

# EverybodyOnline

A Digital Inclusion initiative from UK charity Citizens Online



Annual Report  
2007-2008



CitizensOnline



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Citizens Online

### *A new Society for the 21st Century*

Citizens Online (COL) is a UK charity committed to researching, addressing and promoting the issues of digital inclusion. Our vision is 'to make the benefits of digital technologies easy to access and usable by all; to promote a just and inclusive society'.

#### The Mission

- Demonstrate and measure how information and communication technology (ICT) can be used to increase social inclusion and economic benefit
- Support people and communities to use digital technology to meet their needs and raise aspirations
- Lobby and partner with government, business and the third sector to achieve sustainable solutions to digital inclusion

#### Our work includes:

- **Delivering projects** that enhance social inclusion in some of the most deprived communities in the UK
- **Working with Business** in partnerships to create action programmes and in particular promoting collaborative working through the Alliance for Digital Inclusion. We also support several award schemes of companies focused on ICT in the community
- **Analysis and lobbying**; Citizens Online have produced a number of publications on digital inclusion issues. We use our national perspective to lobby government on related policy issues and have been involved in the Digital Inclusion Panel and the Digital Challenge
- **Commercial activity and Research capability**; Citizens Online provides consultancy on all aspects of digital inclusion for the private, public and third sectors. We work closely with a strong network of partners using both qualitative and quantitative research models focussing on digital and social exclusion

*The EverybodyOnline programme has gone from strength to strength. We have had a really successful year with more projects in operation than ever before.*

*There are still many challenges ahead as one third of UK adults still find technology difficult to access or do not yet understand the social and life chances benefits it can bring. We are committed to developing more local partnerships to enable us to spread the EverybodyOnline ethos so that everyone can get online and be fully included in the digital society*

*We are immensely grateful to BT and our other supporting partner organisations at a local level who are part of the EverybodyOnline success story.*

*John Fisher, Chief Executive, Citizens Online*



## *Connecting communities through improved communication skills and technology*

'Inspiring people and communities to make a better world through the power of both communication skills and technology' is the overarching theme for BT's Corporate Responsibility strategy.

BT is committed to making a positive difference to society, with the aim to help build economically sustainable, educated and socially inclusive communities. This goal aligns with the company's core values and focuses on a number of key strategic areas including digital inclusion, education, employee involvement, community investment.

BT believes it has a responsibility to champion the role of improved communications for all sections of society. Our social investment is firmly based around areas where we can use our expertise and technology to make the biggest impact possible. Demonstrating what improved communications skills and technology can do to tackle the key issues in the communities where BT operates.

Access to ICT can improve people's lives, opening doors to education, jobs and entertainment. But many people are missing out because they don't have the opportunity or necessary skills to use the technology. Digital inclusion isn't just about having access to ICT; it's about having the skills, confidence and motivation to use it.

*"We have been working with Citizens Online since 2002. During that time the number and impact of EverybodyOnline projects has continued to grow and we are really pleased that this has now been recognised as an example of best practice by the European Commission.*

*There are still a lot of people who have never used digital technologies. We know how daunting it can be to take those first few steps. Providing help, particularly to disadvantaged and vulnerable people to go online makes a big difference. EverybodyOnline projects have been very successful in providing this help and they have made a big difference in many people's lives."*

*Mike Hughes, Head of BT Inclusion Programmes*

## About us

EverybodyOnline, an initiative delivered by UK charity Citizens Online and funded by BT and local partners, helps people in disadvantaged communities to use computers and the internet.

By providing the opportunities to access technologies, people can enjoy the benefits of learning new skills, improved well being, increased employability, economic regeneration and extended social support.

Since its inception in 2002, the EverybodyOnline programme has created 21 projects and this year has seen more projects in operation than ever before: **7 in England, 1 in Scotland and 6 in Northern Ireland**. Projects tend to run on a three year cycle before being incorporated into local partnership initiatives tackling social exclusion, for example, projects in Wales formed the foundation of Welsh Assembly's Community@One programme.

Our projects are extremely diverse in the way they work, tailored to the needs of the individual communities, but all sharing the same vision and objectives - **to bridge the digital divide**.

