

# UK online centres / Online Centres Foundation

# Annual Review

## 2013-2014

## Introduction

Jim Knight,  
Chairman, Tinder Foundation

I'm privileged to have been able to chair Tinder Foundation for another extremely successful year. It has been great to see the organisation go so far, find an exciting new direction and really grow the energetic, entrepreneurial culture that inspires me and my fellow board members so much. The future for Tinder Foundation certainly looks positive, and I'm looking forward to continuing to support the organisation through another exciting year.

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Helen Milner,  
Chief Executive, Tinder Foundation

**The last year has been an incredibly significant one for us as an organisation – with a new name, new priorities, new partners and new projects to get our teeth into.**

It was all change in July 2013, when Online Centres Foundation became Tinder Foundation, in a move that reflected our continuing diversification, and our commitment to doing much more to make good things happen through digital technology. The new name and new strategy were launched at an exciting event held at the House of Lords, with a number of stakeholders, community partners and learners coming together to celebrate a new chapter for Tinder Foundation.

The organisation's new strategy, launched at the same time, set out the key priorities and areas of work for the three years ahead – supporting people to improve their digital skills, helping community organisations to achieve more with digital, encouraging broader learning through the use of digital tools and supporting organisations as they introduce their digital strategies.

In September 2013, we were delighted to learn we'd been successful in our bid to work with NHS England on the Widening Digital Participation programme, which aims to reduce digital inequalities and ensure everyone can access the health information they need online. The programme felt like a really natural fit for both us and the community partners within the UK online centres network, as there are so many synergies between people experiencing health inequalities and people who are digitally excluded. You can read more about this programme later in the review.

And in the spirit of winning contracts, we were also delighted to hear that we'd won our consortium bid with the British Council and BBC as part of the Department for Communities and Local Government's English Language Competition, to develop our English My Way programme to support people with their English language learning.

I've also been really excited to see how far the Learn My Way website has grown over the last year, as we've taken feedback from our network on board to ensure the website works for learners. Learning content has now expanded beyond just digital skills training, with courses around money management and employability, as well as links to maths and English resources and other fantastic learning content across the web.

The past year has really seen us grow, develop in new directions and build our relationship with the local organisations who are so vital to what we do. Over the past year, we - and the UK online centres network - have continued to support some of the hardest to reach people in society, with 82% of learners coming through the network meeting one or more indicators of social exclusion. The ability of centres within the network to help those that can't be reached by other means continues to be vital to supporting so many of those most in need. And although I say this every year, I think the year ahead is going to be even more significant. While digital inclusion will always be at our heart, we are continuing to diversify, growing our work in adult learning and supporting the centres in our network to have a greater impact in their communities, not just by supporting digital inclusion activity but in many other ways.

We couldn't do any of this without you, so thank you all!

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## The landscape

The world of digital inclusion might not have made the huge leaps forward in the past year as it has done previously, but this year has been one of consolidation and consideration, of establishing what works and of putting it into action, with a broad range of partners all lending their support.

BBC research released in 2013 for the first time quantified the number of people in the UK without basic online skills as 11 million, and focus across the sector widened to include from those who had never been online before to those who didn't have the skills to get any real benefit from the internet. In November, our super-infographic - a Digital Nation - pulled together this and many more stats surrounding digital inclusion, which you can take a look at [here](#).





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## Learning through digital

### Learn My Way grows!

It's been an incredibly busy and ambitious year for Learn My Way, the dedicated e-learning website that has grown hugely in both size and profile in 2013-14, as it has expanded beyond its digital inclusion roots to provide valuable and useful content for those not only looking to get online, but to improve their money management, literacy and employability skills too.

The site has always been based on the needs of its users, but this has developed even more so in the last year, with a new learner planner allowing learners to complete their own journey through the site based on the content that interests them, gaining a badge when they complete each new section.

New courses have been developed in response to focus groups and seminars with learners, UK online centres partners and industry experts, including a guide to Universal Jobmatch which comes on the back of a number of requests from learners, the Staying Healthy with NHS Choices course and supporting resources, and courses on creating documents online.

But perhaps most importantly, all courses have now been converted to HTML 5 - essentially, this has made all the Learn My Way materials device neutral, so access to the site is open to computers, tablets and phones alike. This has been a huge benefit to centres who are keen to take learning out into the community, and has opened up access to the site to many more.

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## English My Way

Despite only being in its infancy, English My Way is fast becoming one of the most exciting projects Tinder has embarked on in the last year. In partnership with the British Council and the BBC, we have developed an ESOL programme as part of the Department for Communities and Local Government's English Language competition.





Local delivery will begin in May 2014, with the learning content already developed to support a 24 week, 96 hour blended learning approach, with learners supported through face-to-face interaction, online sessions and volunteer group activities. It's all about getting people to grips with the very basics of the English language, and it is delivered through an innovative new website - English My Way - which provides tutors with all the resources they need for delivery as well as detailed MI on learner progress. The website can also be easily switched to a learner view, so they can work through the content without being confused.

The programme aims to boost people's confidence with English, help motivate people to keep learning, and ultimately provide another trusted, expert course for our centres to rely on.

It's an ambitious and innovative project, and as a result interest has already been extremely high. It's unique for UK online centres, but equally, it is new territory for Tinder too, and we're optimistic this 'pre-digital skills' type of programme will help us diversify and as a result extend and improve our content and online skills outreach even further.

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## Content co-creation

Following our lessons from the Creating Digital Communities work, Tinder Foundation launched a new Content co-creation project - based on the premise that local organisations can best respond to local needs, and create high quality learning content in collaboration with learners, community groups, local experts, other UK online centres, and Tinder Foundation itself.

