



NATIONAL  
LOTTERY FUNDED

# OneDigital



# Building on what we learned: One Digital's phase 1 evaluation

Sarah Cant

Programme Director, One Digital

Sara Dunn

MD, Sara Dunn Associates Ltd

# One Digital phase 1: 'test and learn'

- 2015: newly formed collaboration
- 6 partner organisations
- Funded by Big Lottery to 'Test and learn' for 1 year
- Digital Champion approaches in common



# 'Test and learn' phase evaluation

Process evaluation with two aspects:

- Collaboration between the 6 partners
- Common use of Digital Champion approaches

Outcomes evaluation of two groups:

- Digital Champions
- Beneficiaries



# How we evaluated

- Developmental approach
- Diverse data collection instruments
  - Partner teams
    - Self-audit, online diaries, interviews and observation
  - Digital Champions
    - Surveys (online), interviews, site visits, partner monitoring data
    - Data from > 250 Digital Champions (20%)
  - Beneficiaries
    - Surveys (paper), interviews, partner monitoring data
    - Data from > 5,000 beneficiaries (45%)

# Findings: Outcomes for One Digital Partners

- Shared organisational learning about delivery challenges
- Shared learning via Digital Champions Network online platform
- Typology of Digital Champion approaches



# Findings: Outcomes for Digital Champions

- Over 90% of Digital Champions said they had improved their own skills (soft skills and digital skills)
- In addition:
  - Enhanced CVs
  - Keeping up to date with technology
  - Social benefits

# Making a difference: Digital Champions

It makes a huge difference to people's lives; that makes you feel good

Being a Digital Champion is such a rewarding thing. Being able to pass on something – things you might think are simple – but for someone who does not know them: it can change their lives

Why do I do it? Well it's simple isn't it, because it helps people



# Findings: Outcomes for beneficiaries

Over 80% of One Digital beneficiaries reported:

- increased confidence in their digital skills
- better understanding of the benefits of digital technology
- increased motivation to use digital technologies.



# Making a difference: beneficiaries

I got a job!  
Because of the help [the digital champion] gave me.

The [digital champion] helped me save money on my Sky contract, and my electricity bills.

It has changed my life. I had no confidence in myself... But once I learned to use the iPad, to get in touch with people, I actually started to do things that I have always wanted to do but have never had the confidence to do.

I know that if I need to, like when I broke my ankle, then I can order food and get it delivered and I do not have to rely on neighbours or friends.

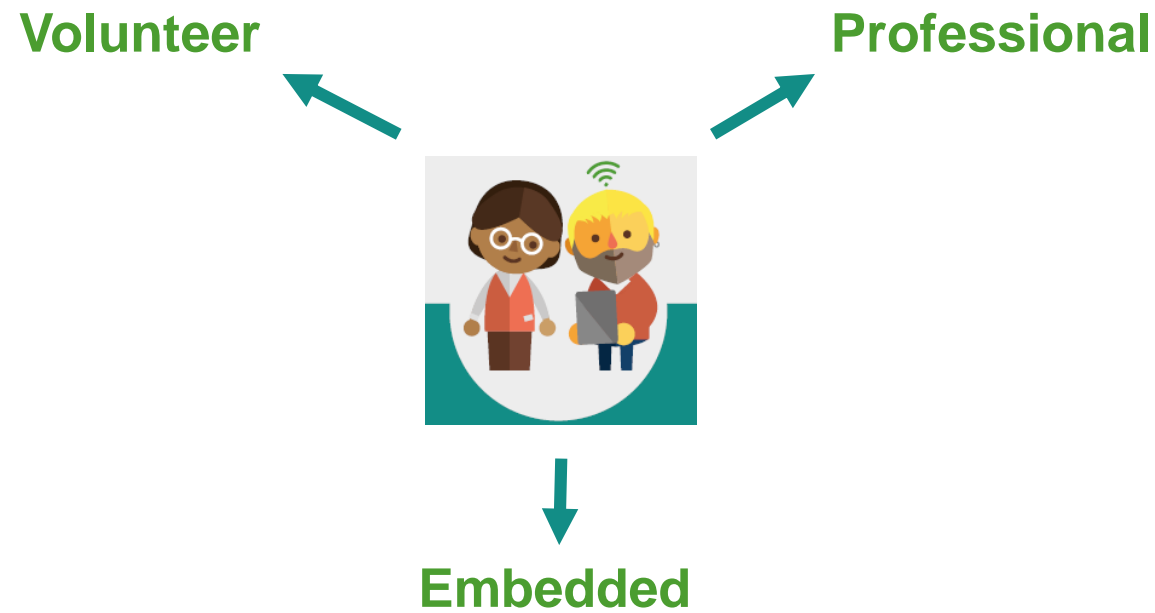
# What happened next: Funding

- Big Lottery fed back that having good quality evaluation helped give their panel the confidence to make a further award
- Highlighted that the evaluation allowed delivery teams to make informed choices about how to keep improving the quality of work



# What happened next: Digital Champions

- Digital Champion models further developed
  - Underpin current One Digital programme



# What happened next: Sharing learning

Learn

Share

Improve

Celebrate

# Our current evaluation plans

- June 2017 to May 2020
- Evaluating impacts of the One Digital partnership on:
  - partners' project delivery
  - digital skills policy landscape
  - Digital Champion practice in the wider sector
- Case studies on the embedded Digital Champion model
  - Identify success factors in supporting and deploying Digital Champions



# Resources

- Event resources:
  - Phase 1 evaluation exec summary
  - Phase 1 evaluation partnership self-audit tool
  - Digital Champion programme logic model template
- One Digital's Digital Champion Toolkit

<https://onedigitaluk.com>

[@OneDigitalProg](https://twitter.com/OneDigitalProg)

[info@onedigitaluk.com](mailto:info@onedigitaluk.com)

<http://www.saradunn-associates.net/>



NATIONAL  
LOTTERY FUNDED

# OneDigital