Our aims:

- To promote awareness of the benefits, and increase access to digital technology highlighting its benefits among non-users and new users in disadvantaged areas
- To address community concerns such as: communication, community involvement, literacy and employability; by using digital technology as a key tool
- To work with local organisations and community activists to enhance community development
- To develop strategies which allow the work of EverybodyOnline to become embedded in local communities

## **What we do**

EverybodyOnline projects are set up in areas which have been identified as being disadvantaged and/or having low levels of internet connectivity.

The primary objective of the initiative is to help develop a positive environment where barriers to digital inclusion are removed through the creation of partnerships and innovative solutions. Research shows that the main barriers to using technology include: lack of confidence; lack of skills and knowledge; lack of internet access and equipment; and not being aware of the benefits.

EverybodyOnline project coordinators work with local agencies and individuals to promote and deliver digital inclusion activities. These include developing internet learning programmes, offering local volunteering opportunities and contributing to local digital and social inclusion networks.

Each EverybodyOnline project begins with a local ward audit of resources and an independent survey of the target area is commissioned to establish a base line for internet penetration and use. This allows us to measure impact and explore potential gaps on a yearly basis.

## **Working together**

We have been delighted to have the continued backing of BT for all our UK projects and have been pleased to welcome several new partners.

Our partner's support is a key element to the success of EverybodyOnline. Working collaboratively enables us to reach communities and help them engage with digital technology, improve access and build capacity thus ensuring the long term impact of the project. In this year alone we have made over 700 community partnerships.

# Key Stakeholders



# Key Success

There have been many positive results for EverybodyOnline this year, with the opening of four new projects and the conclusion of our first year in Northern Ireland programme.

Our key highlights show that EverybodyOnline has:

- Worked with over 700 partner organisations with just over 300 engaging in the project for the first time
- Gained over 150 items of media coverage in national, regional local papers as well as radio and TV to publicise the projects to local people
- Held almost 1,700 EverybodyOnline training or partner events
- Participated in, and supported bids to bring in over £1.5m into local communities to improve access skills or other benefits to community based projects
- Developed local volunteer networks to bring in over 150 new volunteers during the last 12 months
- Over 12,000 attendances; people attended at least 2 sessions or events where there was the opportunity to try out new technology
- Helped almost 5,000 people to improve their skills
- Have helped 75 people into employment saving an estimated £670,000 in state benefits (NEF, 2004)
- Promoted current projects through YouTube, with promotional videos being viewed over 2,000 times.
- Developed innovative projects in arts, music, and multimedia to engage people of all ages and abilities in ICT, using the things that matter to them

# Building Communities

We have extensive knowledge of working at both a grass roots and strategic level and use innovative technology approaches to engage with hard to reach groups. To address social issues, projects are set up in two distinct ways:

- **Geographical communities are based on an area identified through research and statistics.** These areas can encompass urban or rural localities, pockets of high populations or high unemployment, communities divided or a migrating populace. The aim of geographical projects is to include everybody, and target the most hard-to-reach. Current projects include: Edinburgh, Liverpool, City of London, Andover, Leigh Park, Newlyn, Fermanagh & South Tyrone and Derry/Londonderry in Northern Ireland.
- **Communities of interest are thematic and focus on populations acknowledged to have significant barriers to digital technology, be it access, ability or training.** Thematic projects have included those who are homeless, affected by disabilities and older people. The EverybodyOnline Northern Ireland programme currently has four projects focused on communities of interest these are: older people at home, older people in residential settings, people with a learning disability and people with physical disability. Connecting Dorset is another thematic project which works primarily with village halls and parish clerks.

Project officers strive hard to develop networks of support for their clients; working with partners to obtain finance, infrastructure and effect policy. The projects usually have a three year lifespan, but in each case we plan to ensure that digital inclusion continues and is sustained after the project has been adopted or mainstreamed by local partners.

EverybodyOnline projects provide more than training and skills for individuals and groups in local areas. Part of the wider programme ensures that knowledge and expertise gained from the parent organisation - Citizens Online, and other projects are shared and utilised to improve communities through investment, infrastructure, policy and equipment.

