

DIGITAL CHAMPIONS

AT THE CENTRE OF ONE DIGITAL...



The UK is going 'digital by default' but bringing everyone online is getting harder...

- 11% of adults in the UK have never used the internet¹
- 23% (12.6 million) of UK adults don't have basic digital skills²
- 77% of non-users cite lack of interest as their main reason for being offline³



Digital Champions are an extremely effective digital inclusion solution...

- 26% of beginners do not use their new digital skills without ongoing support⁴
- 88% of learners would use an informal approach to learning a new online skill⁵
- 90% of Digital Champions said they made a difference to getting people online⁶



Digital Champions provide essential personal, long-term digital skills support...

- 81% of learners rated their Digital Champion sessions as good or excellent⁷
- 58% of job seeking learners had searched or applied for jobs online since their Digital Champion training⁷
- 25% of learners made new friends through their Digital Champion sessions⁷



Being a Digital Champion brings significant personal rewards...

- 70% of Digital Champions felt volunteering had added skills and experience to their CV⁷
- 20% secured work after volunteering⁷
- 80% of Digital Champions gained confidence from their training and support scheme⁷

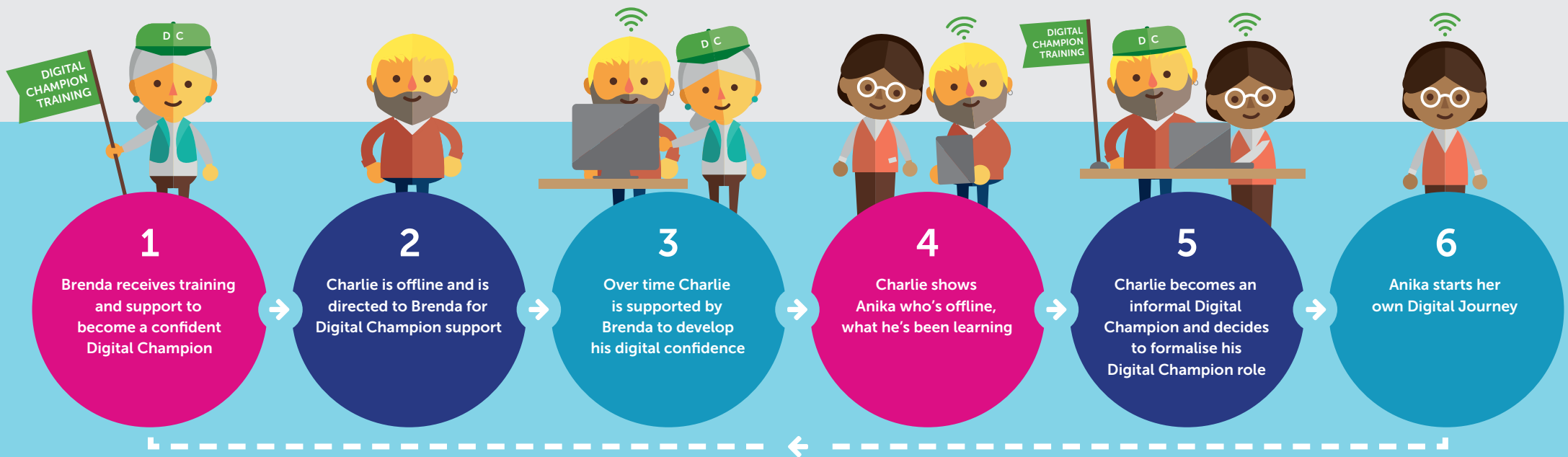
A One Digital Digital Champion ?

Someone who is trained and supported to inspire others about being online and can spend some time showing them how.

"It's been great to become a Digital Champion and improve my own digital and teaching skills."

"Helping others to learn and use the internet for their own benefit is enormously satisfying and gives me a real boost."

A DIGITAL CHAMPION MODEL CAN BECOME SELF-PERPETUATING AND ENTIRELY SUSTAINABLE OVER TIME



¹ Office of National Statistics Internet Users 2015 ² Go ON UK 2015 ³ BBC Media Literacy - Understanding Digital Capabilities 2014 ⁴ Two year longitudinal research study from Citizens Online – April 2015
⁵ BBC Media Literacy – Understanding Digital Capabilities 2012 ⁶ Impact Survey amongst Digital Unite's Network of Digital Champions 2013 ⁷ Review of Hyde Plus Getting Online 2014/15 by Citizens Online

