

Supporting service users with a fresh perspective on digital

A One Digital case study: Clackmannanshire Third Sector Interface



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I was confident in my own day-to-day use of digital, but I would never have thought of just sitting down with somebody and trying to support them. I thought you had to be some sort of technical wizard for that. But the Digital Champion Training highlighted that it's not about the technology, it's more the day-to-day, and it has really helped us assist others to think more digitally and get online.

The introduction of Universal Credit highlighted a need for Clackmannanshire Third Sector Interface to support their network to help their end-users with Essential Digital Skills. Louise Orr, Team Leader, explains more...

When we first started thinking about digital, it was to assist people to be able to claim their benefits, with the shift to digital that came with the introduction of Universal Credit locally. Our local authority used to include digital inclusion as part of their adult learning but that was cut. We knew there was going to be a big gap in digital skills provision and that people were going to need support.

Digital Champion Training provided practical advice in an accessible forum...

It was fantastic. We talked about using Slack as a way for the network to communicate with each other; Irene spent time showing us how it worked, which was really useful. The other thing we got most out of was the online evaluation tools such as Mentimeter.

Staff are now more comfortable assisting, and sometimes challenging, end-users to become more digitally capable...

If a volunteer came in and said to me "I don't have an email address", I would just work around that; I wouldn't have thought of challenging them on it. I'm now more confident talking to other people about digital, whereas before I probably wouldn't have considered it.

“A lot of things are moving to digital. Most jobs now have some element of digital and a lot of people in this area volunteer as a route to getting into work. Us supporting them with digital is going to be a part of helping with that process.

Digital has also become embedded into the culture of the organisation with support from senior colleagues...

Our Chief Executive understands the importance of digital. We'd never really had anyone working on our online communications, but we've got somebody in for that and she's really proactive and great at what she does which is putting digital in the forefronts of people's minds. It's just that shift in getting everybody to think about digital as their responsibility.

Support from SCVO after the training has also been valuable...

SCVO have been really supportive. They are facilitating a workshop at our upcoming Forth Valley Third Sector Conference. The Community of Practice events have been really useful. It's good to be in a room full of people to share good practice, discuss common issues... such as limited funding opportunities, or practicalities of embedding digital in the every day.