

Digital Inclusion

At United Welsh



@UnitedWelsh



UnitedWelsh



UnitedWelshTV

Computer suites in
schemes

Classes and drop
in sessions

Digital Champions

Wifi in communal
areas



Affordable IT equipment

- Working with refurbished equipment and credit union
- Promoting affordable new tablets
- Equipment loan scheme

getonline@home



Refurbished computers from £99*
or just £2.30* a week

We've teamed up with United Welsh, and Smart Money Credit Union to bring you refurbished computers from just £2.30* a week.

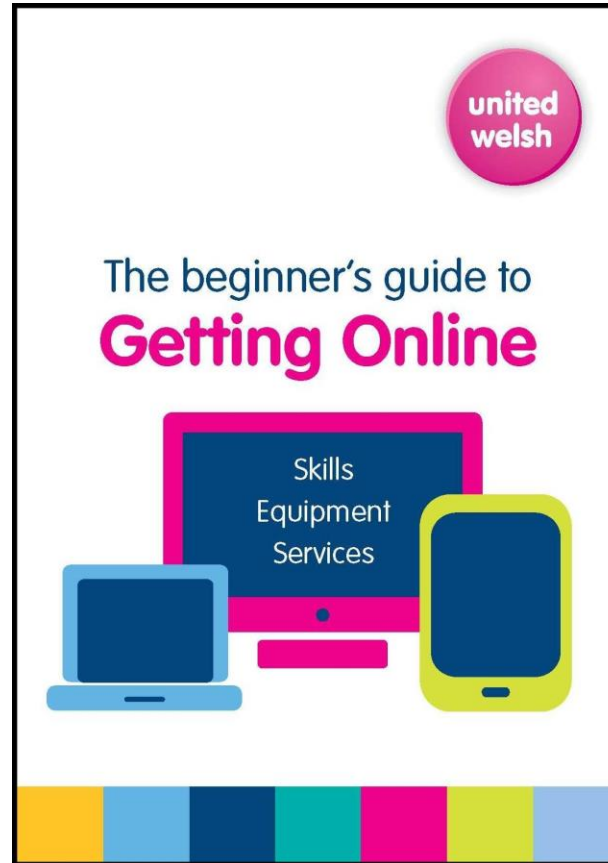
Digital inclusion backed by:
 Microsoft



*Please see back for details

Beginner's guide to getting online

united
welsh



NEW!

Information Station



Before we go out.....

- Identify all the tenants in that area that we have down as not online (using tenant profiling and email addresses)
- Send a postcard to tenants telling them when, where, etc. Make phone calls too if possible.
- Get other people involved – neighbourhood officers and community investment, Credit Union
- Check everything works!

During.....

- Door knocking
- Opportunities – Get online, digital champions, sign up to app

After - evaluate

279 tenants
identified as
not online

5 areas
visited

Talked to 74 tenants

1 new digital
champion

37
tenants
already
online

17 not
interested

20
people
helped

Positives

- Talked to 74 tenants
- 20 people closer to being digitally included
- Other outcomes – neighbourhood talking to tenants, Community Investment signed up new Together members, Credit union signed up new members
- Data

Not so good things.....

- Lots of door knocking
- Time to prepare
- A lot of people not in – planning future trips at better times and days

Tenant Web portal and App

- <http://hi-app-uwha.cloudapp.net/#/auth>

Engage online bank account

- Pilot project to help tenants with no bank account
- Free online visa bank account
- Budgeting advice, separating funds
- Free tablet and training
- Rewards

