

# Include Me Too!

Improving people's confidence to use technology and  
reduce isolation in East Kent  
Social Return on Investment : Summary Report

A report by



January 2023

## Background

For the past year, people living within the districts of Swale, Ashford, Canterbury, Romney Marsh, and Herne Bay have had the opportunity to learn digital skills and grow their confidence in using technology.

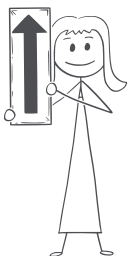
People over the age of 50 could attend drop-in sessions in local community venues where they could improve their confidence in using technology whilst also reducing their social isolation. Volunteers were trained to run the sessions where they helped people to use mobile phones, tablets and computers to get online and build their confidence to use the internet.

The project was co-ordinated by EK360 with funding from the National Lottery, and delivered by Ashford Volunteer Centre, Canterbury District Volunteer Centre, Caring Altogether on Romney Marsh (CARM), Swale Centre for Voluntary Services.

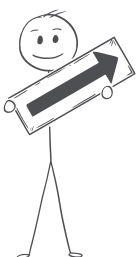
This Social Return on Investment Analysis intends to evidence the benefits and impacts of this project on people and communities.

## The Headlines

A total **£286,215.20** worth of social value has been generated by this project. For every **£1** invested, **£28.74** of social value has been generated



61 people over the age of 50 took part in the project, developing their digital skills and confidence



15 volunteers worked on the project to deliver training and support people in their community

# What's changed thanks to this project?

Let's look at the changes people experienced, and what some of the people involved in the project told us.

## All participants felt their digital skills had improved



"I have enjoyed my sessions and learnt a little more about using my phone. I could only switch it on when I first came to the sessions."

## Participants were now able to access healthcare online



"I'm less stressed about accessing services"



"I am able to book my doctor appointments using an app now and can order my medication that way too which is very helpful"

## Participants felt more confident to manage their finances online



"I was able to book my covid booster online and can do some online banking"

## All participants felt less socially isolated and alone



"I'm not so isolated anymore"



"I can now send photos to my family on WhatsApp and I am always getting pictures of my great grandchildren which is lovely"

## Participants told us they now had more personal independence



"I've discovered I know more than I thought and I'm going to identify my weaker areas."



"It means I can do more without needing help from others."



Thanks to funding from  
the National Lottery

# What did participants say about the Digital Champions?

15 people became volunteer Digital Champions, helping others to get online and learn new skills.



“She was absolutely super, very approachable and accommodating”



“It was a lot better. I thought it would be like a classroom where we get taught certain things, but this was more geared towards each person’s needs which was great”



“Do it; it’s well worth the time and the team are lovely. You don’t feel stupid or lacking You just get your knowledge and confidence increased”

## Would you like more information?

If you’d like to understand more about this project or the analysis behind this social return on investment, click [here](#)



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We engage  
We reflect  
We improve  
peoples lives