## Delivering EverybodyOnline

To ensure we target those most excluded, we work with local partners such as supported housing and employment schemes, the police, schools, day care centres and voluntary groups to deliver tailored learning activities that introduce new users to the internet. These are held in venues such as libraries, schools or community buildings where participants feel at ease and comfortable with the new technology being introduced. Internet taster sessions can include basics such as, 'How to use the mouse and keyboard', 'Emailing friends and family' and 'How to use the internet', whilst themed sessions cover topics of interest such as: job searching, genealogy, online shopping or internet safety for parents. In this way people can develop confidence and learn digital skills without focussing purely on technology.

## Older People into Employment

As a group older people are one of the most excluded from technology; for example an ONS survey 2007 <sup>1</sup>states that 71% of people aged 65+ have never used the internet. It is widely accepted that older people face the risk of becoming isolated especially those who have limited mobility and /or live in rural areas. In addition older people tend to have a greater need for public services and the National Health Service (NHS). As technologies continue to develop around government services such as these, the risk is that older people will be further excluded from society as they cannot access these services.

To help older people engage with digital technology we have provided a number of innovative schemes to help increase their independence and reduce loneliness and isolation in their twilight years:

Schemes include:

- Free computer, internet and email taster sessions in a relaxed and informal setting.
- 'Grandparents to School' days; intergenerational events where children invite older relatives into schools and show them how to use the internet
- Introducing the internet into sheltered housing schemes
- Taking part in national Silver Surfer campaigns.



<sup>1</sup> ONS Internet Access 2007 <http://www.statistics.gov.uk/pdfdir/inta0807.pdf>

## Routes to Employment

For people attempting to go back to work or wanting to develop their existing skills EverybodyOnline offers a range of opportunities using ICT as valuable tool. Working with employment specific community partners, projects deliver: CV / job search workshops, accredited training that is recognised by employers, peer to peer training and college / work placements. Qualifications range from OCR Level 1, Certificate for Information Technology (IT) Users' (CLAIT) to City & Guilds, in Teamwork, Communication and Personal Development.

The EverybodyOnline project in Gorgie Dalry, Edinburgh has a focus on employability and as part of a city-wide employment network, has developed partnerships with local organisations to deliver sessions that will include basic literacy and numeracy skills.

## Learning and Physical Disabilities

Research (OFMDFM<sup>2</sup>, 2002) shows a person without a disability is twice as likely to access the internet and have access to a mobile phone as those with a disability. Much of our work in this area is delivered with partners such as supported housing and employment schemes, schools, day care centres and voluntary and disability groups.



In May 2007 EverybodyOnline Northern Ireland received an 'Awards for All' grant to buy 20 wireless, internet enabled laptop computers and assistive technology (big key keyboards, roller ball mouse and speech software) for the team to take out into the community and deliver training where needed.

Examples of learning activities include 'basic introduction to the internet and e-mail', producing passports - booklets which contains information all about them, i.e. Photo, favourite hobbies and food etc, and accredited training courses offering qualifications such as the 'ASDAN Introduction to the Computer'.

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<sup>2</sup> OFMDFM 'Bridging the Digital Divide in Northern Ireland', August 2002

## Digital / Social Media

With Digital and social media becoming increasingly popular EverybodyOnline projects are turning to a range of electronic communication tools to enable people to communicate in ways that are convenient to them and relevant to the cause; from turning digital photographs into short stories to inform of personal experiences, creating web pages for local projects to get themselves on the digital map, and using interactive social media such as 'blogging' to give people a voice and partake in civic life and policy consultations.

The EverybodyOnline Project Londonderry / Derry has worked with Headliners, Foyle Down's Syndrome Trust and Praxis; organisations who all work with young people with disabilities. The project entitled 'i-Matter' captured the personal experiences of young people and their carers using an exciting combination of digital media, newspaper and print journalism and personal interviews.



They created their digital stories on DVD using various pieces of media and photographs that they had collated as well as MP3 recordings of songs performed live by the young people of the local School Choir. Some of the young peoples work featured in the quarterly edition of the 'Off the Walls' magazine produced by youth media project, Headliners, and the success of the project was recognised at a special presentation event.

