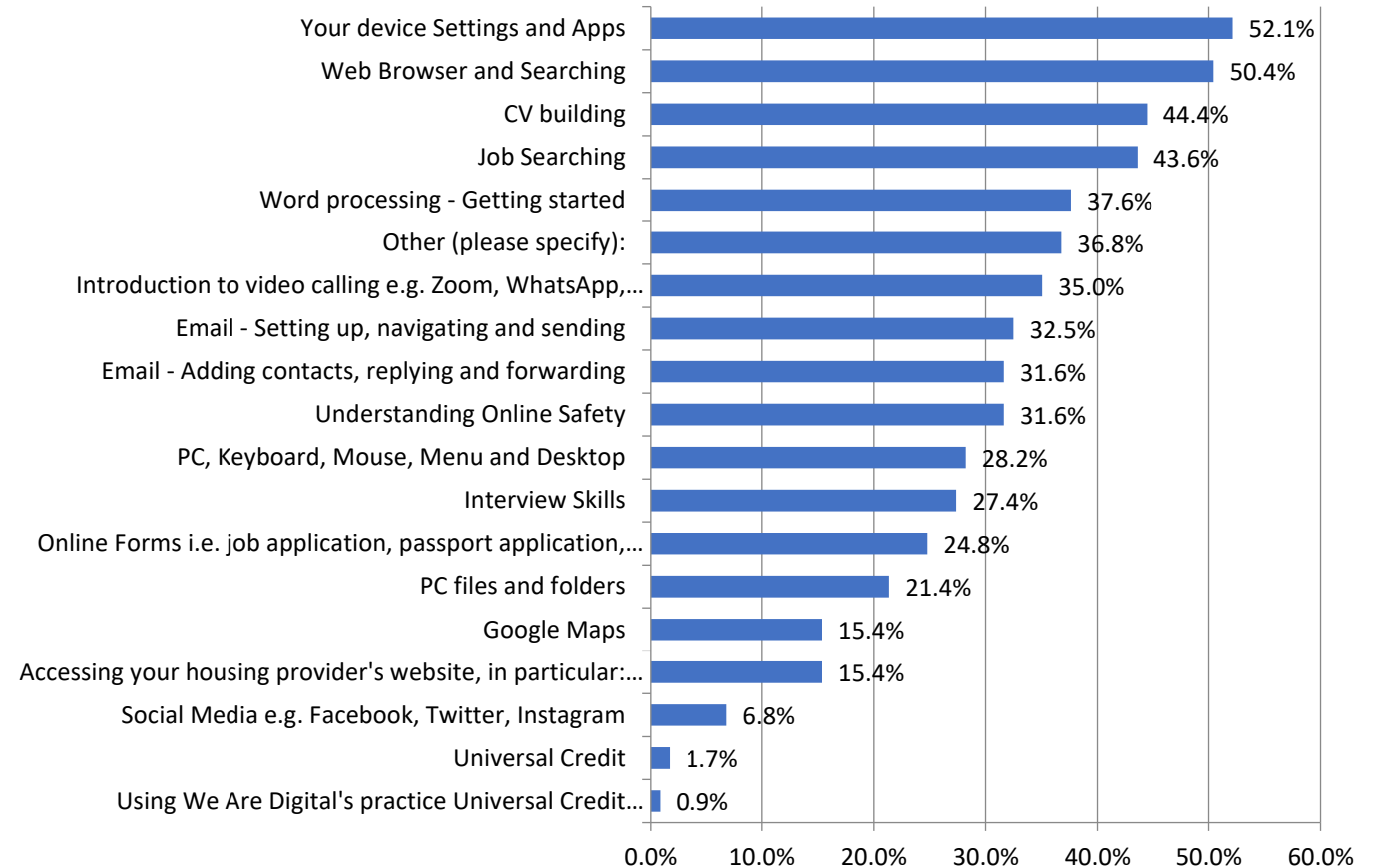
Social Value/Cost - £13,080 per person
Outcome* - £27,468

Outcome Total - £35,858

If high confidence is included, for every pound you spent, we delivered the equivalent social value of £28.31

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Subject Matter

Post-training, residents are asked what topics they have covered throughout their training.

