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Tinder Foundation, Digital Inclusion & Collaboration

Sharon Wagg & Kelly Lothbrook-Smith

@SharonWagg

@klothbrooksmith





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About Tinder Foundation

- Charity and digital inclusion organisation
- We help the most vulnerable in society engage with technology and use it to improve their lives, through face-to-face support and easy to use digital learning
- **Learn My Way** is our online learning platform
- Design/deliver digital inclusion programmes for central/local Government, private sector, Trusts/Foundation
- Since 2010, almost **2 million** people helped to get online through **5,000** UK online centres in our network



Digital exclusion in the UK

12.6 million people without basic digital skills	Ipsos MORI for Go ON UK, 2015
Of which almost 6 million have never been online	ONS, Statistical Bulletin: Internet Users, 2015
60% have no qualifications 57% are aged 65+ 49% are disabled	Go ON UK, Basic Digital Skills UK Report, 2015 OxIS, Culture of the Internet, 2013
82% motivation 17% skills 21% cost of access	Ofcom, Communications Market Report, 2015; Media Use and Attitudes, 2014
86% of households have internet connected at home	Ofcom, Adults Media Use and Attitudes, 2015
23% of under-45s carry out 10 or less activities online	





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Tinder Foundation & Libraries

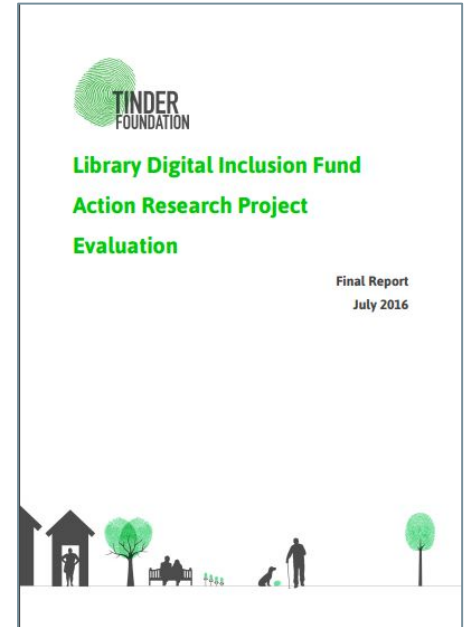
- **2,932** Library Online Centres in our network
- Libraries in 2015/2016
 - **857** used Learn My Way
 - **22,150** people supported
 - **78,761** Learn My Way courses completed





Library Digital Inclusion Fund

- Six month action research project
- 16 library services funded across England (£100k)
- Engaged with hard to reach vulnerable people
- Raised awareness of library digital inclusion activity with local authorities



Action Research Aims

Funding enabled Library Research Partners to run action research pilots that would:

- Test and learn from a range of library **basic digital skills delivery models** using WiFi and mobile technology which support **hard to reach groups**
- Estimate the **cost per head** of delivering digital inclusion activities in libraries
- Identify **methods of tracking** development of basic digital skills and **evidencing** impact to stakeholders



**Through the Libraries Digital Inclusion Fund project,
we supported...**

1,630

**digitally excluded people to improve their basic
digital skills**

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Project Demographics

people on low incomes*

people with sensory impairments

unpaid carers

job seekers*

older people over 65*

physically disabled people*

people with learning disabilities

those who are housebound or socially isolated

people with mild to moderate mental health issues

non-native English speakers

* highest groups of people reached



Common Themes

- Roles & Responsibilities
 - Pilots were **managed** by senior library staff
 - Delivery by
 - i. frontline library staff
 - ii. freelance paid tutors
 - iii. Senior library staff
 - iv. Staff from other Local Authority departments





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Common Themes

- Volunteer Recruitment:
 - **75%** of Library Research Partners recruited volunteers as Digital Champions
 - **25%** partnered with educational institutions, such as colleges and universities
 - Positive benefits for volunteers



Common Themes

- Tracking & evidencing basic digital skills
 - Learn My Way (online learning platform with built-in MI)
 - Capture IT to record (online tutor return tool)



Thanks to the Library Digital Inclusion Fund project, many learners switched to using online services, resulting in a potential...

£800,000

of savings each year for their local authorities

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Project Impact on Libraries

- **Most to continue to deliver** digital inclusion activities **using models from project**
- **87%** of Library Services **will continue using Learn My Way**
- Frontline library staff engaged with digital and learnt delivery skills
- **94% formed at least one new partnership** in their communities



Project Impact on Libraries

- 73% agreed **project raised awareness** of library digital inclusion activities **at local authority level**
- 80% agreed **project helped advocate** work libraries do in relation to supporting **digitally excluded people**





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Project Impact on Learners

- Increased digital skills and confidence
- improved social and economic outcomes
 - Employability
 - Social contact
 - Health & wellbeing



What next...?

- Communication is **key** - from Heads of Service to Frontline Staff
- Support Library services to embed learnings from Tinder Foundation's Digital Inclusion Fund report
- Utilise **online learning tools** and **Management Information** on offer - demonstrate wider impact of library service with local partners and organisations.
- Support **Local & Combined Authorities** in development and effective **delivery of digital strategies**





Thank You

Tinder Foundation: www.tinderfoundation.org / @TinderFdn

UK online centres: www.ukonlinecentres.com

Network Support - hello@tinderfoundation.org / **0114 349 1666**

Library Online Centres - resources, research, case studies

Digital Libraries Hub - forum for discussion

sharon@tinderfoundation.org & kelly@tinderfoundation.org

@SharonWagg

@klothbrooksmith

