



# OneDigital

## Digital Inclusion Partnerships

Do they make a difference?



# Welcome!



OneDigital

# What are you expecting from the session?

An understanding of the value of partnerships in digital inclusion projects.

Learn what's worked and why, what's made a difference

Learn something new about measuring impact of partnerships

Varieties of partnerships available

Reassurance

Types of partnerships, how evaluating these, what's working and what isn't





DIGITAL SKILLS  
**PARTNERSHIP**

## Judith Peterka, DCMS

- Partnerships are at the heart of the Digital Skills Partnership
- Evaluating the Digital Skills Partnership(s) is at an early stage and will be complex
- Point but evaluation is a crucial part of the partnership

 OneDigital





 OneDigital

Citizens  Online

Digital  
BRIGHTON  
& HOVE

 gwynedd digital  
digital gwynedd

James Beecher  
@CitizensOnline1

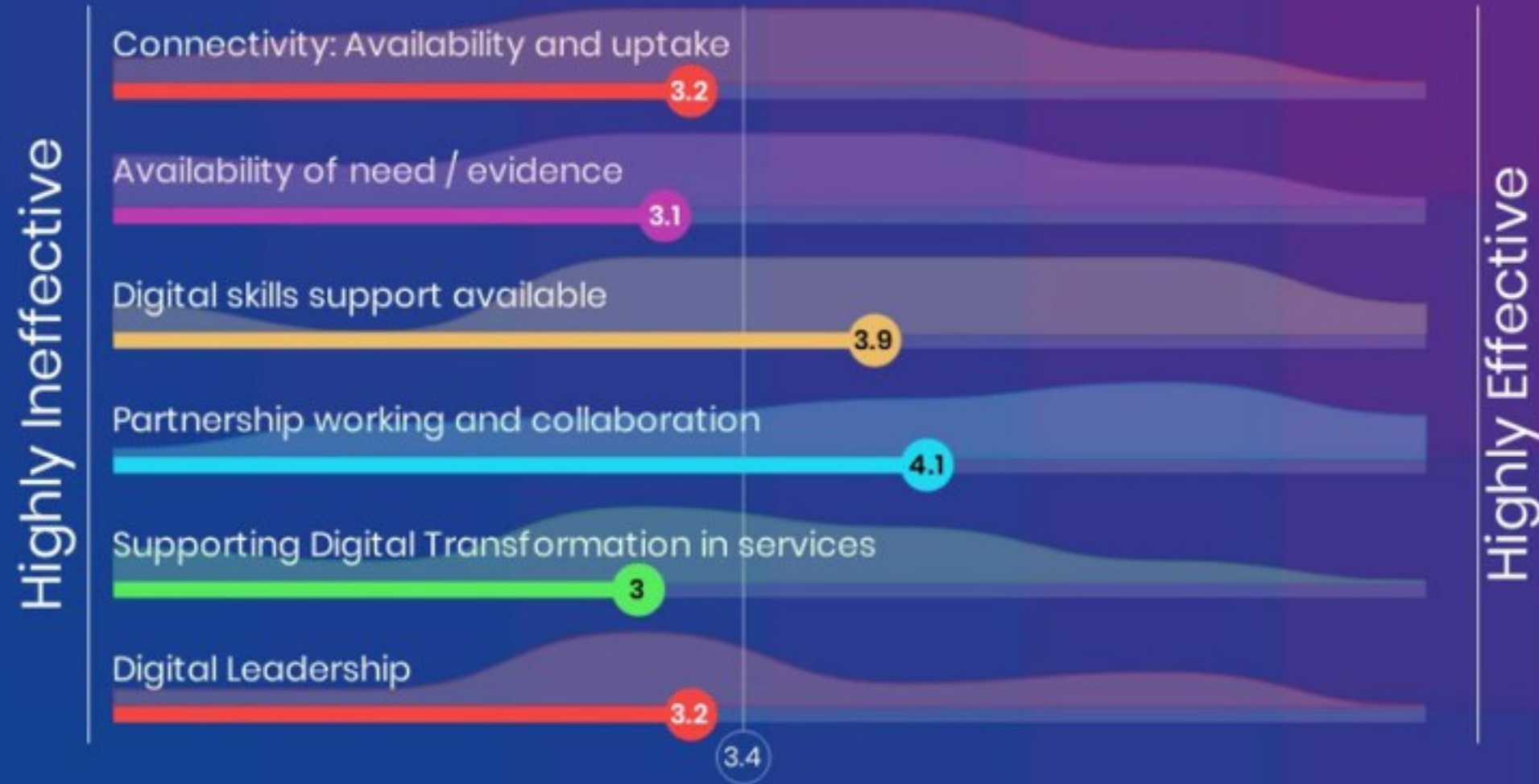
- Partnership is important
- Evaluation is important
- Evaluating Partnership is...
- ... complex