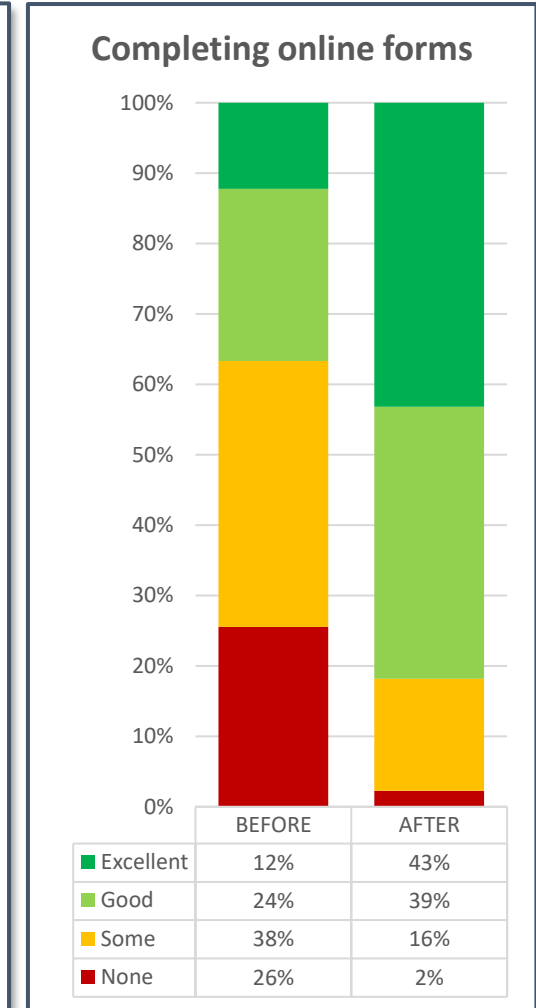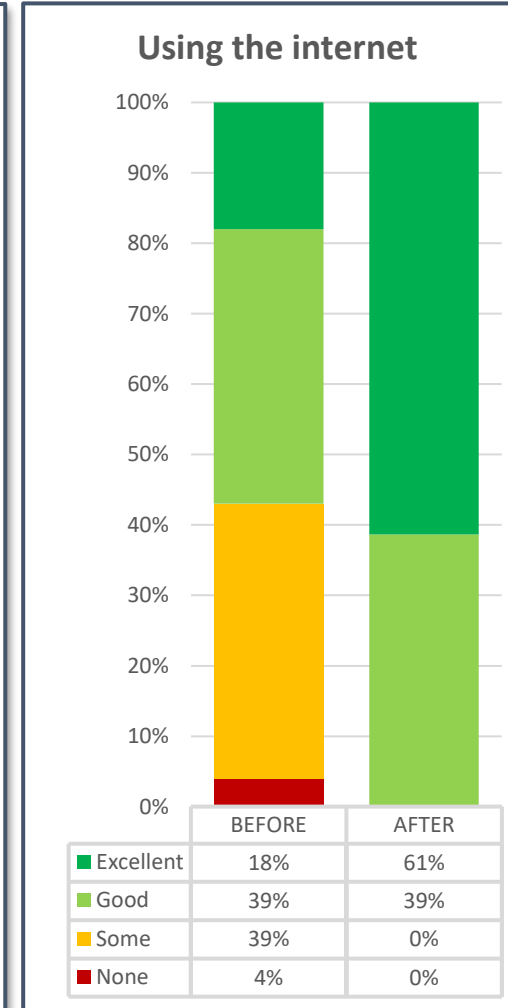### What topics have you covered throughout your course?

Topic	Percentage
Your device Settings and Apps	52.1%
Web Browser and Searching	50.4%
CV building	44.4%
Job Searching	43.6%
Word processing - Getting started	37.6%
Other (please specify):	36.8%
Introduction to video calling e.g. Zoom, WhatsApp,…	35.0%
Email - Setting up, navigating and sending	32.5%
Email - Adding contacts, replying and forwarding	31.6%
Understanding Online Safety	31.6%
PC, Keyboard, Mouse, Menu and Desktop	28.2%
Interview Skills	27.4%
Online Forms i.e. job application, passport application,…	24.8%
PC files and folders	21.4%
Google Maps	15.4%
Accessing your housing provider's website, in particular:…	15.4%
Social Media e.g. Facebook, Twitter, Instagram	6.8%
Universal Credit	1.7%
Using We Are Digital's practice Universal Credit…	0.9%