- www.engagecard.com

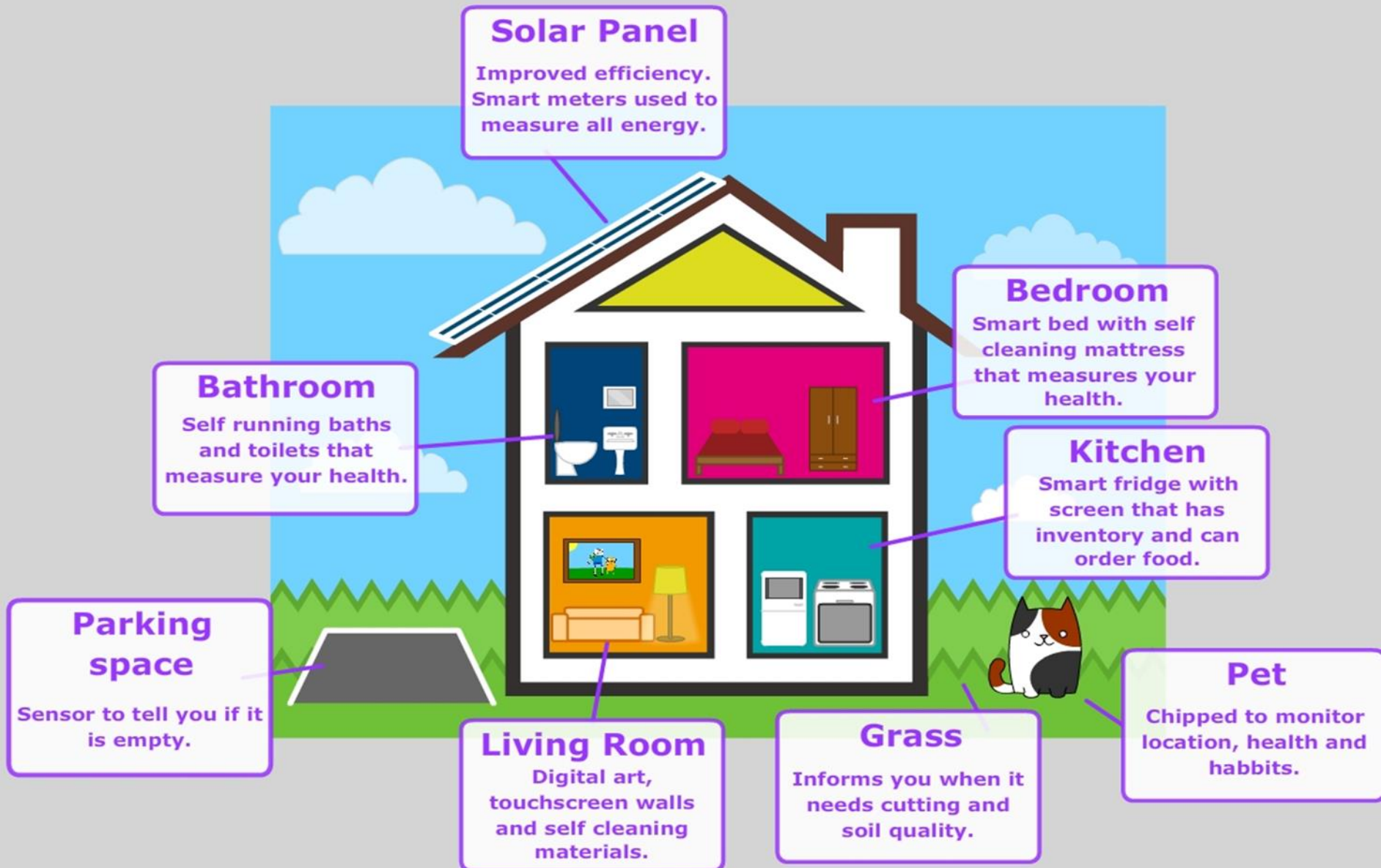


The screenshot shows a web browser window displaying the Engage website. The browser's address bar shows 'engagecard.com'. The website's header is blue and contains the Engage logo, a navigation menu with links for 'HOW IT WORKS', 'FEES', 'REWARDS', 'MANAGE', 'FAQS', and 'CONTACT US', and a 'SIGN IN' button. The main content area features a man in a light blue shirt holding up a black Engage card. To the right of the man is the heading 'A more personal account...' followed by a testimonial: 'It took just 5 minutes to apply, there were no credit checks or lengthy forms to complete and now I have total control of my monthly finances'. Below the testimonial are three dots and an orange 'APPLY NOW' button. At the bottom of the page, a dark blue banner contains the text 'Phone free from your mobile on' and the phone number '0333 202 3642'. The Windows taskbar at the bottom shows several open applications and the system clock indicating 12:00 on 03/12/2014.

- Use data to find tenants without a bank account
- Push Universal credit and rewards
- It is VERY hard to sell a financial product
- Only 5 people signed up so far
- Need to market it better
- Problems with getting the cards once tenants signed up

Whats next?

United Welsh house of the future?



Channel shift

Face to face	telephone	online
£7.40	£2.90	32p