

# Switch

## Digital inclusion for service transformation

Switch will help you increase uptake of your online services and provide a solid evidence base for your digital inclusion work. Run by Citizens Online there is currently match funding available from the Big Lottery Fund for your digital projects.

Digital transformation can be challenging. How do you ensure your customers aren't left behind in the digital age? How do you improve services, save money, empower and upskill staff and ensure that your customers can benefit from digital delivery? Switch is the answer; a digital inclusion approach providing:

- **Local partnership engagement** including facilitated workshops, digital maturity assessment, surveys and interviews.
- **A comprehensive Baseline Report** including digital exclusion risk assessment, gap analysis and asset mapping; which helps you to target resources more effectively.
- **A strategic action plan** built on the local Baseline evidence, Citizens Online's expert advice and good practice in the sector.
- **Recruitment and training of Digital Champions**; increasing the capacity to deliver basic digital skills support in your workplace and communities.
- **Free access to Digital Unite's Digital Champions Network** e-learning resource with CPD accredited and Mozilla Open Badge courses.
- **An evaluation and monitoring framework** to measure your journey and successes, including learner recording for Digital Champions.

# About Citizens Online

We help organisations ensure everyone can access their online services. We're digital inclusion experts with a unique and resilient partnership approach. An award winning charity with a depth of knowledge and experience built in over 50 communities in the UK since 2000, Citizens Online use an evidence based approach and support Digital Champions at the heart of any change programme.

We're independent, trustworthy and understanding. We can help broker strong local partnerships with a range of different organisations – no single partner can tackle this alone. We're cost effective, agile, responsive and provide an end-to-end approach; working at the heart of your communities to embed online services and digital skills.

*“Citizens Online helped us develop a strategy, a partnership and an army of trained Digital Champions now active in helping our residents with basic digital skills. Citizens Online have also helped establish and support a large partnership of local organisations who are engaged in digital inclusion activity now in a more coordinated and collaborative way.”*

Sally McMahon, Head of Library Services, Brighton & Hove City Council

*“We appointed Citizens Online to undertake a benchmark study on digital inclusion on Anglesey. They were at all stages of the process highly professional and extremely approachable. They oversaw an interactive and informative series of workshops with a combination of relevant expertise and good people skills. We have every confidence that they have delivered an excellent report and would not hesitate to work with them again in the future.”*

Neil Johnstone, Project Manager, Menter Mon

*“Citizens Online used their Baseline Evaluation process to help us find where our real digital inclusion issues were in the county. This made all the difference in our being able to target help to where it was needed. We've used the process to inform and help deliver our Tackling Poverty Action Plan.”*

Dylan Griffiths, Economic Development Programmes Manager, Gwynedd Council

## Citizens Online

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