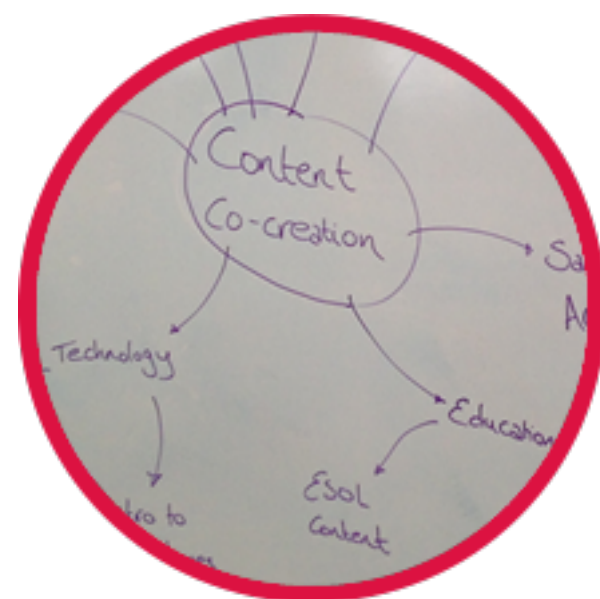
The project saw Tinder Foundation fund 11 centres to begin to co-create new content for the Learn My Way website, and to collaborate on the development of an online tool (Course Creator) to help UK online centres to create their own courses on the site. Individual course projects have ranged from cancer care to computer maintenance, an introduction to smart phones and Apps, NHS translations for ESOL learners and support for mums at risk of postnatal depression.

Tinder Foundation has led on the development of the Course Creator, using the pilot courses and feedback from the pilot development group. It's an online programme that is set to help even complete novices to build their own online course using simple templates, adding text, photographs, video content and even audio narration.

Eventually it will be fully integrated with Learn My Way, so centres can embed these newly created courses into the wider learner journey, and track progress on the website's Management Information system.

Course Creator is set to be launched in its first incarnation this Spring.

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# Online Basics qualification

Our Online Basics Entry Level 3 qualification has continued to go from strength to strength in 2013-14, with over 1,400 accredited centres delivering the qualification, and 3,500 certificates achieved altogether. Large training provider Pertemps began delivering the programme to their learners, alongside many smaller organisations within the UK online centres network. All have realised the huge benefit of the qualification to learners who may never have received a qualification before, and learners continue to receive a huge boost to their confidence and their employment prospects.



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## National Careers Service

Between October and March, we worked closely with the National Careers Service (NCS) in order to create a partnership for the benefit of those seeking employment help. We've combined NCS's expertise on careers advice and guidance with Tinder's knowledge of delivering learning digitally to create expert new content of Learn My Way, and to support grassroots relationship building.

We undertook research with a number of centres into their relationship with NCS, and as a result, Tinder developed appropriate courses, sessions and awareness campaigns to get more learners and unemployed people to explore NCS and Learn My Way to further their employability, as well as boost their confidence with all things digital.

Training sessions were developed and delivered to raise awareness of NCS's online presence. and three courses were created on Learn My Way - Skills and Careers Online, Creating Documents Online and Using Universal Jobmatch.

Case studies have given just a small snapshot into the huge response and success this partnership has garnered, and we have every confidence the collaboration and the courses and materials it has created will continue to benefit huge numbers of learners looking to get back into employment.



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## Case study: Library supports learners back to work with National Careers Service

A new partnership, brokered by Lancashire Adult Learning (LAL), between Lancashire libraries, Tinder Foundation, Jobcentre Plus and the National Careers Service is providing local job seekers with seamless support to get back into work.



LAL has supported Lancashire libraries to deliver Learn My Way (LMW) and Work Club sessions county-wide for a number of years and with an increasing demand for job search skills and support to use Universal Jobmatch, waiting lists were growing.

Kevin Vickers, UK Online Coordinator for LAL, explains:

*“We knew we needed to offer more, and ‘triage’ our visitors so the right people got the right kind of support. That’s when our specialised work-clubs really took off. We’ve got a team of tutors, working in 16 regular library- based Work Clubs so we can focus on jobs skills, online searching, CVs and more”*



Kevin knew that to really make a difference to the people coming to them for help, he needed to coordinate with other services. He continues:

*“We’ve always worked closely with Lancashire Jobcentre Plus, but we soon realised we needed to make it super-easy for them to work with us. In the past Jobcentre staff were unsure which of our services to refer clients too, so we wanted to make it simple. Now people are sent straight to the Work Clubs, and straight into our support system.*

*The missing link was advice. We’re experts at the digital skills training - thanks to Learn My Way - but our Information, Advice and Guidance team only have limited capacity and we can’t type the content of individual CVs. We knew National Careers Service (NCS) advisors were already meeting clients in our libraries on an ad-hoc basis, and we wanted to join it up so we all worked together to make the service to job seekers really tailored, and really seamless.*

*Now there’s an NCS advisor attending almost all of our work clubs, and helping with that triage process to make sure each person we work with is getting exactly the support they need. It means I can send Learn My Way clients over for careers advice, and that John - the NCS advisor I work with - can send people to me when they’re ready to work on their IT skills or attend the Work Club. It’s a win-win situation, helping us both meet our targets, and helping us help people to the best of our abilities. Essentially it’s made it easy for us, easy for NCS, easy for Jobcentre Plus, and most importantly, really, really easy for Lancashire job seekers.”*

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## Baking with Friends

From measuring and weighing ingredients to searching for healthy recipe alternatives online, Baking with Friends aimed to combine maths and beginners internet skills to create a fun, engaging and tasty way of getting to grips with numeracy and online basics, as part of the Action on Adult Maths programme run by NIACE.

More than 80 centres held Baking with Friends events at various locations from full, commercial kitchens to a simple room with a clean bench and a fridge. The reaction to the campaign was hugely positive, with 90% of participating centres using the event to promote their adult learning provision, and 85% saying that their events raised awareness of adult numeracy support.

We were especially pleased to hear that 80% of learners that took part in a Baking with Friends event said they felt more confident with both maths and computers and the internet after taking part.



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## Tinder Foundation

The year 2013-14 has been a very significant one for Tinder Foundation, with a new name and a new identity, an ambitious new strategy, diversification, new contracts and new priorities.

Early in 2013, the decision was taken to find a new name for the organisation. The previous name – Online Centres Foundation – had been chosen quickly, and as the organisation began to expand and diversify, it no longer felt representative of the widening scope. After a long process of consultation, both internally and externally, the name Tinder Foundation was chosen to reflect the organisation's role sparking action in local communities. The new name was launched at an event at the House of Lords, hosted by the Tinder Foundation chairmain Lord Knight of Weymouth. The event was attended by a number of stakeholders, centres and learners, all with a stake in the future of the organisation, and all who left with a positive view of the Tinder Foundation and its future.

