

Digital inclusion for people experiencing homelessness



Thursday 28th May 2020, 2.30pm
Welcome! We will start soon

Digital inclusion for people experiencing homelessness



Tasmin Maitland, Homeless Link
Fatima Musa, Evolve Housing + Support
Rob Shapiro, Good Things Foundation

Plan for today's webinar



Using Zoom – Chat and Q&A in the toolbar

- **Homeless Link** – why are digital skills important and what have we learned from Reboot UK?
- **Evolve Housing + Support** – improving digital skills in homelessness services
- **Good Things Foundation** – digital inclusion and the UK Online Centres Network

Please post your questions during the webinar



Why think about digital support in homelessness?

The issue

- **People experiencing homelessness are more likely to be digitally excluded**
- **Digital and social exclusion are interlinked**
- **Being left behind digitally often means facing increased disadvantage**
- **COVID-19 has brought these issues into focus**



What do we mean by disadvantage?

In daily life it is harder to...

- **Claim welfare benefits**
- **Access health services**
- **Find and apply for employment**
- **Keep in touch with family and friends**
- **Manage money**
- **Pursue hobbies and interests**
- **Find mutual support**



Positive outcomes

Digital inclusion can make life easier

- **Improved access to services & information**
- **Able to make informed choices**
- **Options beyond face-to-face contact**
- **Financially better off**
- **Independence**
- **Confidence**
- **Better physical & mental health**
- **Better overall well-being**



Why is digital different in homelessness services?

Barriers and challenges

- **Home/personal space**
- **Digital devices**
- **Broadband & WiFi**
- **Skills & knowledge**
- **Interest & motivation**
- **Safety & confidence**
- **Opportunities to learn from peers**

But beware assumptions...



What have we done?

Since 2015, Reboot has tested approaches to digital inclusion with a range of frontline partners

Reboot 3 2018-19:

- **Foxton Centre**
- **Elim Connect Centre**
- **Seaview Centre**
- **Shelter Inspiring Change Manchester**
- **Exeter CoLab**
- **St Mungo's**
- **Connection at St Martin's**
- **Evolve Housing + Support**



The role of services

What are you doing so far?

- ✓ **Senior / strategic commitment to digital**
- ✓ **Embed online activity across services**
- ✓ **Enable peer learning**
- ✓ **Taking a personal approach – everyone's digital support needs will be different**
- ✓ **Develop our own digital skills – staff and volunteers**
- ✓ **Focus on positives and shared experiences**





Our Digital Inclusion Journey

Fatima Musa, Work and Learning Coordinator



Evolve
Housing
+ Support

A bit about Evolve

- › Our mission is help children, young people and adults who are homeless or at risk of homelessness to become independent and resilient
- › We provide housing and support to over 2,000 people each year.
- › Formally South London YMCA, Evolve + Housing + Support in 2015
- › Supporting people in 6 different boroughs across London

Before Reboot UK

- › Not a lot of support for customers digital support needs
- › Lack of resources and equipment
- › Equipment was not looked well after / broke down easily
- › Not much planned out to enhance customer support in this area

Year 1 – Digital Inclusion Pathway

- › We have been involved since the start of Reboot UK
- › Created a Digital Inclusion Pathway to support people
- › Peer mentors/Digital Champs
- › Support for people with IT skills through 121's and group workshops
- › Open Cinema; 8 weeks of sessions for Croydon and Lambeth
- › Created a toolkit to show our journey and support others to do the same
- › Worked in collaboration with Crisis running Basic IT courses



IT Workshops and 1 to 1 Support

Partnerships for Progression

Employability
IT Skills
On line banking & Benefits
Leisure, Life Wellbeing

Basic to Intermediate IT classes

Gain C&G qualification or Become a Digital Champion

Become a Peer Mentor and Volunteer at Evolve

Find digital media courses and opportunities

Digital Skills Workshops – Music & Photography

CV workshops and on line job search



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Year 2

- › Improved our on our digital inclusion pathway
- › Digital Media skills, entry level music production and entry level photography and Photoshop run by Digital inclusion coordinator.



