

Get Online Week



2021 campaign report



a campaign by



Good Things
Foundation



18-24 Oct 2021

Introduction

“ Last year, Get Online Week 2020 was a campaign unlike any other, in a year like no other. I was so proud to see how hard our community event holders worked, using creativity and innovation to overcome such challenging circumstances.

Since this time last year, the pandemic has continued to exacerbate digital exclusion. With the latest figures suggesting that approximately **10 million people in the UK cannot get online independently¹** and with **2 million households struggling to afford their internet bills²** free digital skills support in trusted local spaces has arguably never been more important.

We know that **75% of people across all ages and regions think that every village, town and city needs a place where people can go to get help with their internet skills³**. That's why it was so great to see so many community event holders continuing to be creative and running events this year.

This year's Get Online Week campaign theme '**Get online. Get connected.**' reflected the importance of digital skills in enabling people to work, learn and keep in touch with loved ones during the pandemic - a continuation of last year's theme.

I would like to say a huge thank you to all of our event holders - it's through your work that Get Online Week continues to have such an impact on fixing the digital divide.



Helen Milner

Group Chief Executive
Good Things Foundation

1. Lloyds Bank UK Essential Digital Skills 2021
2. Ofcom 2021 - Adults' Media Use and Attitudes
3. Research by Ipsos MORI for Good Things Foundation using I:Omnibus, 28.08.20-31.08.20 (75%)

Community-led design

When designing this year's Get Online Week, we knew it was important to draw on the experiences and expertise of community organisations, as well as the lived experience of the people they support. To do this we partnered with BT to develop the Experts by Experience programme.

Our Experts by Experience approach involved collaborating with 5 community partners working at grassroots level to design support for Get Online Week, rather than taking a top-down approach which assumes the best methods of support. We were also joined by their beneficiaries to hear feedback on our campaign messaging and materials.



I love being heard. I love being able to tell people that they can make things better and they trust me for that - I can express my experiences. If they want to make any materials accessible for people we work with, it needs to come from us.

- Ivi Padium Quan, North Somerset Training

Making an impact



Over **400** organisations held Get Online Week events. These organisations ranged from tiny volunteer-led projects, to libraries, housing providers, local authorities and of course, members of the Online Centres Network.



Together, they held over **1,900** events. Whether device surgery drop-ins, beginners' classes, informal tasters, or even a 'digital disco', there was no end to the variety of events that helped people to get connected.



3,753 uses of **#GetOnlineWeek** hashtag
6 million accounts reached



These events reached more than
35,000 people



97% of event holders said the campaign helped them to reach new people

63% of events were in person events

89% said it raised awareness of digital inclusion and the benefits of digital skills

83% of event holders said they will take part in Get Online Week 2022

Get Online Week event holders found creative ways to bring their communities together to learn more about what they could do online.

Here's what just a handful of them had to say about this year's campaign.



In communities

Vivid Homes - Appy Daze

Housing Association Vivid Homes in Hampshire used its Get Online Week event to launch a new game to older people across the borough.

Mark Gittos, Community Development & Digital Officer

The game was conceived and created from our experience of talking to elderly customers during our emergency tablet project back in the first lockdown. One of the most significant barriers we found to taking advantage of our emergency tablet provision was fear! The game was created as a tool to covertly teach players how to use digital devices in a fun and enjoyable, playful way. A very informal way of experiential learning.

On the 20th of October, 3 teams ventured out to various locations across Hampshire to play the Appy Daze game with customers. None of us knew how it would go but confident we would have a laugh, share some joy and spread some happiness.

We had a laugh; we all got some exercise dodging the dice as 93-year-old Eileen launched it with the ferocity of Geoff Capes. We had a weep at some of the stories shared and felt humbled by the trust imparted in us as people shared their memories. Quiet souls came alight, memories from a life that seemed so long ago to some were shared, all treated with full attention and the respect they all deserved. An absolute pleasure personally to be a part of those short few hours.

One of our favourite quotes from a customer on the day was, "I can't thank you enough for organising this. I have lived here for a year and don't know any of my neighbours, it's been a lonely time; I'm going home now with a big smile as I have found some new friends and now know how to facetime my granddaughter."

Malathy Muthu, Project Manager at Skills Enterprise

This Get Online Week, we ran a successful event that was aimed at encouraging people with low level digital skills to take their first steps towards getting online. We wanted to target individuals who had been left behind during Covid-19 and help them to develop some foundational skills.