The launch of the new name for Tinder was accompanied by an ambitious new strategy that set out the organisation's four core objectives – to support people to improve their digital skills, to support community organisations to do more, to help people learn more using technology as a tool and to support government and organisations to deliver their digital strategies.



My highlight of the year has been working on the English My Way programme, alongside our partners the BBC and British Council. The programme will support English speakers of other languages to improve their language skills with a mix of online learning and local places to learn. Delivery will start in May and I can't wait to see how it goes!



Nicola Speake, Project Delivery Manager



It's been great working on the NHS Widening Digital Participation programme, and seeing all of the innovative activity that has been happening in communities to support people to access digital health information online. I can't wait to see how it will develop in year two!





I've been evaluating our Access network, and the Set-up Essentials Tool we launched on the Learn My Way website back in December. It's been great to see the huge impact it has had on supporting people to get online at home. You can forget how daunting technology can be, and by simplifying language, and giving people the chance to try before they buy, we've proved you can really boost their confidence.



Emily Redmond, Researcher



One of my highlights of the year has been growing the Learn My Way website. With the help of a fantastic UK online centres tutor, I've developed a new guide that helps people to use Universal Jobmatch - which has been really well received by centres across the network.



Hannah O'Brien, eLearning Officer

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## And also

- We welcomed two new internal board members, Greg Watson and Ben Brown, and two new external members - Nick Appleyard, Head of Digital at the Technology Strategy Board, and Rachel Neaman, Digital Leader and Head of Profession for Digital at the Department of Health.
- We celebrated at the House of Lords, the Speakers House and held fab events at Facebook, the BT Centre and Mozilla.
- We said goodbye to some old friends and welcomed some new ones.
- And once again, we ate a lot of cake!

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## Our partners

Working with partners, pooling resources and sharing expertise has continued to be vital to having the impact we do as an organisation.

### BIS

The Department for Business, Innovation and Skills continued to be a major supporter and funder of Tinder Foundation in 2013-14. As well as providing us with core funding which has allowed us to support tens of thousands of people to gain basic online skills, they also supported the innovative Extending the Learner Journey programme, which has used new approaches to supporting those who wouldn't traditionally engage with community learning.

### Jobcentre Plus/DWP

This year we have continued to work closely with the Department for Work and Pensions, both at a national level and in communities, with UK online centres working closely with their local Jobcentre Plus offices. In 2013, we launched a new course on Learn My Way to support learners going through Universal Jobmatch, which has been well received by all, and the UK online centres network continues to support learners who have been referred by Jobcentres, ensuring they have all the skills they need to become confident internet users.

### TalkTalk

We've collaborated with TalkTalk to create a large scale volunteering programme for its employees, reflecting our mutual ambitious to support people in the UK to get online. 50 employees received training to become Digital Champions, and they have been invaluable in lending support to digital skills classes, with significant numbers of volunteer tutors now a regular feature in many UK online centres.

### EE

We have continued to develop our relationship with EE over the past year, through our volunteering programme for Digital Champions. These new volunteers have concentrated on digital inspiration, with large numbers of outreach sessions being delivered across UK online centres to engage and inspire people to improve their skills.



# E.ON

This year, we built a close working relationship with energy provider E.ON. As part of the Go ON North East programme, we ran 5 Digital Champion events in the North East alongside E.ON, providing both independent volunteers and those within organisations with the skills they need to inspire and support people to use computers and the internet. We have also worked closely with We Are What We Do and E.ON to carry out in-depth research and testing on an innovative digital tool - Buttons. It's a user friendly, customisable tool allowing for easier online payments, both economically beneficial for E.ON and to the consumer, as well as for other online tasks, whether financial, recreational or otherwise.

# Lloyds Bank

The past year has seen Tinder Foundation collaborate with Lloyds Bank to research and explore ways in which going digital can help business and growth. A pilot project was launched in the North East with the aim of enhancing and improving local businesses through the development of digital skills. The programme is a model for long term local and regional growth, and has been created with scalability and sustainability in mind as an example for others to follow in the future.

# Asda

Tinder Foundation and Asda are working together on an outreach pilot, teaming local UK online centres up with Asda stores to deliver digital inclusion sessions in Asda cafes. Asda provide the free wifi and in some cases free refreshments, while UK online centres bring along the IT equipment and tutors or volunteers. So far the pilot is proving successful, with Asda's in-store Community Life Champions organising attendance at either drop in sessions or more structured classes with regular customers. In the North East, an extra element has been added, with the Money Advice Service also getting involved to run sessions helping customers to get to grips with money matters.

# Go ON UK

Building on top of a productive 2012-2013, the last year has seen the partnership move from strength to strength. We've continued to support local projects, such as Go ON's North East scheme, as well as supporting the development of digitalskills.com, through sharing the UK online centres search function, as well as some of the best content from Learn My Way.

# Post Office

The past year has seen our links to the Post Office progress further. Staff at Crown Post Offices now have access to the UK online centres' search through a new Online Centre Locator, allowing them to refer digital beginners to their nearest computer points. On top of this, many Post Office staff successfully completed 'Get Connected' training at UK online centres, ensuring they have the digital skills they need.

# Digital Unite

Once again, the last year has seen the partnership with Digital Unite strengthen further, with UK online centres underpinning another successful Spring Online campaign. We continued to embed Digital Unite's learning products in our expanding Learn My Way site, this collaboration meaning only the best resources are

available to our learners.

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These are just a snapshot of some of the partners we've worked with over the last year, so thanks to you all for your continued support – we couldn't do what we do without you!

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## Community action

### Creating Digital Communities

The Creating Digital Communities Report was launched in the Autumn of 2013, evaluating two key strands of Tinder Foundation's community action work - the Community How To website and the Community Hubs programme.

Both had a huge impact in encouraging community organisations to embrace digital tools to enable them to achieve more, and although the core activity for each strand took place in 2012-2013, the report wrapped up and evaluated this work.

The Community How To website has helped increase confidence of digital tools across the sector, with 86% of Community How To users reporting that they felt confident in their use of digital tools after using the site, compared with 28% before use. 81% of users said the site helped them to do a better job whilst 80% of users said it helped them to save time.