With the help of the EverybodyOnline Liverpool 8 project, local resident Tracy Dunn was able to produce an online campaign, a series of short films, and get acquainted with the local radio station highlighting local regeneration issues in the city of Liverpool. Her campaign blog <http://www.violetmazedventures.blogspot.com> has been acknowledged by Central Government who has now agreed to carry out a full, public enquiry.

The Newlyn project has been helping Penwith Radio transfer their radio skills to a digital forum, providing another service locally and gaining much free airtime in the process. Penwith radio is an initiative supported by local government to provide entertainment and information for a rural area. **Without the involvement of EverybodyOnline from the embryonic stages, the initiative would not have taken off** - local government has acknowledged the specialist knowledge and skills provided through the project.

## Supporting Volunteers

Volunteering plays a significant role in the development provided by EverybodyOnline. As individuals grow confidence, knowledge and skills so they are encouraged to help others. This leads to volunteering opportunities within the sessions which develops confidence and responsibility, and reinforces the volunteers learning. Once a volunteer is confident and able they are encouraged to share their skills with other organisations, often through partner projects / events or by registering with the local volunteer bureau.

Creating and nurturing a strong volunteer base is part of the programme to roll out ICT skills. It is often these volunteers that recruit the 'non-users' to give it a go, they then become established advocates for learning ICT skills.

Over the past year the EverybodyOnline projects have recruited over 150 new volunteers

## Promoting EverybodyOnline

Digital media via websites, social networking sites and RSS feeds have been a focus over the last financial year. EverybodyOnline now has a dedicated space on YouTube [www.youtube.com/EverybodyOnline](http://www.youtube.com/EverybodyOnline), with 10 videos demonstrating the work and aims of EverybodyOnline. The videos hosted on YouTube have been viewed 2,004 times by the general public - providing an opportunity for a different audience to find more out about the project.

Marketing the projects is a crucial element in a project's success. Over the last 12 months projects have secured media coverage 159 times; not including online sources

The Citizens Online website, which houses the EverybodyOnline site, has been highlighting the work of the projects with a quicker response time this year. Website hits for the financial year were 391,983 demonstrating a large audience for the information.

A range of case studies highlighting how people have benefited from the EverybodyOnline experience can be found on the Citizens Online website at: [http://www.citizenonline.co.uk/everybody\\_online/case\\_studies](http://www.citizenonline.co.uk/everybody_online/case_studies)

## Local Investment

Investment locally takes many routes; from leading and participating in bids to liaising with stakeholders to develop infrastructure. Everybody Online is in an enviable position having BT as its main stakeholder and utilising the support provided by their interest in ensuring EverybodyOnline projects make a difference.

EverybodyOnline Liverpool 8 and Toxteth Library, successfully secured £1.3 million pounds from the Big Lottery Fund to refurbish and open up Toxteth Library as a community library and learning centre.

In the last 12 months, EOL projects have participated in and supported bids to bring in over £1.5million into local communities to improve access skills or other benefits to community based projects

Other projects have provided knowledge and expertise, enabling access points and equipment to be installed in community and public buildings. By developing a digital infrastructure within project areas, the first barriers to access are broken.

EverybodyOnline projects also provide support to local organisations to develop their own digital policies, training and skills. Working together as partners on projects; joint objectives are met, skills and resources are shared and client groups are expanded.

Digital Exclusion goes hand-in-hand with social exclusion. **Statistics show that it is those most excluded from society that are likely to be the last to engage with digital technology, yet could benefit the most.** For this reason, projects work in close partnership with the Voluntary and Community Sector to encourage ICT proofing within organisations and access those hardest to reach.

## Impact

The EverybodyOnline project is now entering its seventh year and during that time we have gained a clear understanding of how to engage communities and groups who have been previously excluded from Information Communications Technologies (ICT). Working in partnership and sharing the research & experiences of projects across the UK, Citizens Online and Digitopian; Everybody Online has a successful track record of effective engagement.

To demonstrate the impact that EverybodyOnline can make on a community, regular independent surveys are carried out through RSM<sup>3</sup>.

Headline figures from those surveys show:

Newlyn (Penzance) has:

- Experienced a **12% gain in internet penetration** since its benchmark measure in **January 2006, to reach 76% in January 2008.**
- Evidenced particularly strong increases amongst the **C2 social group (up 24%)** and amongst the traditionally excluded **35 to 54 and 55+ age groups (both up 15%)** during this period.
- Shown a **76% internet penetration** compared to the regional ONS average of 69%.