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Learner Journey

Learners were asked about their confidence in the following basic DI topics both before training and after training. As can be seen from the results, the majority of learners had a positive journey, gaining confidence in Using their devices, being online, and confidence to fill online forms.
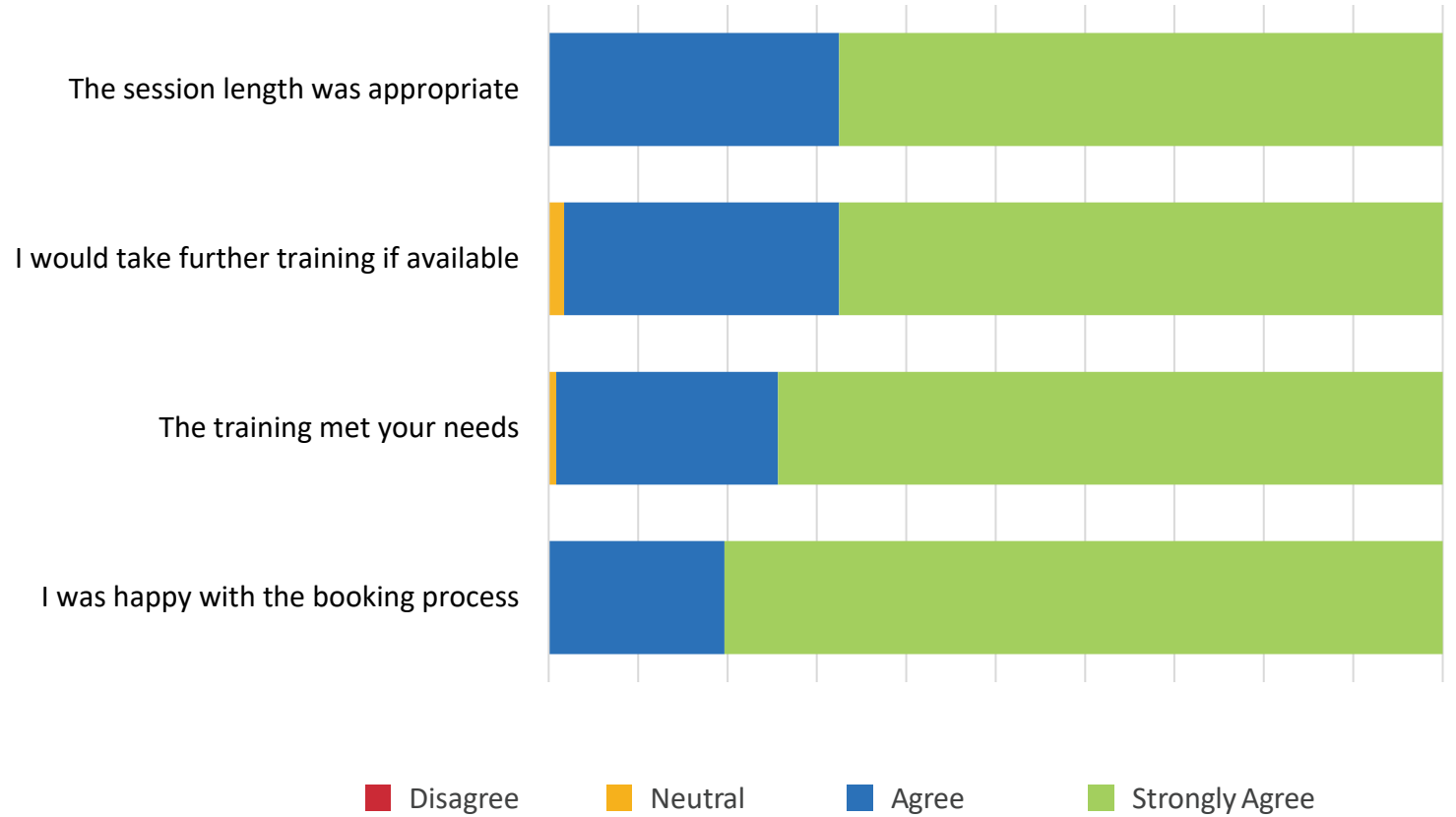
These cover the baseline requirements to be digitally inclusive.