Furthermore, 100% of Community Hubs reported increased levels in confidence by community members and learners as a result of their capacity building programmes. 75% of Hub programmes reported improved mental well-being and self esteem of individuals they worked with, with 88% of these individuals feeling more socially included and valued within their community.

In summary, the programme fundamentally changed how Tinder Foundation works, and how we understand our role in community action and capacity building. We have always believed technology has the power to change the lives of the most vulnerable in our society, but now we're working to make it happen not just at an individual level, but at a community level.

Through our Community action work we're supporting organisations to improve their sustainability and their communities, and creating new partnerships that actually feed learners back into their individual digital inclusion offer.

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## Community How To

Community How To continues to bring together top digital tools for community organisations, organised under six key categories - communicating with your community, managing projects, managing events, fundraising, managing volunteers and measuring outputs and impact. Its aim is to inspire individuals and organisations to do more with digital, share best practice, and improve their capacity.



This year has seen Tinder Foundation focus on marketing the service to UK online centres partners and external community organisations, with new features including regular newsletters and top tool recommendations from industry experts. The site has now received over 40,000 visits since it was launched, with the most viewed and popular tools including communications tools like Storify, blogging and Google apps, plus local social network site Street Life.

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## Level 3 Community Development Qualification

Tinder Foundation's unique Community Development Award continues to help UK online centres staff and other community workers get a Level 3 qualification to support their community activity, accredited by NOCN Yorkshire and Humber.

The Award is delivered through both face-to-face and online learning, and consists of three core units - Community Development Values and Processes, Community Group Dynamics and Social Inequality, Injustice and Diversity in Communities.

This year, there have been 23 Community Development Award graduates, with a further five awaiting external accreditation.



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## Case Study: Saltburn community leader gets inspired with accredited qualification

Community workers across the country are doing even more to support the places they love, thanks to the Community Development qualification.

Sue Davies from Saltburn is just one of our recent graduates and is now using what she's learnt to increase the reach and impact of her work.

For Sue, the course was a chance to get some fresh new ideas after more than 25 years in the community sector, including 8 years at Destinations@Saltburn. She says:

*"The course leader Sally had a wealth of information and expertise, and I came away from every session with lots of inspiration and ideas. I've got plenty of experience working in the community sector but I think you can get stuck in your ways, so it was really useful to hear what problems others are facing and how they're tackling them.*

*I can be very confident when working as a tutor and teaching others how to make the most of the internet, but promoting the work we do to potential partners, or even funders, made me very nervous. However, having to talk about my ideas and justify them in a group setting has well and truly inspired me to be more proactive and give it a go. I've started talking to local libraries and doctor's surgeries about our services in a way we haven't done before.*

*It's not easy out there for community organisations. There's less funding than there was, and more competition for what funding there is. The only way to stand a chance is to really understand the needs of your community and share ideas and strengths with others. Times are changing but this course has made sure we're not getting left behind!"*

**Sue Davies**



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## Community Capacity Builders

As part of its core digital inclusion programme, Tinder Foundation awarded grants to 19 Community Capacity Building projects, who were charged with supporting people to gain digital skills, and become confident internet users at scale by working to build the capacity of community partners and organisations to deliver in new communities.

The work of those Community Capacity Builders has helped seed best practice across the entire UK online centres network, and create a supported cascade model for community partnerships and outreach. Community Capacity Builders have also been key supporters of the Get Online Week and Start Something campaigns, helping to raise the profile of the campaigns and drive the social media buzz.



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## Corporate volunteering programmes

The community strand of Tinder Foundation's work in 2013-14 has also included two large scale volunteering programmes with EE and TalkTalk. Both organisations have a commitment to supporting digital inclusion, and have created time for employees to be trained as Digital Champions and volunteer at local UK online centres.



At EE, more than 140 employees have been trained as volunteers, and at TalkTalk 50 employees have also received training. EE have focussed on digital inspiration, with volunteers running outreach sessions with new people showing them the benefits of being online. For TalkTalk volunteers, it's been more about lending support to digital skills classes, and volunteer TalkTalk tutors are now a regular feature at several UK online centres. Both sets of volunteers have been able to build up excellent relationships, either with their local UK online centres or the learners they've been inspiring, getting some real value from the programme.

## Case study: South Tyneside centre benefits from TalkTalk volunteers

Since Summer 2012, Tinder Foundation has been training staff from telecoms companies EE and TalkTalk as Digital Champions, so they can help people in their local communities get online.

Following their training, staff have been volunteering at UK online centres all over the country. One centre that's taken advantage of the experience and enthusiasm of Digital Champions from EE, is Age UK South Tyneside.

Their Digital Inclusion Project Manager Martin Simpson says:



*"We deliver more than 30 sessions a week across South Tyneside, in locations like our IT centre, local libraries and at sheltered accommodation venues. Any extra help we can get is extremely valuable, so when we saw the EE volunteers might be available in area, we decided to sign up."*

At first, Martin wasn't without reservations about the scheme. He explains:

*"I have worked with companies in the past who have treated this type of activity more as a marketing exercise - they wanted a few photos to show that they were a 'company with a conscience'. But as soon as we started working with the EE Digital Champions it became clear how enthusiastic they were about giving back to the community. Most of the volunteers were from local offices, so they cared about the area as much as we did. And their passion about the power of technology was very clear to see."*

Soon Martin was using the volunteers to support the centre's digital inclusion work in a variety of ways: *"Every volunteer comes with their own level of experience and their own skills. Some have talked to a group of learners about the benefits of the internet and why they should give it a go, others have supported learners on a 1-1 basis or even delivered whole classes."*

*"We've been really happy with the support we've received from our Digital Champions - they've been flexible, helpful, kind and informed. Their help has meant we can reach more people, more often, and we can't say thank you enough."*