We were delighted that our event was attended by Labour MP Stephen Timms after we reached out using the Get Online Week MP invitation letter template. Our local Jobcentre's Regional Officer also came along which was a great way for us to connect one of our partners with the local community.

During the event we supported people with a range of digital skills such as; using Zoom, opening emails, following links, and using Whatsapp. A few people also wanted to learn about applying for jobs online and using the internet to save money on their energy bills.

Our event also featured some talks from our Digital Champions who had accessed our services during the first lockdown. We wanted to share their success stories in the hope of inspiring our new attendees and show them that barriers can be overcome. Stephen Timms, who is passionate about digital inclusion, was particularly appreciative of getting to hear some of these user journeys. He was able to see first-hand the positive impact that digital skills can have on people's lives. Stephen was very encouraging of our new learners and told them all about the benefits of being online.

For users who hadn't yet found the confidence to get online, the campaign was a way for us to ignite their interest. It was great to see everyone getting involved, we were able to reach about 41 people and all of them came away from the event with a new skill. Get Online Week was a good opportunity for us to engage new learners, unite with our partners, and share our work with an MP. For me, the event really highlighted how we can achieve a lot when communities come together.

In communities

Training matchmaker

Christine Watson, Founder of Training Matchmaker in Belfast

This Get Online Week, we ran a successful blogging event with the aim of helping bloggers get their blogs noticed and unlock opportunities for blogger and business collaborations. The event was designed as a peer-to-peer learning circle as we really wanted to create a sense of community between bloggers and local businesses in the Belfast area.

Attendees learned a range of blogging skills, including content creation, wordpress, photography and using visual marketing tools. Building self-confidence was also a key objective of this event, we wanted to support people who were apprehensive about online publishing and help them in finding the confidence to go for it.

We got involved with the campaign because our organisation is all about inspiring learning and helping people to find new opportunities, and Get Online Week embodies this. We specialise in sharing online courses, meaning that promoting digital skills is absolutely vital.

This was the first bloggers meet-up that TrainingMatchmaker has run, but we now have plans to continue with them in the future. We've had this idea for a while, but Get Online Week gave us the push we needed to turn it into a reality. Get Online Week signalled the start of something new for TrainingMatchmaker, it inspired a new idea which is now growing and developing into something permanent.

Without Get Online Week, we wouldn't have had the impetus to set up this scheme, it would still exist as only an idea. Get Online Week opened up a new door for us, it was a great way for us to pitch a new idea to a strategic partner and kickstart a brand new project.

Farhana Patel, Education and Employability Lead at IMO Charity

IMO Charity initially started as a service for young people, however we are now branching out into adult education and have plans of expanding into digital skills. From January, we will be holding digital skills lessons permanently, so Get Online Week was a great way for us to test the waters and find out what our learners wanted from these upcoming sessions.

During Get Online Week, we ran a drop-in session to introduce participants to digital skills and discover what people wanted to learn about going forward. We delivered a lesson on online safety and a quiz on using different digital platforms.

Our event was a great success, our participants enjoyed the format and although it was a drop-in session, most people stayed for the full duration! We were able to cater to a range of skill levels and get more adults engaged with our services. Our event was a really great way for us to introduce our new and existing learners to the IT skills provision that IMO will be offering in the near future.

We asked participants to fill out a feedback form and let us know what skills they wanted to build upon. Lots of people said they wanted to learn about using social media, whilst those with less advanced English skills said they wanted to acquire more basic digital skills. We are now able to use this feedback to tailor our upcoming sessions to meet our learners' needs. Get Online Week therefore provided us with the opportunity to fulfil our mission of being a learner-focussed organisation.

Sponsorship & support

“ Get Online Week wouldn't have had the scope and reach it has without the support of organisations across the public, private and third sectors.

accenture

We were delighted to have the support of some fantastic partners this year. Thanks to Accenture we were able to print marketing packs to help event holders get out into their communities and spread the word about the events they were running. Accenture also sponsored a policy breakfast on skills for the workforce, supported us to develop new resources for skills in the workplace and supporting training to help new organisations begin their digital skills journey.



Dani Garwood

Communications and External Affairs Manager

Sponsorship & support

BT

We were pleased to have the continued sponsorship of the BT group. The commitment to and enthusiasm for the campaign from BT staff allowed us to benefit from the company's phenomenal reach and significantly amplifying Get Online Week messages.

