

DIGITAL ACCESS PROJECT



APPLICANT

Haddington Citizen's Advice Bureau

TOTAL PROJECT COST

£105,567

£56,815

(53.8%)

£48,752

Tyne Esk LEADER

Match Funding

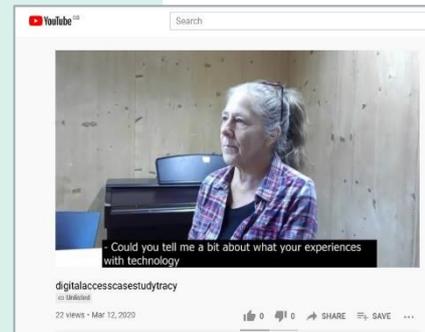
PROJECT AIMS

- Improve digital access understanding for Citizens Advice Bureau advisors and clients.
- Address inequality in supporting people disadvantaged due to lack of digital skills.
- Create full time and part time Digital Access Officer jobs.
- Provide a legacy in training trainers and producing user guides.

PROJECT DETAIL

Haddington Citizens Advice Bureau (CAB) provides free, confidential and independent advice to everyone across East Lothian. A group of local people established the Bureau as a charity in 1978.

This project was formed in response to a world where clients are having to engage with online methods of engagement that are now often the default option. It aimed to enable local people to develop skills, knowledge and confidence to engage with digital technology in the pursuit of the support available to them. In doing so it aimed to improve financial inclusion and reduce inequalities.



RESULTS

This project, over two years, employed full time and part time Digital Access Officers who provided individual support to clients with the need to engage digital services. The clients were supported through training in whatever digital resource they required both in terms of system and device, for example setting up universal credit or an HMRC registration through the client's phone, laptop or library access point. The clients included a broad range of community groups and the self-employed to start or support their digital engagement. User Guides were published, providing technical and advisory information on digital and online consumer rights. Train the trainer sessions were also run to build capacity and along with the digital guides leave a legacy beyond the end of the project.

The project surpassed its targets in many areas and had outstanding outreach, as outlined below.

- 138/100 individuals and 84/50 trainers trained.
- All six Area Partnerships in East Lothian reached via workshops with organisations including those for older people, Age Veterans Scotland and Men's Sheds. This culminated in a presentation at the **Scottish Older People's Assembly at the Scottish Parliament**.
- In terms of outreach, knowledge was transferred to a number of organisations including North Ayrshire Council, Manchester Citizens' Advice Bureau, the Create Digital Skills Academy and the **Department of Work and Pensions**.
- The project was also featured in the UK financial inclusion programme, **One Digital**.