 OneDigital





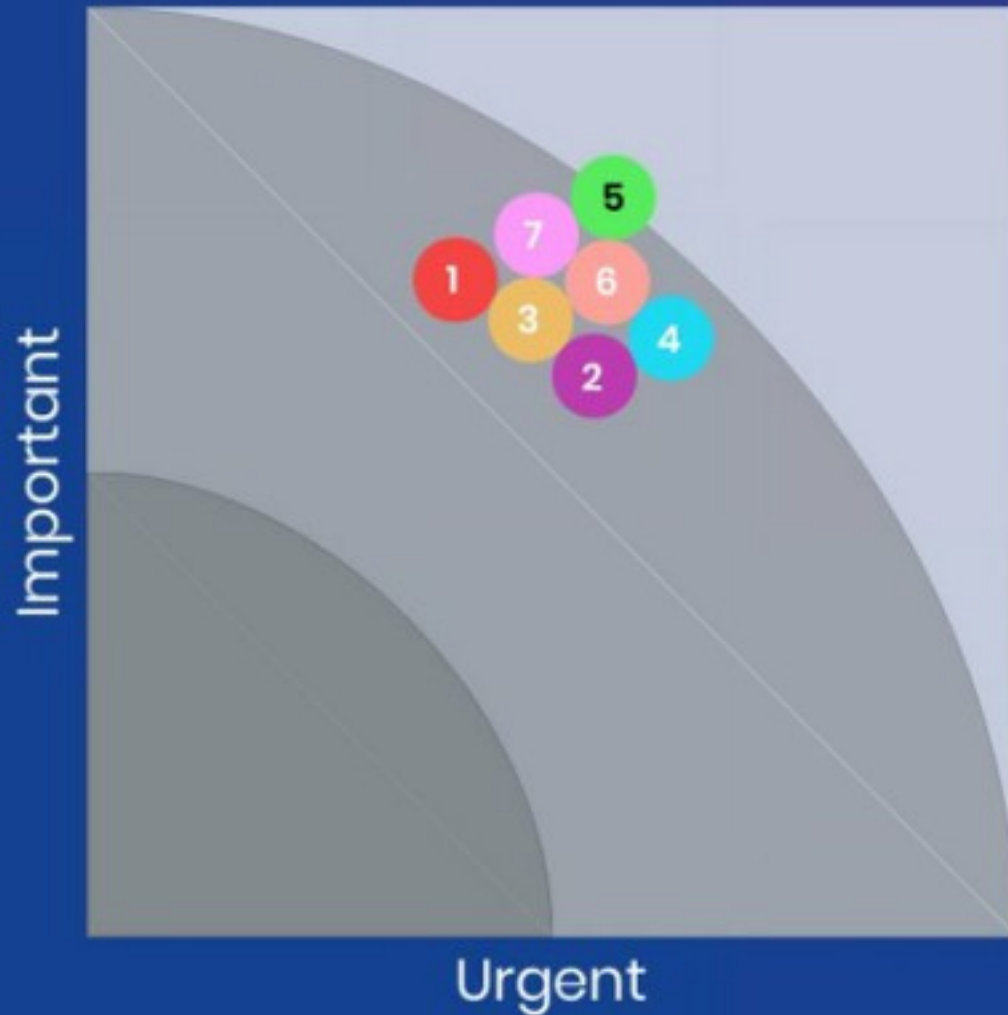
# Rate the effectiveness of the current digital inclusion system in Brighton & Hove