Using a PC/Tablet

	BEFORE	AFTER
Excellent	11%	52%
Good	29%	39%
Some	53%	9%
None	8%	0%

Using the internet

	BEFORE	AFTER
Excellent	18%	61%
Good	39%	39%
Some	39%	0%
None	4%	0%

Completing online forms

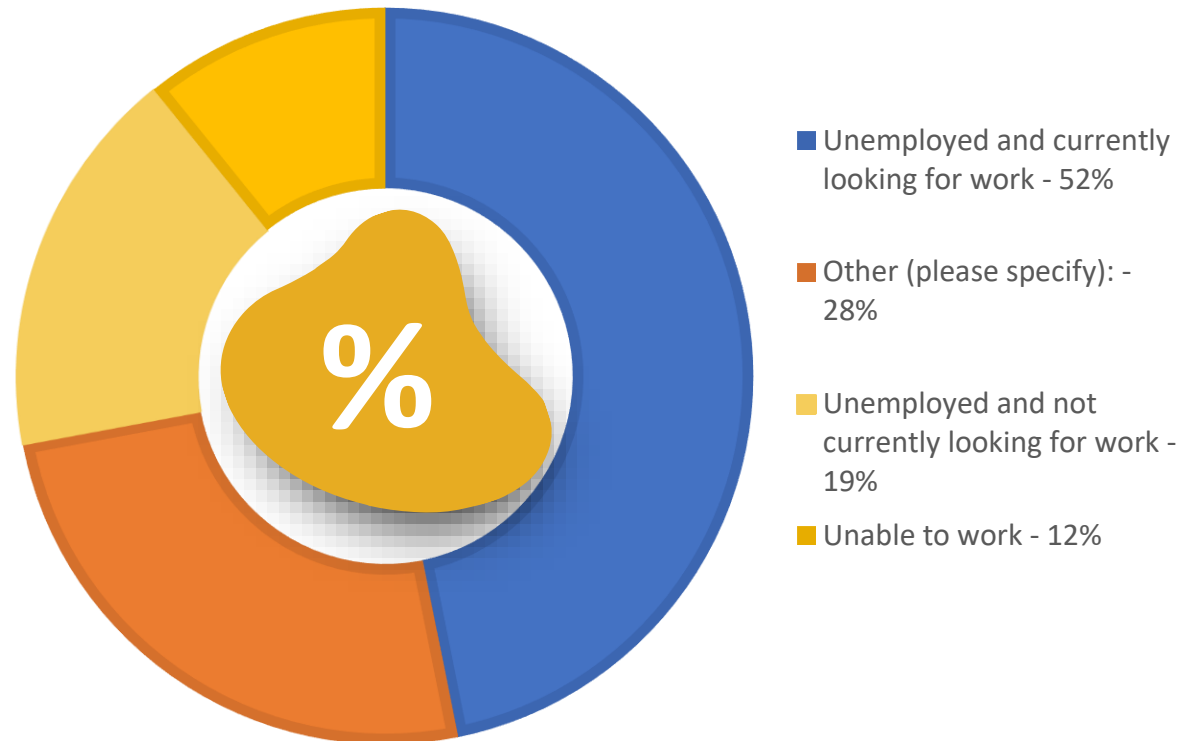|	BEFORE	AFTER
Excellent	12%	43%
Good	24%	39%
Some	38%	16%
None	26%	2%

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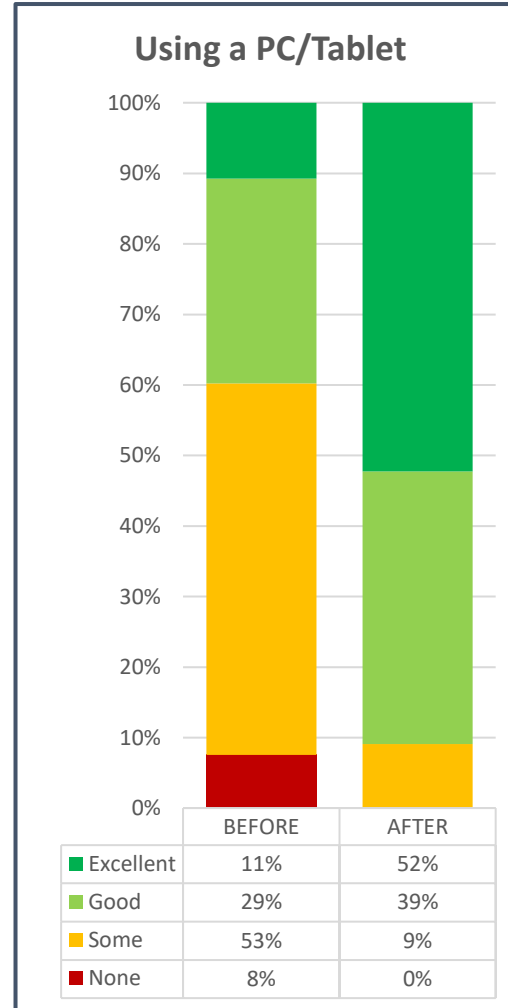
Thoughts on Training

Learners gave their thoughts on how the lessons worked as a whole.