Year 3

- › Community connector model; engaged with external homelessness services as well as our own
- › Shared resources and information internally through articles on our intranet
- › Worked with YMCA Wimbledon, YMCA Surbiton, Merton Faith in Action
- › Information sharing with partner organisations about courses/opportunities
- › Scaled back a bit, 1 day a week part-time community connector
- › Workshops and drop-ins & access to more technology (computer aid and wavelength)
- › Starting working with Monzo to put together Banking 101 resources for people who feel excluded from the banking system



“when teaching digital skills, you often have to strip back everything you know and the knowledge you’ve acquired over time in order to not make any assumptions and really get through to people, and that can often be a skills in itself”.

Training for Digital Champions

Content Covered:

- › Resources and information
- › How to make clients feel more included
- › Emphasis on the language used to support people
- › Digital support and Mental health
- › Different approaches people can use; structured, unstructured and imaginative
- › Contacts and organisations
- › Supporting people with the 5 essential skills, communicating, handling information, problem solving, purchasing online and feeling safe.
- › Emphasis on being flexible to peoples needs.



Workshops and Drop-ins

- › Weekly drop-ins at Evolve services as well as partner organizations on the project
- › Support with Universal Credit, banking etc.
- › Smartphone Filmmaking, video Editing



What we were able to achieve

- › 94 people supported the final year of the project.
- › Partners were able to get the buy-in to get better Wi-Fi, equipment and resources as well.
- › Partners felt more supported where they perhaps had lack of support in this area.
- › Partnership working; Monzo Banking 101 and masterclasses, Open Cinema, Mile 91, Accumulate
- › Commitment from Board and Leadership team
- › Evolve has set up a Future Learning Hub at one of our services.
- › Entrepreneurship Programme – getting people online, branding, social media, business banking, crowdfunding

Covid-19 Crisis

- › We've moved our entrepreneurship programme online
- › We've been reaching out to organisations who may have laptops or any digital devices to donate
- › Fundraising team working on funding applications that would support increased access to digital
- › Connecting with learning resources people can use online
- › Focussing on home learning and work readiness.
- › We've produced two printed guides for our customers focussing on health and wellbeing and also work and learning they can do from home.

continued

- › Working in partnership with crisis to increase access to tech at our services
- › We have sent out laptops to different services and looking into increasing wifi capacity and also obtaining basic phones for those who are completely cut off.

Future

- › Building on our learnings, continue to learn from our customer survey and implement ideas
- › Senior Leadership agreement to add in digital experience in job descriptions.
- › Developing more Future Learning Hubs and virtual hubs where there isn't a physical space for them.
- › Making sure there is a digital support presence at every service particularly
- › Innovation Panel - innovative solutions to customer and staff needs
- › Continuing to build on our Entrepreneurship Programme

Thank you!

Fatima Musa, Work and Learning Coordinator
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Evolve
Housing
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Reboot UK Digital Inclusion & Homelessness

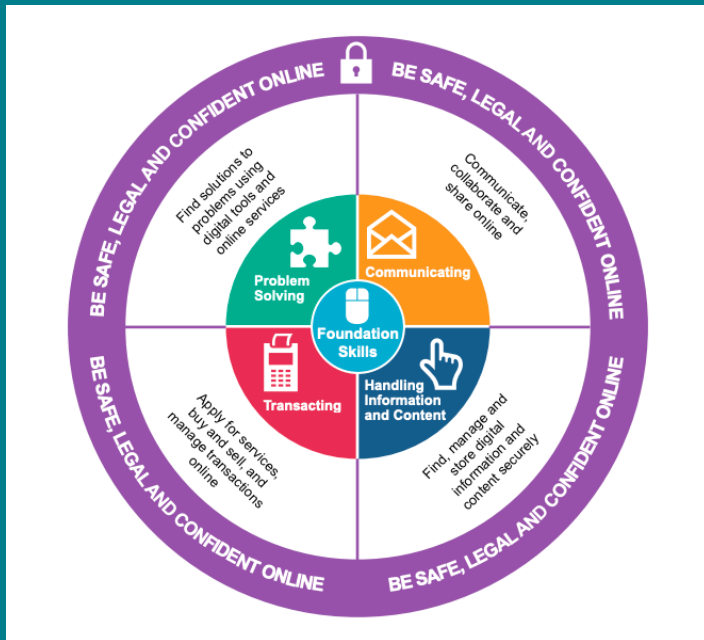
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Summary