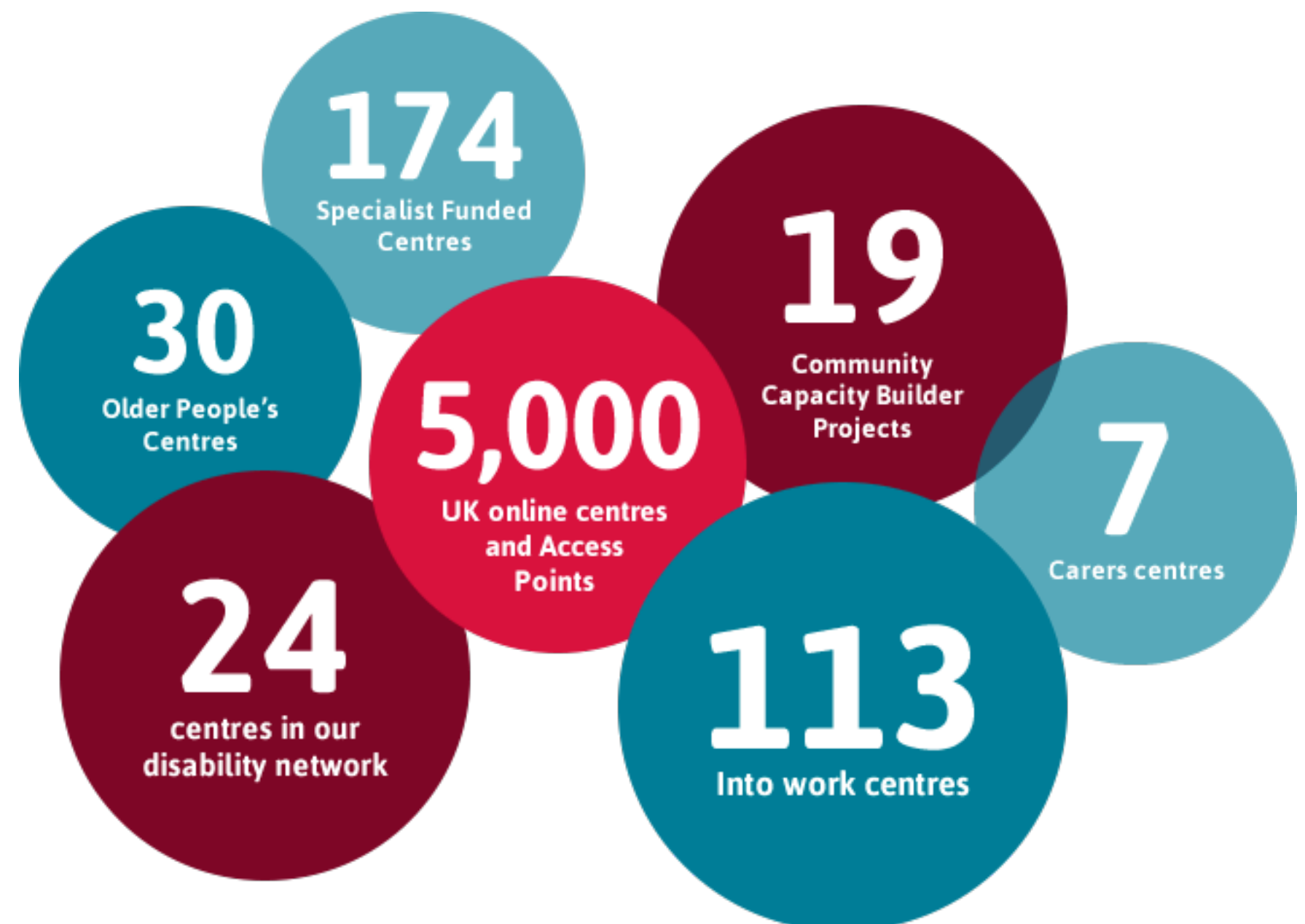
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## The UK online centres network

The UK online centres network continues to be Tinder's unique selling point, allowing us to deliver learning at scale, with the flexibility to respond to very local needs.

Centres share Tinder's mission to make good things happen through digital technology, and use the training, marketing and business development resources on [www.ukonlinecentres.com](http://www.ukonlinecentres.com) and the learning and tutor products on [www.learnmyway.com](http://www.learnmyway.com) to deliver it. Each is able to adapt to its own audiences, personalising engagement and progression. This year, we've supported 180 of those centres with grant funding, including the large scale Community Capacity Builders, and our four specialist networks.



# Expansion into the nations

UK online centres have historically been in England only, due to funding from the Department for Business, Innovations and Skills, but with digital inclusion and assisted digital service delivery now fundamental to the thinking of government and the devolved governments - and even many corporations - it's essential for Tinder Foundation to be able to scale up its delivery to include Scotland, Wales and Northern Ireland.

Over the last year we've been working with digital inclusion bodies from the Northern Irish and Scottish governments, and Communities 2.0 in Wales to include information on local digital inclusion venues into our UK online centres database. These details now appear on the online search on [www.ukonlinecentres.com](http://www.ukonlinecentres.com), and are part of the free telephone service on 0800 77 1234, so that anyone in the UK can now use it to find local support to get online.

This comprehensive UK database has already been instrumental in supporting UK wide digital inclusion programmes - including the Post Office's Get Connected scheme, where local Post Offices across the country signposted people to their nearest centre using the new national database.

Our relationship with the nations continue to be strengthened through our ongoing project work, including work with SCVO, NIACE DC and Supporting Communities NI as part of a bid to the Big Lottery Fund's Basic Online Skills programme.

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## Working with libraries

Libraries continue to make up around half of the UK online centres network, and are a key part of Tinder's ability to deliver in local communities. The network of very local branches and the strength of their relationship with local communities creates instant outreach opportunities, and libraries are at the core of some of our most successful projects.

Over the last year, Tinder Foundation has sought to consolidate that historical and local relationship with libraries by developing a stronger, national relationship with the Society of Chief Librarians (SCL). Together, we wanted to identify the libraries who have really taken digital inclusion on as part of their remit to share best practice with other libraries at the beginning of their digital inclusion journeys.

A successful seminar took place in November at Swiss Cottage Library with 50 libraries in attendance, to debate and make plans for how Tinder Foundation could support libraries to deliver digital inclusion. This was followed up with face-to-face Digital Champion training sessions in library authority areas including Buckinghamshire, Doncaster, Brighton and Hove.

In February 2014, Tinder Foundation was also awarded an SCL contract to deliver more workforce development training to the library network, which will see us training frontline staff to support learners to gain new digital skills using Learn My Way.

The results of this capacity building work with libraries has already seen a high number of libraries successfully apply for our 2014-15 specialist digital skills fund.