Liverpool 8 (Liverpool) has:

- Managed an **11% increase** since its benchmark measure in **January 2006**, with particular gains being measured amongst **women (20% increase)** and the **traditionally excluded DE segment (up 19%)**.
- Measured a **76% internet penetration** compared to the ONS regional average of 66%, providing a **10% gain on the regional average.**

The figures shown above have focused on Liverpool and Newlyn this financial year as the four new projects have only had benchmark surveys carried out.

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<sup>3</sup> Research services provider - <http://www.rsm1.com/site/>

## Measuring Success

As part of initiative, BT and COL recognised the need to measure the success of the initiative and to conduct research in order to help shape strategy and communications.

As such, the independent research programme was established with the following objectives in mind:

- Monitoring internet penetration - including SEG and age cohorts
- Identifying learning from users that can be applied to encourage non-users to connect
- Understanding and helping address barriers to internet use
- Monitoring awareness and satisfaction with local initiatives (including EverybodyOnline projects)
- Identifying local issues, concerns and media usage, to help with promoting the Initiative

The research backs up the success of EverybodyOnline in developing effective strategies to combat digital exclusion. Some information concurs with the figures from ONS relating to age and social-economic group usage, but other data such as gender usage differs.

The EverybodyOnline surveys reflect a similar profile to those from the ONS data, whereby age and affluence appear to be strong determinants of whether the individual is a user or non-user.

For example:

- Younger respondents are far more likely to be users (e.g. 95% of EverybodyOnline respondents aged 16 to 34 were users whereas only 58% aged between 55 and 74 and 24% aged 75+ were users).
- The social group was also likely to impact on use, with usage dropping from 93% amongst AB respondents to 86% amongst C1, 79% amongst C2 and 60% amongst DE respondents.

The survey results also demonstrated that both attitudes and knowledge need to be addressed, such as:

- Assisting non-users in developing the confidence and skills to use the internet
- Addressing age related pessimism
- Providing full information about free access points as well as typical running costs.

One of the key differences about not yet users (i.e. those users who intend to connect in the foreseeable future) is that they provided the highest level of agreement in comparison to other non-users that they would use the internet if someone showed them how to and that they would use the internet at home if it were free. These scores again emphasise the importance of initiatives like Everybody Online in assisting the disadvantaged in gaining access.

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For more information on Digital Inclusion charity Citizens Online visit [www.citizensonline.org.uk](http://www.citizensonline.org.uk)

# Appendix 1: Meet the Team

## Andover

The Andover project was officially launched in November 2007 and focuses on the ward of Enham, Alamein. EverybodyOnline is working in partnership with Enham Alamein ward's 'Turnaround Project' and BT. The Turnaround Project's partners include Test Valley Borough Council, Testway Housing, Test Valley Community Services, Hampshire County Council and Hampshire Police.



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## City of London

Citizens online is working in partnership with The City of London's Digital Inclusion team to address the digital divide in a unique neighbourhood that lies close to the prosperous banking and brokering area of the City.



The Portsoken ward is located to the east of the city and has two very prominent housing estates. The area, which hosts London's famous Petticoat Lane Market, was once an established Jewish community but in recent times has become home to a large Bangladeshi population. Both estates have been identified as having low levels of internet connectivity as well as high levels of unemployment and a high proportion of lone parent families.

Liam Barnes    T: 07734 058750    E: [liam.barnes@citizenonline.org.uk](mailto:liam.barnes@citizenonline.org.uk)

## Connecting Dorset

The Connecting Dorset Project started in May 2007. This innovative project aims to connect all parish clerks and 120 village halls in Dorset to broadband to enable e-delivery of services, and also provide access to the internet for rural communities. EverybodyOnline is working with Dorset Community Action and the Dorset Association of Parish and Town Councils to deliver the project, which is supported by Dorset Rural Renaissance, BT, Capacity Builders, Dorset County Council, and Magna Housing Association.