# Rate these different elements of Digital Gwynedd Meetings



# Prioritisation for digital inclusion in Brighton and Hove



- 1 More Digital Champions recruitment
- 2 Improve digital skills of employees across sectors
- 3 Connectivity and uptake of 'Superfast BB'
- 4 Marketing and promotion of digital inclusion activity
- 5 Partnership working and collaboration
- 6 Signposting and referral of activities
- 7 Digital Leadership



Renfrewshire Council  
@Digi\_ren



## How DigiRen started?



### **Development of a Digital Strategy**

- Identify stakeholders
  - Consultation with 3 aims
    1. Shaping the strategy
    2. Building relationships
    3. Developing the partnership #DigiRen
- \*Commitment of CEO of the TSI to chair

## Why DigiRen?

### **Vision**

“To ensure everybody has the opportunity to reach their digital potential”

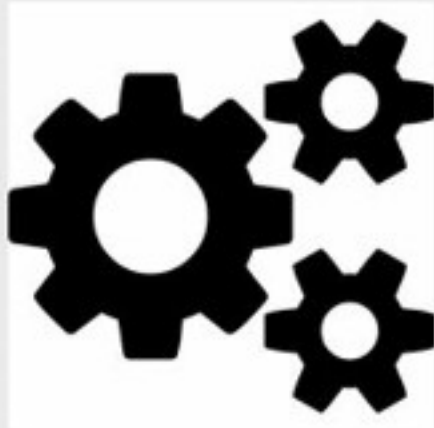
### **Purpose**

“To share ideas, resources, learning, inspire, peer support, collaborate, shape policy, influence decision making...”





## How DigiRen works?



- 6-8 weekly meet ups
- 1:1 / focus groups
- Events / conferences
- Ongoing communications via Group email and Social Media
- **Must be driven by someone!**



## Benefits?



- A movement
- Increased cross sector collaboration
- Improved relations
- An agreed vision
- Peer support
- Increased understanding local/national
- Shared learning
- Universal approach
- Pooling of resources
- Powerful voice
- Inspiration
- Joint funding

## We are One Digital



## One Digital

- Different forms of partnership
- Stages of engagement and development
- Different emphases in evaluation

