



Smart Places Seminar V

Empowering Community and Voluntary Services
Through Digital

Fletcher's Lea, Ware Priory 26th April 2019

Executive Report



Welcome from our sponsors - CGI



Welcome - Tim Roberts-Holmes, Vice President - Health, Local Government & Policing, CGI

Delegates were warmly welcomed to Fletcher's Lea by our event sponsor CGI. Tim Roberts-Holmes set out some of the background to CGI and kicked off the seminar with the key message "Let's Invent The Future Together!"

CGI have 73,000 global employees with 6,000 of these in the UK and 90% of all CGI's employees are share-holders in the business. All of these employees are given time throughout the year to volunteer for and to support good causes in the community and Tim encouraged the delegates gathered for the seminar to speak to him and his colleagues about the opportunities that this afforded them to support the delivery of community and voluntary services across the DIZ.

CGI were very happy to support innovative and important events such as this.



www.cgi.com

Introduction from our hosts - Essex + Herts Digital Innovation Zone



Introduction - Cllr Alan Lion, Chair of Essex and Herts Digital Innovation Zone

With a packed schedule of speakers and the workshop ahead, Alan introduced the seminar, the latest in a series of thought leadership events that the Essex + Herts Digital Innovation Zone (DIZ) have delivered. The seminars are a major element of the DIZ work programme and enable the key issues of the day to be discussed through the prism of how digital can support and influence them

Alan was delighted, not only that the event had attracted such a strong programme of speakers and presentations, but such a fantastic range of delegates drawn from local community and voluntary organisations, key local authority commissioners and local businesses interested in the community, voluntary and third sector.



www.diz.org.uk

Digital Developments at Samaritans - Felix Macpherson, Product Manager Samaritans

Felix was the first of the key speakers to present and spoke eloquently about how Samaritans was looking to digital to help them deliver key services and support their volunteers.

Samaritans, through its 201 branches across the UK, respond to calls for help every 6 seconds and their 20,000+ volunteers total 1 million hours responding to calls for help. Sadly suicides continue and so the charity is looking to new ways of supporting those that need their help, through digital. Felix is the product manager for their Online Self-Help service which aims to provide alternatives for those people that prefer another channel to make contact or experience difficulties using the telephone service.

The telephone service does not offer advice to users and, by design, involves the user speaking to a stranger. Through discovering a number of findings from user research, including insight that some groups who have an increased risk of suicidal ideation might struggle more than others to use the telephone listening service, Samaritans have been able to create a clickable tech solution that specifically tackles the feelings which can lead to people developing suicidal thoughts. The aim is for the technology to be 'customisable' and specific to the needs of the individual. This is now being developed through a series of clinician and user tests.

Felix also spoke about the new 'Support The Supporter' product Samaritans are developing to help those people supporting others in emotional distress. As a proactive tool it aims to build emotionally resilient communities, reaching the people that need support before a crisis situation arises. It is intended to help people recognise the signs of distress and feel confident in knowing how best to help. Felix said that they will be inviting people to test the product publicly in June and will publicise links to it via their social media.

www.samaritans.org/





Using Digital to Support Carers -

**Veronica Sadowsky,
Carers First**



Carers FIRST
FIRST Choice for Carers

Carers First provides support for unpaid adult family carers across Essex. They provide information, advice, guidance, emotional support, training and activities, giving carers an opportunity to have a break from their caring role and help them to get the support they need. Digital can have a huge impact in helping to deliver this however, acknowledging that she is herself in the early stages of her own personal digital journey, it is important to recognise that not everyone will have the same level of expertise.

With 3 in 5 people likely to assume a carer's role at some point in their lives there is huge demand for carer support, demand that cannot be met by a 1-to-1 'in person' approach. And increasingly there are people who have a carer role outside of the traditional nine to five office hours of the usual support services provided.

There is clear online demand for support and Carers First have invested in the development of the 'My Navigator' online product that can be accessed through their website. My Navigator can assist and support people wherever they are physically located and provides advice and resources on a range of themes, whether that be finance, wellbeing etc. It also acts a signposting portal, providing links to both local and national sources of help, advice and information.

In addition to the information, advice and guidance available through the My Navigator service, Carers First are also developing and testing a self-assessment tool that enables the users to carry out their own health and social care assessment without any need, at that earliest of stages, to involve local health and social care institutions. The system could flag up a need to contact support organisations or provide additional information and links that carers may otherwise be unaware of.

www.carersfirst.org.uk

My Navigator Need help? Call us on: 0300 303 1555 

Welcome to the Carers FIRST My Navigator :

This is a simple to use tool to help you find the information you need to help you with your caring role. To get started just answer a few quick questions and My Navigator will bring you articles and pages from our website which we think will help you. If you have more time you can tell us more and we will direct you to more personalised information.