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## Edinburgh

The EverybodyOnline project in Gorgie Dalry was launched officially in early February 2008. The project is working in partnership with the Gorgie Dalry Partnership; a community and business information resource centre, City of Edinburgh Council, Capital City Partnership; a partnership of key, statutory, voluntary and community agencies and BT.



Kirsten Cook T: 07917 686 913 E: [kirsten.cook@citizenonline.org.uk](mailto:kirsten.cook@citizenonline.org.uk)

## Leigh Park

The EverybodyOnline project in Leigh Park was officially launched in March 2006. EverybodyOnline worked in the Leigh Park area in partnership with Havant Borough Council and Hampshire County Council, and is supported by BT.

*Project sustained March 2008*

## Liverpool 8

Liverpool 8 was launched in April 2006. EverybodyOnline is working in partnership with Include, Mersey Broadband and BT, and is just one part of an ongoing regeneration project taking place in Liverpool 8.



Lucy Campbell T: 07793 742349 E: [lucy.campbell@citizenonline.org.uk](mailto:lucy.campbell@citizenonline.org.uk)

## Newlyn

Launched in June 2006, EverybodyOnline is working in the Newlyn area alongside actnow and Penwith District Council, in partnership with BT. Newlyn's main industry is fishing, and with the fishing industry in decline, unemployment levels in the Newlyn area are on the rise. EverybodyOnline aims to encourage the regeneration of the Newlyn area by providing the community with access to Information Communications Technology (ICT) skills and as a result providing the community with alternative employment avenues.



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# EverybodyOnline Northern Ireland

## Regional Manager

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## Older People at home

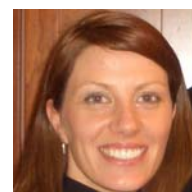
This project works with older people across Northern Ireland, with a focus on the Southern Health and Social Services Board region including Armagh, Banbridge, Craigavon, Dungannon and Newry & Mourne. EverybodyOnline helps older people experience all digital technology has to offer by setting up free taster sessions in the local community as well as improving access to technology in the area.



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## Older People in Care

This project works with sheltered housing schemes across Northern Ireland helping tenants and staff access and use digital technologies, by, for example, installing a computer and broadband line into scheme common rooms, to empowering tenants and staff with the knowledge and skills to use modern technology with confidence.



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## People with a Disability

This project encourages and supports people with a disability (learning and/or physical), their families and carers, to gain access to and promote usage of digital technology, whilst creating awareness and understanding of how modern technology can promote social inclusion, independent living and personal development.



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## Social Inclusion in Derry / Londonderry

EverybodyOnline in Derry/Londonderry helps people in the North West get online and use digital technology by increasing access and raising skills/awareness. This project works with people from varying backgrounds, abilities and age groups.



Karen Wilson T: 028 7134 3377 E: <mailto:karen.wilson@citizenonline.org.uk>

## Social Inclusion in Fermanagh & South Tyrone

This project works with people and communities from the Fermanagh and South Tyrone region helping them gain access to, and increase their usage of digital technologies through activity such as themed workshops and intergenerational events.



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## Appendix 2: What is digital inclusion?

We live in a digital world. Mobile phones, digital televisions, and computers are important tools in being able to function fully in our society. However, there is a proportion of the population that is missing out because they do not engage in digital technology.

Fifty years ago the majority of people did not have access to a wide range of books, a television, or own a telephone. Nowadays it would be considered unusual not to have all of these things, but we do not consider it strange if somebody does not have access to the Internet in their home or does not know how to send an email.

We are entering an era where emails, interactive TV, instant messages, texts, online news and internet shopping are the primary source of media for those who know how to engage with technology. How long will it be before these are the only mediums used by most people and organisations?

Being part of the digital revolution can bring massive benefits to people and communities. Technology has the ability to:

- Bring communities together through interest, faith, lifestyle choices, culture, geography and history
- Enable people to make informed decisions
- Keep in contact with loved ones using media rich methods such as digital video, webcams and photo's, and use instant cost effective methods such as email, instant messaging, voice over Internet
- Buy diverse goods at a competitive prices irrespective of where they live or their mobility
- Access information direct from agencies without having to go through a middle man (people can make savings by buying their insurance, holidays etc. online)
- Learn a topic of their choice, from a location that suits them at a time that is right for them