- Digital Exclusion
- Who are digitally excluded and why?
- Who are Good Things Foundation
- Why Reboot UK
- Coronavirus

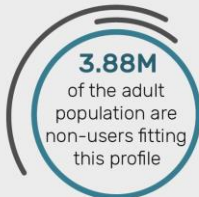
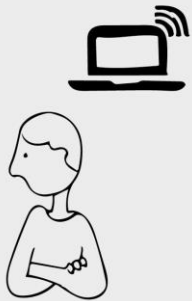
Setting The Scene



- 11.9m people (22%) of people do not have all the essential digital skills needed to thrive in today's digital landscape.
- 6.1 million adults are (12%) are digitally disengaged.
- 48% of non-users of the internet are under the age of 60.

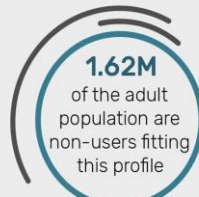
Non-users: 4 main groups

1 | It's not for me



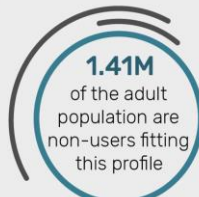
3 out of 5
non-users fit this profile

2 | I lack support



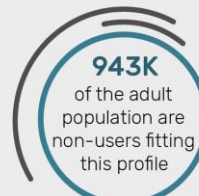
1 in 4 non-users
fit this profile

3 | It's too complicated



1 in 5 of non-users
fit this profile

4 | It's too expensive



1 in 7 of non-users
fit this profile

“It’s not for me”... digging deeper

- 1) I’m wary and fearful as I’ve had negative life experiences
- 2) I do not have the ability or skills to understand how to use the internet
- 3) I’m fearful of making a mistake or giving someone else control
- 4) My life is fine without it
- 5) I’m being forced to use it




“It’s not for me”... digging deeper

- 6) Someone else can do it for me
- 7) I have other priorities right now
- 8) I feel under pressure to use it
- 9) The ways I’ve seen it used doesn’t match my life



Who are we?





Our vision is a
world where
everyone benefits
from digital

We deliver at scale
- since 2010 we
have helped over 3
million people use
digital to have
better lives

The Online Centres Network... the beating heart of Good Things Foundation

Thousands of local community organisations supporting socially excluded adults to improve their lives



Online Centres
Network

What's the membership offer?

- **Support and advice** on using Learn My Way
- **Training**, provided at events and over webinars
- **Funding**, access to funding opportunities and support
- Being part of the '**big club**' that we advocate for



Learn My Way

- A **free-to-use**, online learning platform
- Over **30 courses** to help people learn basic digital skills
- Highly **interactive** and supportive
- **Constantly updated** based on the needs and requirements of the Online Centres Network



An opportunity you can take advantage of today

- **DevicesDotNow**, a new initiative with FutureDotNow, helping those most in need get access to devices and the internet
- Large businesses to donate devices which in turn will be **distributed by our Online Centres Network**
- To express your interest visit <https://www.onlinecentresnetwork.org/news-and-activity/news/devicesdotnow>



A woman with red hair and glasses is sitting at a wooden desk, looking down at a black laptop. On the desk, there is a smartphone and a set of keys. In the background, another person is visible at a computer, and there are informational posters on the wall.