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# Specialist Networks

As well as funding centres to achieve Online Basics and Online Plus targets, Tinder Foundation's aim is to help centres target the audiences most in need of digital inclusion support. Those include people with disabilities, carers, older people and those looking for work. With that in mind, our specialist networks were set up to help serve those audiences, gather and share best practice across the network.

In the year 2013-14 we funded 174 specialist centres, who collectively have delivered 20,961 Online Basics completions and 15,033 Online Plus completions.

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## Case study: Birmingham centre provides specialist support for unemployed people

Based in the Bordesley Green area of Birmingham, St Paul's Crossover Centre provides a wide range of services, from IT and employability training and support for the over 50s, to childcare and conference facilities.

Julietth Ntiro, IT Administrator at Crossover says: "One of our key services has always been employability skills and the Online Basics and Online Plus courses on the Learn my way website are now essential to us in making sure that our clients get the skills they need, not just for the workplace, but to look and apply for jobs in the first place."

A strong productive relationship with their local Jobcentre has proved essential for both parties. Julietth explains: "The majority of our clients that come looking for IT skills are referred by Jobcentres and they tell us that they send their clients to us because they know they'll get the skills they need to start looking and applying for work online."



As online services become more important for those looking for work, Crossover has seen demand for their services grow accordingly. Julietth tells us: "Universal Jobmatch has had a big effect on the number of people coming to the centre who are out of work and wanting to get online. Now more than ever, they know the chances of them finding work without digital skills are tiny."

For Julietth, their relationship with JCP and other Government services is only going to become more important. She says: "We know that Universal Credit is on its way and this will only mean more people needing to get online - those looking for work, but claiming other benefits too."

"We have regular visits from JCP staff - I think they make sure new advisors come and see us so they know they're referring clients to somewhere they can rely on. The confidence of our local Jobcentres means we can work together to help those who need it most."





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## What next?

The year ahead will see more diversification, more development and lots of exciting new projects.

Our Widening Digital Participation programme has been extended for a second year, and we'll be building on the innovation that we discovered this year, scaling it across the network to ensure we can have the biggest impact possible on supporting people to access digital health information, as well as to transact online, for example by booking appointments or ordering repeat prescriptions. Health will continue to be a major hook to engage individuals with digital, and we will continue to develop campaigns and tools to support this.

Developments on Learn My Way will continue apace, and during the summer we'll launch our new course creator, which will give centres the chance to create their own e-learning courses, which could provide a revolutionary new way for centres to create informal learning content tailored to their communities that can be shared with centres across the country. The journey we began last year, growing the site to include both digital skills learning, and broader informal learning delivered online, through a tried and tested model that is then delivered in local places in the community, will continue as we develop our informal learning offer. We will also offer customisable versions of Learn My Way for organisations who want to embed the courses and learning content within their own websites to support their customers to improve their digital skills. We will also launch English My Way during the summer, which will provide free ESOL content for centres and tutors across the country, that can be delivered in local places.

We'll continue to support the UK online centres network to develop, providing training, funding and support to amplify the impact of their activity, not just on supporting the digital skills of their community but to support the community in other ways, as we know UK online centres are perfectly placed to do this.

We will also make it a priority to support people to improve their social and economic outcomes, through supporting them to use the public services they need, and to engage in democracy. We will also continue to support government and other organisations to put individuals at the heart of their digital strategies.

And as always, we will continue to ensure the organisation grows and remains sustainable, building on the new income streams we've developed, securing new contracts and winning funding from corporate organisations, government departments and grant giving bodies as well as expanding outside of the UK.

# Tinder Foundation / Online Centres Foundation Annual Review 2013-2014

## Digital inclusion

### Funding from the Department of Business, Innovation and Skills

Tinder Foundation's core funding for 2013-2014 came from the Department for Business Innovation and Skills (BIS).

Tinder was charged with managing and co-ordinating the UK online centres network, to provide a responsive and professional service to drive the digital inclusion agenda and enable people from deprived backgrounds and communities to fulfil their potential through the use of technology.

Tinder Foundation received funding to support 100,000 new internet users, and this target was exceeded by almost 40,000 by the time the year was out. Of these 100,000, 75,000 the target was to support 75,000 to become confident internet users. This target was exceeded by over 6,000.

As well as overexceeding on these two core targets, 2013-14 has also seen 2,000 volunteers supported, 70% of learners progressing onto further learning, and network satisfaction of 83%. You can take a look at them both [here](#)

Based on those results, Tinder Foundation has been awarded another six months worth of funding from BIS to continue this work into 2014.

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## Widening Digital Participation Programme

The NHS England Widening Digital Participation programme aimed to support the NHS's Digital Strategy, part of its quality, productivity and prevention initiative. The idea was to help those without digital skills - often demographically those with most need of NHS services - to access health information and support online. The programme aimed to put the individual in charge of their health, with a long term aim to also relieve pressure on frontline health services as well.

Tinder Foundation won the tender from NHS England with a proposal that included the creation of a new Digital Health Information network of 400 centres, including hundreds of Health Information Event Grant holders, and 15 flagships, who aimed to use innovation to support people to access health information online. The idea was to deliver at scale through the network, to seed best practice with specialist training and

campaigns, to reach out to new people as well as to drive innovation in both the use of technology and community engagement.

To date, more than 100,000 people have been reached through the programme, with nearly 60,000 being trained to access health information online through the Learn My Way health portal and the new Staying Healthy with NHS Choices health course.

The programme has seen flagships and the wider Digital Health Information network target people through partners like Clinical Commissioning Groups, GPs, Macmillan centres, Hospitals, the British Heart Foundation and many more, tailoring the content of delivery for different groups and individuals. And with the project extended into a second year, this innovation in both partnership and the use of technology will continue to grow, supporting many more people.



## Case study: Mum of three gets family healthy thanks to getting online

After struggling at school, Ruma Bibi married at eighteen and started a family, never having the chance to learn how to use computers and the internet. Now 31 and a mother of three, she's getting online, gaining confidence and using the internet to improve her health and that of her family.

At the age of four Ruma moved from Bangladesh to the UK with her family, but finding the cultural adjustment difficult she struggled at school and left before completing her GCSEs. Family life meant Ruma never went on to further education or into workplace, and so missed most traditional opportunities to become familiar with computers and the internet.