 OneDigital





## We are One Digital



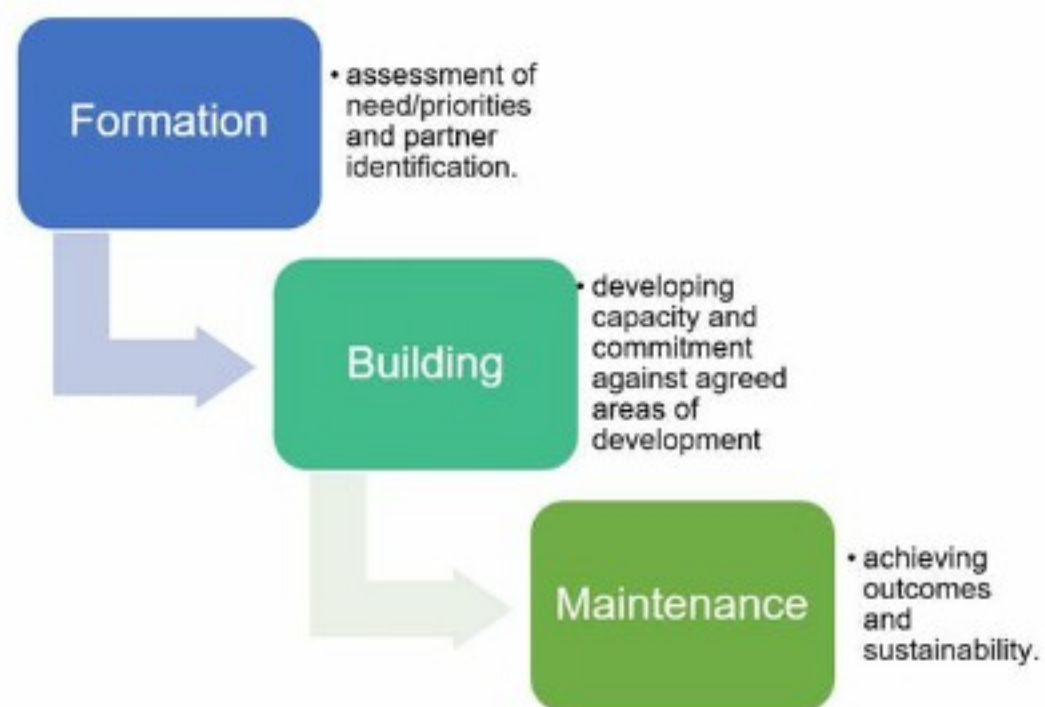
## Different forms

- Informal collaboration
- Formal, funded, programmes
- Locality-based partnerships
- National initiatives

 OneDigital



Partnerships go through phases at they develop



## Different stages

- Development of partnership
- Capacity and dynamics
- Engagement of organisations





## Different evaluations:

- Are participants satisfied?
- Do benefits outweigh drawbacks?
- Views on decision-making
- Influence of model





# Questions?

Anything needing to be clarified?



# What's worked? Either in terms of methods or the value of information

Having a strategic group within a partnership is helpful

A designated team or individual that represents the partnership

Reflecting back on what you said at the beginning

Sharing information across the networks

Reflective diaries

Having people who understand the business case and case for support

Clarity for each partner about their role and the intended benefit of the partnership as a whole

Being clear about difference between corporate strategic partnerships and 'solutions teams' who work more actively with other organisations

Honesty about evolving attitudes



# What's worked? Either in terms of methods or the value of information

Independent external evaluator

Building digital inclusion into the business strategy

Even just an external view, not even an evaluator

Perspectives from outside the partnership helpful to assessing it

Building CSR into public procurement process (and include digital)

Presentation appropriate to audience

Must be a culture of sharing

Knowing the data on your customers (and shared customer)

Video case studies



# What's worked? Either in terms of methods or the value of information

Infographics

Social shareable information

Asking "what would have happened if this partnership had not existed" ?

Really difficult to see what would have happened without

Accessing funding - not always possible from partnerships

Activity falling off when funding reduces or partners leave

# What's not been so successful?

Positive (from previous question) Partnership project and partnership network. Evaluation officer does qualitative interviews with partners. Linking work to different strategies.

Depends on the mindsets of individuals. Changes of policy. Changes of people. Lack of shared vision or change of vision.

Funding.

Short term goals over long term strategies.

Unsuccessful partnerships could be well evaluated for next time

Honesty and transparency key

Sustainability of partnerships.

Small group discussion: Who would be the audience and how would you use evaluative information in partnership working?





Small group discussion: What would be your evaluation priorities for partnership working?

# Small group discussion: What evidence base would you use to measure impact?

Audience: senior managers.

Audience: funders

Audience: what do partners want out of a partnership?

Audience: Ministers

Audience: other potential partners

Need to have KPIs.

Audience: people who might set up a similar partnership elsewhere

Number of Learners goes up affected by partnership efforts

Number of organisations involved or signed up



# Small group discussion: What evidence base would you use to measure impact?

Audience: internal - for improvement of services / offer

How much has been shared between partners and what has changed?

Evidence: Moneyadvice service evidence hub

Reach: how many organisations benefited from training

Importance of methodology for technical audiences to assess quality

What does good look like? Increased accessibility, shared agenda, more people involved, shared vision

Removal of barriers for beneficiaries. Partners set objectives to collectively address the barriers

Sustainability - long term vision

What does success look like? Digital inclusion embedded into all partners' organisational strategy



# Small group discussion: What evidence base would you use to measure impact?

Priorities: assessment of benefit of partnership may not be a priority if it takes resource from delivery and it wasn't a condition of funding

Not all partnerships can be positive - competition for funding can get in the way

# What's the one thing you'll take away from today?

How partnerships should work effectively

The problems groups face due to funding etc

Try and evaluate the value of our partnership work.