The feedback is overwhelmingly positive, showing a keenness to learn and a very high level of satisfaction with teaching quality.

The session length was appropriate

I would take further training if available

The training met your needs

I was happy with the booking process

■ Disagree   ■ Neutral   ■ Agree   ■ Strongly Agree

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Demographic Analysis

Responses to the employment questions volunteered by learners suggest that the targeted residents made up the largest audience in attendance.

■ Unemployed and currently looking for work - 52%

■ Other (please specify): - 28%

■ Unemployed and not currently looking for work - 19%

■ Unable to work - 12%

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Demographic Analysis

Ethnicity was surveyed and has been included for use in comparison with other projects as required.

85%
White

4%
Black, African,
Caribbean, or Black British

5%
Asian or Asian British

6%
Other*

*Other covers Arab and Prefer not to say

Marketing campaign

We Are Digital Training Ltd was awarded the Digital Inclusion Training Project under the Provision of Skills Training Services - Lot 3 - Digital Skills for All Framework agreement. The project aimed to support 2,300 individuals within the SELEP regions, providing devices, data, and digital inclusion training. To promote the project, We Are Digital implemented various marketing activities, including:

- Creation of Assets: Developed assets such as leaflets and a web landing page to provide information about the project.
- Paid Social Media Campaigns: Conducted paid social media campaigns to generate leads, referrals, and create awareness among the target audience.
- Organic Social Media Posts: Posted organic social media content on news feeds to inform and engage followers within the SELEP region.
- Email Outreach: Sent emails to existing clients and partners, providing them with information about the project and seeking their support.
- Email Campaigns: Conducted targeted email campaigns to generate awareness among potential prospects and stakeholders.
- Online Partner Group Sessions: Engaged in online partner group sessions facilitated through email engagement, where We Are Digital presented their offerings.
- Outreach to Local Charities: Contacted 402 local charities within the six areas, sharing information about the project and its benefits.
- Collaboration with Restart Program: Collaborated with the Restart program in the region to establish a partnership and leverage their support.
- Collaboration with SELEP Communications Department: Worked closely with the communications department at SELEP to explore additional support and opportunities for marketing the project.

The marketing campaign employed a multi-channel approach, combining online and offline strategies to reach the target audience effectively. The objective was to raise awareness about the Digital Inclusion Training Project, generate leads and referrals, and engage stakeholders.

Marketing campaign

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## South East Local Enterprise Partnership
L R B

"Jacqueline is magical, couldn't wish for a better 1:1. She helped me a lot and showed me different skills and modules"

Mrs L was informed of the training offer from a friend and completed the online registration signup on 11th August and was booked into the her 1-2-1 training on the 18th August using our trainer Jacqueline. Mrs L was lacking the confidence to get online due to her laptop being very old and slow and was gifted a tablet and sim card through the training offering.

In her with Jacqueline, it really focused on the importance of writing a covering letter, how to write and update her CV and then moved onto job searching and signing up for job emails and finally online interview tips. The feedback from Jacqueline was that Mrs L was very engaged and the training met all her needs. She was really happy and felt that she had learnt a lot

After completing the training she attended a group webinar course to run through more tips on interviews and Mrs L is now confident with these skills and is also creating and managing her email folders and aware of the importance of online security

"I lacked of confidence and having a slow old laptop was the main reason that stopped me from being digitally active. The 1:1 with Jacqueline, the webinar sessions that are being delivered by Gareth & the tablet were a great help to me".
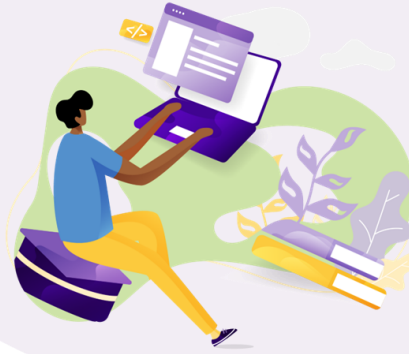
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