Ruma tells us: "My children use computers at school everyday and we had one at home for them to use for homework, but I had no idea how to use it. I felt terrible that I couldn't help them like other mums. My sister in law told me about the digital inclusion programme they run at the Bromley by Bow Centre which is very close to where I live. I was very nervous about going but I knew I better try it if I was ever going to get online and support my children."

Ruma completed the Staying Healthy with NHS Choices course and soon began to see the potential benefits to her and her family. She says: "I was a little worried about my health and wanted to lose weight. I found so much information on the internet, tips on exercises I can do at home, and new recipes to help me and my family stay healthy.

"I was so nervous before I visited the Centre, but now I can help my children with their homework and make sure they're eating well! I'm so happy I visited the Centre. I've already lost weight, and feel more confident than I ever have before."



# The set-up essentials tool and Home Access network

The Home Access project, again supported by BIS, aimed to test how important home access to IT equipment and connectivity is to overcoming barriers to digital inclusion. This is the missing link in Tinder Foundation's offer, and has never been addressed on a national level, so this project aimed to rectify that.

The two elements of the project were to create an online diagnostic tool to help people identify the best equipment and broadband package for them, alongside a network of trained Home Access Specialist Centres - some of which operated their own 'try before you buy' showrooms - to support users to make those decisions and purchases.



The diagnostic tool was launched on Learn My Way in January 2014, and by the end of March had already been used more than 4,000 times. It includes the Essential Guide to Getting Online at Home, busting myths and translating jargon, as well as the Set Up Essentials Tool itself, which takes the user through a short series of questions covering computer devices and broadband options based on user need.

Meanwhile, the 60 Home Access pilot centres have received specialist training, and have given personalised face-to-face guidance sessions to more than 400 people. A sub-group of 20 centres also trialled a 'try before you buy' service, offering a range of equipment to give learners the chance to use different models in a safe, unpressurised and impartial environment.

The success of the pilot is still being evaluated, but with compelling engagement, feedback and progression to purchase figures, Tinder hopes to be able to find funding to replicate the pilot model on a national scale.

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## Digital evolution: Making good things happen conference

This year's Digital evolution conference, hosted by Tinder Foundation, was all about Making good things happen. It took place on 4 December 2013 at the BT centre in London, and was aimed at all those working in communities to help people improve their digital skills and take advantage of everything the internet has to offer.

The conference supported grassroots practitioners to have a bigger impact in their communities, and speakers from across the public, private and voluntary sectors talked about why and how they're supporting digital inclusion, and more importantly how centres can attract more funding, work with new partners and essentially achieve more for more people.



Highlights included contributions from Anna-Maren Ashford, Deputy



Director, Partnerships and Digital Inclusion Teams, Cabinet Office, who outlined the government's ongoing approach to digital inclusion, Erica Swanson, Program Manager for Digital Inclusion at Google US, who talked about a big social connection project in Detroit and John Bird MBE, Social entrepreneur and Founder of the Big Issue who challenged the audience to be innovative in finding and funding social solutions. Lord Knight of Weymouth acted as chair, with other contributions coming from Anna Easton, BT's Connected Society Programme Director and even young rapper Potent Whisper - performing spoken word pieces about leadership and the power of technology.

Beyond the plenaries, practical workshops also allowed delegates to learn more about fundraising, how to measure their impact and preparing to support learners to access Universal Credit.

Read more about the Conference in the final report.

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## Marketing campaigns that reached thousands

Tinder Foundation's marketing campaigns aim to give the UK online centres network a boost twice a year, helping centres to raise their profile in the local community, meet their targets across all digital inclusion projects, and really focus their recruitment activities to reach out to both new learners and new delivery partners.

Participants receive a pack of posters, leaflets and signs to help them advertise their events, and a whole host of online guides and other event resources.

The nation's seventh national Get online week took place between 14 and 20 October 2013. The theme was Let's get digital, and the aim was to encourage people to use the week as their excuse to try doing things the digital way. Thousands of events happened across the country, in UK online centres, on streets, in shopping centres, and in other community venues. Activities ranged from bake-offs with the Great British Bake Off's Howard Middleton to Skype sessions between event holders and Wii competitions between pensioners. Some 40,000 people were supported with basic digital skills, including 15,000 people taking their very first steps online with Learn My Way.

Start Something 2014 ran between 3 and 21 February, encouraging people to start something new, special, exciting and useful online. With the help of nearly 500 centres, the message reached 50,000 people, and saw registrations on the Learn My Way website leap by 75% from average monthly registrations. Most event holders held events out and about in community locations, with a particular focus on health and job related venues for those running specialist health and job seeking events. Other Start Something visitors got to find out more about online life, and how it could help them keep in touch, save money, or just do more of the things they like doing best.



*“The quality of UK online centres marketing materials has always been excellent. We could never afford to produce materials of the same standard at a local level, so to have posters, flyers and other designs of such a professional standard helps our centre have a bigger impact.*

*It’s great to have the same materials being used across the country too, especially during campaigns like Get Online Week. It means our centre becomes part of something bigger, a national effort to make a difference.*

*It’s also important that Tinder Foundation shares individual assets, like logos so we can brand our website, and any marketing we do produce can fit with the brand but be tailored to local needs.*

*Learner feedback has been really positive too. The use of both photos and the illustrated characters helps them relate to individual campaigns but there’s a visual consistency which means they recognise the branding and connect to a campaign as something familiar.”*

**Alan Tapp, Development Manager at Kensington Community Learning Centre, Liverpool**





## Digital strategies

### Digital Deal Challenge Fund

Digital Deal is a digital inclusion Challenge Fund for the social housing sector run as a cross-government initiative supported by the Department for Work and Pensions and Department for Communities and Local Government and aimed at trialling and spreading ways of getting social housing tenants to engage with their landlords online.

It has so far supported 12 social landlord led pilot projects, testing new, innovative ways for social tenants to firstly get online, but to also transact online. Tinder Foundation has delivered and project managed the fund.

A number of hugely competitive bids for funding were received, which included lots of creative ways for getting tenants online, particularly focussing around migration to Universal Credit. While the main aim of the project was to stimulate an improvement of the digital skills for social housing tenants, the project has also stimulated an improvement in community life as well, with a number of signs that the project is benefiting tenants both economically and socially across various UK sites.