Reboot UK

We set out to work with people
who had multiple challenges
where understandably digital is
NOT a priority

Its Hard

 Good Things
Foundation

Good Things Foundation Homeless Link Mind Family Fund

Came together to test and learn digital inclusion support through our networks

Tested different approaches of support

Peer Mentors

Direct Support

Shared Practice

Latest Phase in Reboot UK

How do we embed digital support
in to frontline support?

People focused approach



Online Centres
Network

A person with glasses is working at a computer in an office setting. The background shows a desk with a monitor and some papers. The text is overlaid on a teal background.

Gavin Atkins, Mind “We started out thinking that we would run digital skills training sessions for our existing service users.

However, we soon discovered that a more effective approach was to build the capacity of frontline staff so that they were embedding digital skills in the holistic needs analysis for each service user.



Good Things
Foundation

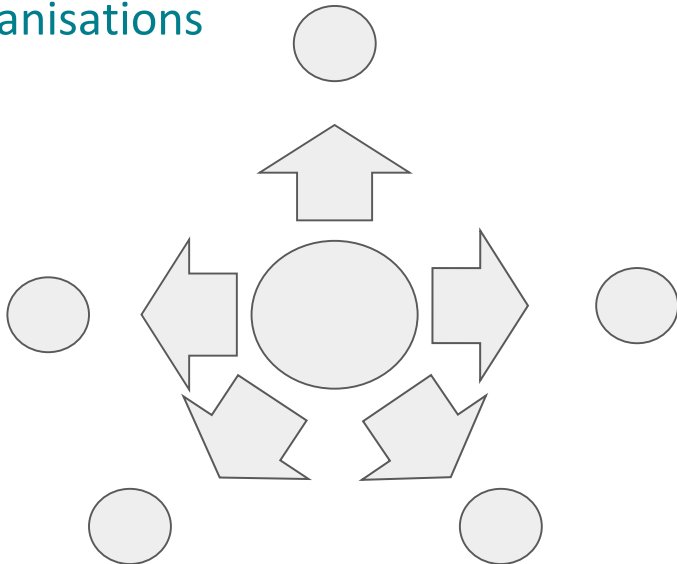
“A service user came in a state of mental health crisis as his benefits had been stopped, triggering a chain of negative events. Our adviser was able to work with him to develop his digital skills so that he could apply for Universal Credit and we quickly got him back on track.”



Online Centres
Network

Community Connector

Digital advocates who engage and support specialist services to embed digital skills in their service offer and support Digital Champions across local community-based organisations



This is not a formal education
programme

It's about being:

People focused

Creative

Flexible



Weave digital into other activities.

Find an individual's 'hook'.

Do things 'with' not 'for' people.



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Coronavirus

- **Making Learn My Way as easy to use as possible**
- **Additional Resource:**
www.onlinecentresnetwork.org/resources/coronavirus-support-for-your-learners
- **Response & Resilience Fund**





Good Things
Foundation

Thank you

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Useful Links

Literacy 100 – Providing literacy support for homelessness orgs and sharing resources

<https://www.literacy100.org/>

The Reboot project – Working to ensure digital inclusion

<https://www.goodthingsfoundation.org/projects/reboot-uk>

Online Centres Network - Coronavirus support for you and your learners

<https://www.onlinecentresnetwork.org/resources/coronavirus-support-for-your-learners> -

Learn My Way - Free courses for you to learn digital skills to stay safe and connected

<https://www.learnmyway.com/>

Make It Click - Free courses, tools and templates for people to learn new apps or improve the skills you already have

<https://makeitclick.learnmyway.com/directory> -

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What we do

Homeless Link is the national membership charity for frontline homelessness services. We work to improve services through research, guidance and learning, and campaign for policy change that will ensure everyone has a place to call home and the support they need to keep it.



Homeless Link

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