- Joint press activity resulted in both **local and national press**.
- Brand channels and BT colleagues at all levels supported and promoted the campaign on **social media**, inspiring each other and their customers.
- Get Online Week was featured on digital billboards in more than **500** high street locations across the UK.
- Throughout Get Online Week, the website address and campaign call to action were beamed across London from the BT Tower.
- The company's support for community-led design enabled us to ensure community organisations were able to shape the campaign throughout the design process.



Sponsorship & support

Which?

Which? also joined the campaign this year, helping us support people with the tips they need to shop online.

Our handy 'Get online. Get shopping' guide covered useful hints around online shopping and staying safe online. Which? it's reach to signpost to useful online top tips throughout the campaign.



Cymunedau Digidol Cymru
 Digital Communities Wales
 Hyder Digidol, Iechyd a Lles
 Digital Confidence, Health and Well-being

Thanks to our partnership with Digital Communities Wales, a project delivered on behalf of Welsh Government by the Wales Co-Operative Centre, we were able to provide event resources and messaging in Welsh.

With more than half a million Welsh speakers across the nation, providing translated resources helped to ensure that Get Online Week is relevant in every part of the country.



We know not all organisations can hold community events during Get Online Week, but dozens still got involved in other ways, helping us to raise the profile of the campaign and of digital exclusion as a social issue of national importance.

They pledged their support for Get Online Week, shared news of the campaign on social media, and encouraged their customers, clients and friends to hold or attend events - giving everyone in the UK the chance to get online and get connected.

Policy breakfasts

“ For the first time during Get Online Week we held five policy breakfasts bringing together stakeholders to discuss a range of issues from online safety to financial inclusion, and how we can work together to improve situations for digitally excluded people. These events were either supported by our Get Online Week sponsors, or delivered as part of a wider programme of work being run by Good Things Foundation.

Monday	A minimum digital living standard for families in the UK supported by Nuffield Foundation and the University of Liverpool
Tuesday	Creating a safe and inclusive internet for all supported by BT
Wednesday	Digital skills for a tech-savvy workforce: have we got the basics right? supported by Accenture
Thursday	Is the digital divide exacerbating the energy crisis for consumers? supported by Mastercard and Lloyds Banking Group
Friday	Combined authorities and communities: can digital inclusion provide a platform for inclusive growth? supported by Capita



Anna Osbourne

Head of Marketing and Communications

Volunteering

“ Over the years we've had many offers of support from people keen to help us, but we have not always been able to harness that good will as much as we would like. This year we launched what we hope to be the first in the series of many different volunteering opportunities with us. Get Online Week Community Champions volunteered their time in the weeks leading up to the campaign speaking to community organisations to tell them about Get Online Week and the resources available to support them.



Tony's story

Tony is an ex librarian and adult education teacher who volunteers at his local Citizens Advice Bureau. He reached out to Good Things Foundation as he was interested in becoming a digital champion in his local area as he knows that learning digital skills helps people become more empowered.

"I have enjoyed speaking to prospective Get Online Week event holders.

On a personal level, I have realised that the Covid-19 pandemic has been much more disruptive than I had appreciated - particularly on community organisations. Patterns of thought and behaviour have changed, and getting back to 'normal' is a more profound process than simply changing Government rules.

It was humbling and rewarding to be able to reassure contacts that they were not alone and other organisations were facing similar challenges."



Hilary Nugent

Volunteer Manager

About



Get Online Day first took place in 2007 to bring digital inclusion to national attention in the UK. In 2010, the campaign became a week-long celebration, with thousands of events taking place in communities across the UK, giving everyone the chance to find the help they need to improve their digital skills.

It's never been more important to be online - but 10 million people in the UK lack the most basic digital skills. We want to fix the digital divide - for good.

Good Things Foundation is a leading digital inclusion charity working in the UK, Australia, and beyond. We work in cities, towns and communities to help people thrive in a digital world.

In 2018 Good Things Foundation Australia joined the Get Online Week family and has delivered the campaign each year since.

As well as Get Online Week, Good Things Foundation is the charity behind the Online Centres Network and Learn My Way.

Support Get Online Week 2022

If you'd like to support Get Online Week in 2022 please get in touch.

Contact us

0114 349 1666

hello@goodthingsfoundation.org

www.goodthingsfoundation.org