Digital Communities Wales

Welsh Government Recontact Survey

- Going back to non-users identified in National Household Survey

- Showed a fifth haven't used Internet

- 400 previous non-users questioned

- Are you online yet?

- If not, why?

- More detailed probing than original survey

- Recommendations for action

Recontact survey – reasons for not using

- 91% lack of interest / need
- 75% lack of skills / support / security concerns

- 56% cost / health / literacy
- Perceived to be more expensive than it is
- Up front cost more of an issue than monthly bills

- 56% never, not ever
- Increases with age

Recontact survey – new and former users

- A quarter of previous non-users are now online

- 80% of these home broadband, 40% phone

- Half of new users require general support, 2/3 with setting up

- Former users now stopped more likely to have had someone controlling the computer for them

Recontact survey - recommendations

- Consider constraints and motivation when targeting DI support

- Promote DI opportunities better

- Use creative approaches to outreach

- Address security and privacy concerns

- Provide information about cost

- Encourage informal volunteering

DCW – helping organisations

First quarter figures:

- 312 organisations engaged with

- 129 meet criteria for "meaningful" support

- Direct support from Coordinators

- Training for front line staff and volunteers

- Kit allocation

Direct support from Coordinators

- Digital Engagement Improvement Plans
  - Digital inclusion strategy
  - Digital Inclusion delivery
  - Digital volunteering
  - Training front line staff
  - Strategic partnerships
  - Funding
- Digital Inclusion Charter Marks
- Client management through the project

Training for front line staff and volunteers

- Design, development, recruitment, launch

- Flexible, modular, focussed

- Knowledge and empathy

- 19 courses delivered, 51 clients in the pipeline

- Client satisfaction high

- Accredited courses by the autumn

- CPD programme over the summer

Digital Inclusion Charter Marks

- Start with Third Sector organisations

- Statement of commitment

- Assessment of performance

- Balance meaningfulness and bureaucracy

- Interest from others: housing, libraries

National coordination, strategic partners

- WCVA: embedded staff member, Active Inclusion, digital charter, volunteering

- CHC: DCW / CHC Digital Inclusion Forum, affordable broadband, impact of Universal Credit

- Libraries: curating site links, Libraries Live, best practice

- Disability Wales: eAccessibility Forum, kit allocation, plans for development

- Age Alliance Wales: promotion, links with CXs

- BT Wales: Conference, deep dive reviews