Have clarity about roles

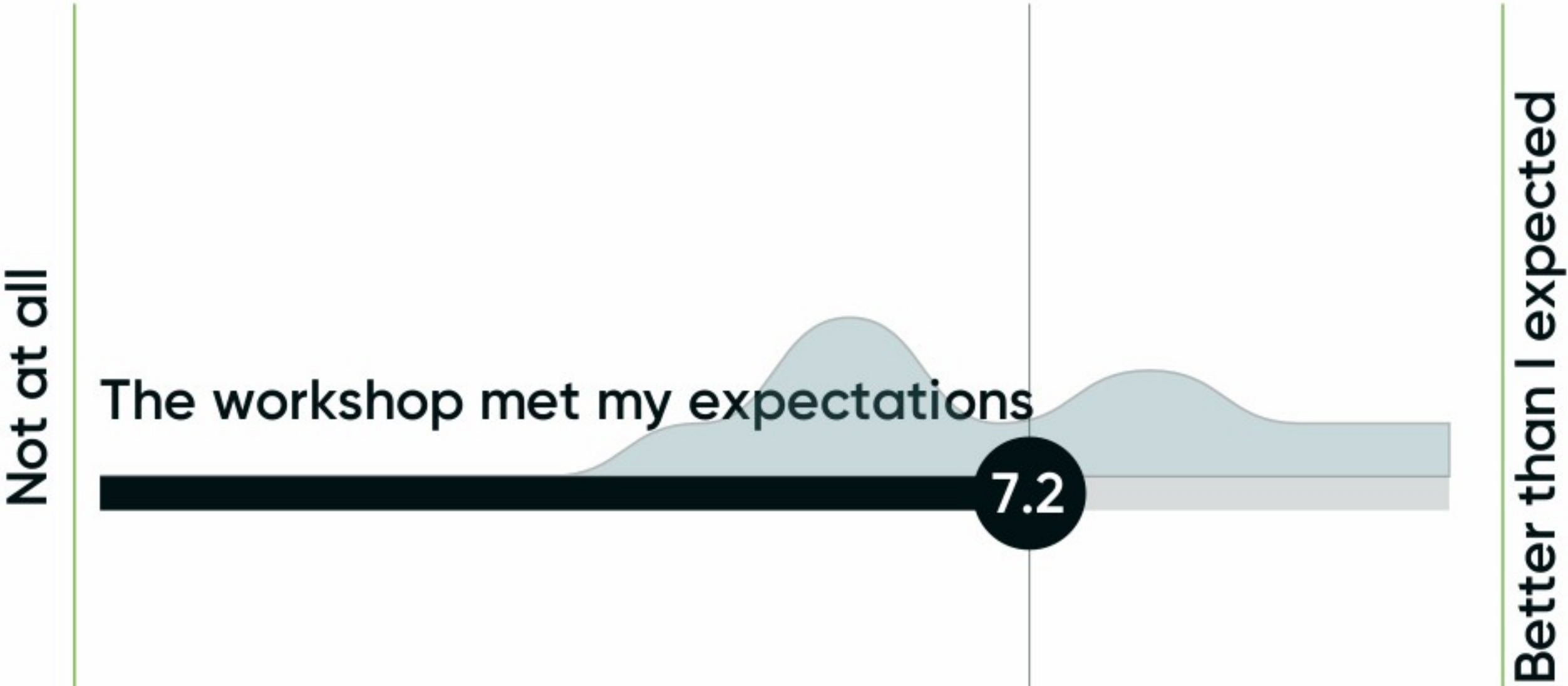
Try and evaluate our partnerships, and the value they begin to the organisation.

Evaluation of the internal partnership is just as important as the external outcomes.

Have clarity about language/terms

Engaging partners at each touch point - individuals, community, society - is key to ensuring sustainable, meaningful impact

# Feedback



OneDigital



## Next steps following the workshop

- Materials published at [onedigitaluk.com](https://onedigitaluk.com)
- Share good practice information with the Community of Practice:  
[info@onedigitaluk.com](mailto:info@onedigitaluk.com)
- Let us know if you're happy for material to be published on the website



# OneDigital

## Digital Inclusion Partnerships

Do they make a difference?