Tell us a bit about yourself:

Your location...

Your name (optional)...

Your email (optional)...

Person you care for:

Relationship...

Name of the...

☐ Please accept

Thanks Amy, this is what we've understood about you so far:

- ☒ You care for your **Neighbour**
- ☒ You live in **Essex**
- ☒ I want a break from my caring role
- ☒ I am struggling with my caring role



Carers Assessments - Essex

A Carer's Assessment is your opportunity to talk to someone about your caring role and the impact it may have on your life.

[View details](#)



Respite Care

It's important to take a break from care if you need one. Find out about respite care and how you arrange it.

[View details](#)



Technology and Digital

Information about telecare, gadgets and technology which could help make your life easier

[View details](#)



Managing at Home

Find out what equipment is available you can use to make your home feel safer

[View details](#)

 





Epping Forest Switch Project - Helen Dobson, Citizens Online

Citizens Online are digital inclusion experts helping organisations ensure their switch to online doesn't exclude people. Helen spoke about the project they are running with Epping Forest District to address that proportion of the population that is unable to access digital services.

Their initial findings in Epping Forest suggested around 16% of what is an ageing population have 'never' or 'not recently' used the internet. So how do we solve this issue?



Digital Transformation and the NHS - Tristan Stanton, NHS England

By empowering people through digital to manage their own health and care, NHS England aim to deliver better health outcomes, improve patient experiences and increase efficiency.

Tristan spoke about who they had found were the people most commonly using the NHS digital services. Their users were more likely to be women than men and likely to be over-65 in age, often driven by the convenience of fitting their health care around their busy daily lives which often involve caring for others.

Not only do they have to meet their need to manage their own health but often that of others and for this, out of hours access is a key benefit. There are also those for whom physical access is an issue and who use the digital services to access services they might otherwise be excluded from.



Cloud HR Systems - Kerry McGowan, The HR Specialists

The HR Specialists work with the Community and Voluntary Sector to provide HR support and expertise that they cannot provide themselves.

Kerry talked about some of the key HR digital functions they could provide that enable CVS organisations to become paper free and use a protected system that freed them to work wherever they were.

Whether it was holiday bookings or performance management, sickness

Helen explained there is a need to focus the use of increasingly stretched resources and, through data analysis and mapping, Citizens Online are able to help organisations understand where their target audience can be found.

Clearly this problem is too big and too entrenched for one organisation to solve it so there is enormous value in a partnership approach. All those 'touch point' organisations that interact with residents should work together to get them online.

Helen felt there needs to be Digital Champions, both voluntary and embedded within organisations that can support users as well as Digital Leaders, champions that can support the organisation and ensure digital inclusion is at the forefront when setting out strategic objectives. Events such as this Smart Place Seminar were a great example of such local leadership.

Citizens Online



www.citizensonline.org.uk

Tristan pointed out that getting the implementation right is key. Tech is readily available but getting people to use it to deliver care is an issue eg. GP appointments online need to be made available, and accepting that things need to be done differently is important.

Tristan showed a number of digital programmes the NHS is delivering right now but also highlighted ongoing work through digital participation pathfinders to identify hard to reach groups that struggle to access digital services whether through lack of skills, poverty or homelessness.

digital-health-lab.org



absence recording or retention of employee records, the systems available would give CVS organisations the confidence that they were actually meeting these corporate needs in a fully GDPR compliant environment.

The system allowed multi-user calendar access that could give the whole organisation the ability to see who is available and when, crucial when having to make the best use of scarce resources and when faced with peak demands.

Systemising admin processes and professionalising the front end of CVS systems were key benefits and Kerry set out the ten key reasons why using digital for HR processes was the way forward.

www.thehrspecialists.co.uk





Question & Answers Sessions

Delegates had the opportunity to ask questions of the speakers and a number of key issues were raised. With so many people lacking digital skills what were the organisations doing to ensure these people do not remain excluded. Tim from CGI said that relationships were being built with partners such as Amazon Web Services to use the proliferation of interactive smart devices in the house to help bring digital services to people who are happy to talk to a device rather than 'go online' themselves and David from Mydex pointed that all of their work is done according to a principle of co-design with the citizens that will use the service. Their workshops revealed just how much 'digital' they can pick up through sensibly designed applications but also pointed out that their main concern was knowing that they were being listened to and their views valued.

Mydex were asked about GDPR compliance and David explained that the individual remains at the heart of the process, determining how their own data is used or insisting on being approached for informed consent. Most people are happy to share important data when service delivery is involved but there is most concern when there are issues around selling of data for third party use. David also clarified that a platform such as Mydex was neutral in the sense that any organisational legacy system could interact with it in a standard way enhancing interoperability and removing the need to replace those systems in order to use Mydex.

