



Online Today

R N I B

See differently

Tracy Riddell
Online Today, Programme Manager

Tracy.riddell@rnib.org.uk



What is Online Today

R N I B

See differently

A digital inclusion programme designed in response to evidence that:

Disabled people, older people and those on lower wages or unemployed are most likely to be digitally excluded.

Only 22 per cent of people with sight loss, of working age are in paid employment

Only one in three people with sight loss feel able to make the most of new technology




What outcomes did we measure?

Increased number of people who receive information about Online Today.

Increased number of people with sensory loss report positive movement towards being online which improves their quality of life

Partners, that have directly supported the local delivery of Online Today, demonstrate a better understanding of the accessibility options to support people with sensory loss to get online.



What did we achieve?

R N I B

See differently

Over 80,000 people with sensory loss received assistance to support their journey towards being online.

82 per cent of beneficiary's report an increased interest in being online and do not see sensory loss as an insurmountable barrier to being online

82 per cent of beneficiary's report positive movement towards getting, or doing more online.

51 per cent of beneficiary's show an increase in knowledge

51 per cent of beneficiary's show an increase in confidence

55 per cent of beneficiary's show an increase in ability




What did we achieve?

R N I B

See differently

82 per cent of delivery partners indicated that working with the local teams has influenced the way they deliver digital skills activities for people with sensory loss.





What challenges did we face?

Scale and scope of activity...and capacity of evaluation team

Original outcomes, as specified in bid, weren't going to be achievable


Hugely, diverse and, initially, undefined methods of delivery made implementing baselining work difficult

How to ensure a fair split of evaluation work against the different delivery models.

The lack of skills and confidence in staff conducting baselining

Majority of staff supporting baseline activity had sight loss





How did we address the challenges?

R N I B

See differently


Worked with the funder to agree new outcome measurements

Created a set of definitions within which each delivery models could “fit”

Assigned % targets against the delivery teams to monitor progress against completing baseline surveys

Provided intensive training and on-going support to team members supporting the completion of baseline surveys

Set up an Evaluation Working Group to share responsibilities on the implementation and monitoring of our evaluation plan.





What difference did the changes make?

Performance indicators that were more appropriate and useful, that at Interim point, we could reflect on changes to be made.

A plan and Working Group approach that guided development during delivery, rather than just an end of year report.

A committed and enthused team who all contributed to the evaluation work – and valued it.

Increased culture of learning

Opened up new opportunities



Want to find out more?

R N I B

See differently

Contact RNIB helpline – 0303 123 9999

Ask for the Technology for Life team

www.rnib.org.uk/technology-hub

Download full report and summary report (soon) from RNIB website.