One particularly successful project saw Golden Gates Housing Trust, Warrington convert residents televisions into Android devices. Around half of tenants were interested in having their TV converted, 70 volunteers expressed their desire to help out and Digital Champions provided simple, thorough one-on-one or very small group training sessions. The project was affordable, tailored and effective with each device having 'buttons' - such as one that linked directly to Universal Credit pages - specific to the person using it. The project involved local businesses and organisations, and was seen as a real community effort.

The Digital Deal programme is still under way, and we look forward to hearing further success stories as it reaches its close in the summer.

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### Case study: Essex man shares his skills

Richard Dewet, a South Essex Homes resident had a keen interest in computers and the internet and while unemployed, has been volunteering as a Digital Lead, sharing his expertise with others in the community, as well as gaining valuable experience.

Responding to an article in the residents' magazine, Richard applied to become a Digital Lead, and took part in a training programme delivered by South Essex Homes, helping him develop his skills to recondition old PCs and laptops.

As well as dealing with the very technical aspects of the project, being a Digital Lead has meant Richard has also been supporting learners at outreach sessions at a local ASDA store, offering one to one support to people wanting to get to grips with computers and the internet for the first time, something Richard has found incredibly fulfilling. He says:



*"My role has been to make sure people acquire new skills and understanding but I've been really surprised by how much I've learnt from helping them!"*

Richard is keen that as many people as possible benefit from getting online:

*"I've met so many people and I'm really enjoying helping them realise the power and usefulness of the internet. I really hope many more people get involved because the possibilities of the web really are endless."*

By getting involved in the Digital Deal project of South Essex Homes, Richard has also had the chance to develop his own skills, ready to get back into work. He explains:

*"I really believe that the internet and technology in general should be accessible to everyone and thanks to this project I've become really passionate about open source software. I joined a local Linux user group, and from that was invited to an exhibition about the Raspberry Pi module, getting even more technical experience."*

*"I can't believe how much this project has helped me, from building my confidence to helping me meet new people with common interests and even gain new skills. This project has opened so many doors for me already and I'm trying hard to get back into work, so hope it can open at least one more."*

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## A Leading Digital Nation by 2020

This report, authored by Catherine McDonald and commissioned by Tinder Foundation and Go ON UK, set to take a look at digital inclusion from a different angle, costing out the necessary measures to equip 100% of the adult UK population with the basic online skills needed for a sustained internet usage. At the time of the report's publication in February 2014, there were 11 million people in the UK without these skills, with the figure projected to be over 6 million in 2020 if current investment rates were to continue.

The mathematical model took into account how difficult some groups are to affect, factoring in things like employment status, disability and income, and accounting for the differences in cost necessary to overcome each barrier. It revealed the average costs of supporting individuals within the final 6 million would be around £47 per person. Split between the government, the private sector and the voluntary and community sector, the investment would need to be £875 million each.



The report showed that the need for investment will increase year on year, as these marginalised groups become increasingly digitally excluded. The benefits individually are vast, as they are for the government too - shopping and paying bills online could save the average person £560 per year, while if just 1% of current NHS visits were referred to NHS Choices, the government would save £108 million per year.

The report received positive feedback and was circulated widely around the internet. We're hopeful that both individuals and organisations heed its advice and push for wider investment sooner, rather than later, in order to ensure a digitally capablenation by 2020. You can read the report [here](#).

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## Supporting SMEs in the North East with Lloyds bank

One of our recent projects has seen us collaborate with Lloyds Bank to develop a pilot with the aim of enhancing and improving North East SMEs' digital skills for the benefit of local communities and the region as a whole.



It has been an exploratory, research intensive process, but one which appears to be garnering positive feedback despite only being in its infancy. The project will train Lloyds staff, as well as providing direct training to local SMEs. Local delivery has been run by UK online centre Destinations@Saltburn who have supported SMEs all over the region.

It has proven hugely important for the individuals supported, some of whom have no digital skills at all, and some of whom have a very limited knowledge. Each has seen the benefits of one on one training, and guidance and advice on next steps.

The pilot is ultimately about local and regional business growth, and positive feedback has already been received. The programme should save enterprises both time and money, and in theory should encourage more interaction with local businesses, which can only benefit the regional economy more widely as the pilot grows in stature. We believe the model will be scalable, and above all else,

sustainable. Come July we hope to see the programme's success encouraging more organisations, UK online centres and SMEs to adopt a similar approach.

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## Case study: North East man boosts business with digital skills

A café owner in Redcar and Cleveland has been using technology to expand his business and free up time to spend with his family - thanks to the support of his local UK online centre.

When Phil Green was made redundant from his job as a baker, he took the opportunity to open his own café in the town. Phil explains: "I was a baker for 14 years and love cooking at home, so the idea of starting a business doing what I loved seemed obvious."

Several years of hard work made a success of the café and soon Phil saw the opportunity to grow his business. He tells us: "We're always looking to expand and the opportunity came up when the Local Authority opened a tender to take over the running of a café in a local museum."

However, as soon as Phil and his wife Claire began to look into the new project, they realised they were going to need some help if they were going to make it a success: "With the first café, we'd tried to run the business as simply as possible, doing nearly everything - order forms, stock management, you name it - on paper. We took one look at the tender and realised that that wasn't going to work for much longer. "The whole process was online, and we didn't really know where to start. I could just about search Google for a recipe but my computer skills ended there."

Fortunately for Phil, help was at hand. "I saw a piece in a local paper by Paul Davies, manager at Destinations@Saltburn, saying how they could help anyone - including small businesses - make the most of technology."

Phil got in touch and Paul was soon helping with all manner of things. Phil says: "As soon as we started thinking about working out of two premises, we had realised how difficult something like stock management would become. But with Paul's help we were setting up spreadsheets, and getting everything streamlined and as efficient as possible. He was really great at listening to our needs and showed us the programmes and tools that would be most useful to us and our business."

"We were over the moon to win the tender," says Phil. "But without Paul's support we wouldn't even have been able to start the application. We can't thank him enough."

And it's not all about business: "The amount of time we're saving by using spreadsheets and banking online means that we can spend more time together as a family. After everything we've been through, that means the world."