In response to a question on changing patterns of engagement amongst younger people Felix confirmed that Samaritans were very much aware of the need to stay relevant in their approach to different age groups and saw the use of web chat as one of the fastest growing channels to engage through.

The comment that the work on digital inclusion should not lose sight of the need to address social inclusion was raised throughout the day. A key point to digital approaches must be to ensure we make the best use of the most appropriate technology as it applies to the particular client group we are working with. This was endorsed by Helen from Citizens Online who reinforced the need to maintain personal social contact as well as digital. Tristan from NHS England highlighted that digital was enabling routine tasks to be taken away freeing up time to spend with those unable to access the digital services. All agreed that we cannot lose sight of the person in the digital rush.

The question of how we achieve digital transformation when still doing day to day work was picked up and Tristan made the point that to make digital core to everything you need to start simple and make sure all new initiatives are digital from the beginning, avoiding the need to 'retrofit'.



A Video Introduction to the Workshop Session - Zoe Amar, Zoe Amar Digital



zoeamar.com

Pre-recording her message to delegates as she could not be at the seminar in person, Zoe Amar, a leading digital expert for charities and Chair of The Charity Digital Code of Practice, introduced the workshop session and Zoe asked delegates to consider how they might best apply digital with a reminder that this was exactly the right time to be exploring digital opportunities to enhance service delivery.

Whether using online donation systems to maximise the return from a charity's website presence or using a strong social media presence to drive increased turnover; or, making the most of the range of digital tools such as Google Drive or Slack to encourage team collaboration whilst utilising social media to fund raise effectively, there was a wide range of digital tools for all CVS organisations to make the most of.



Workshop session: Principles and Resources for Digital Success - Ellie Hale, CAST (Centre for the Acceleration of Social Technology)

Ellie introduced CAST and their design-led approach to using digital to build the capacity of the charitable sector. Their vision is that “Vital civic and social organisations are resilient and responsive to the changing needs, behaviours and expectations of their communities, confidently using digital tools and processes to achieve their charitable objectives”, reflecting comments previously made by speakers and delegates.

Equipping organisations for organisational change that is not just a ‘one-off’ but an ongoing process is a key challenge, but it is also important in the light of user expectations for digitally enabled services, the potential impact of digital on civil society, the rapidly changing environment we are in and the funding squeeze we all face. Yet Ellie felt this is also an opportunity to develop user-centred services and shared digital solutions, to re-use existing technologies and make the most of the data organisations collect to learn, respond and improve, while leading the conversation around what ethical tech could and should look like. Good tech needs to be inclusive, collaborative and embedded throughout an organisation to achieve this.



Ellie then introduced the workshop session of the seminar and a three stage process of Discover - Define - Develop. Today's mini-session was going to concentrate on the Discover stage. A further in-depth 'Design Hop' was planned for June but today's workshop was intended to just get delegates thinking about their services and establish "...a baseline understanding of the problem from the perspective of those who face it and prioritise where you need to improve your understanding."

Delegates were introduced to the 'Knowledge Board' as a template for the start of the Discover process. They were asked to think about their own services and pick out a particular problem that the people they work with face and which needs to be solved. At this stage delegates were not to be concerned with how it might be solved but to develop a Problem Statement that sets out what happens, when and in what situation, and what the impact is on the people affected.

Building on that problem statement, Ellie then asked delegates to think about what they know about the problem. Specifically, she asked them to categorise their assumptions about the problem into 'What they know', 'What they think they know' and 'What they don't know'. Understanding what we know is critical to making design decisions that are based on the evidence.

This deeper understanding of the issue but crucially also what we do not know about the problem enables us to prioritise what we need to find out before making any design decisions for a solution.

Ellie would be running a full CAST Design Hop for local charity and voluntary sector organisations on June 21st at Harlow Health Centre. For details go to wearecast.org.uk/for-nonprofits/Design-Hops/



Knowledge Board
When we're tackling complex social challenges, we all make assumptions about the nature of a problem and how our service users or stakeholders experience it. This 'Knowledge Board' is a simple template to help structure these assumptions. You should only base decisions on information in the 'What we know' column.

Name of organisation: _____ Problem: _____

What we know
Things you know for certain, and why (e.g. you have evidence from research or analysis data)
[Sticky notes]

What we think know
What do you think you know but need more evidence for?
[Sticky notes: 2, 5, 4]

What we don't know
What do you not have any evidence for and so need to find out?
[Sticky notes: 1, 3]

Prioritise the things you need to know, and make a note to follow them up.



Closing Remarks - Cllr Linda Haysey, Leader of East Herts District Council & Vice Chair (Herts), DIZ



Linda closed the seminar by reflecting that this had been a session where not only had she understood the importance of being here but where she was pleased to have been here.

As a member of the DIZ she realised just how important these knowledge-sharing sessions were in getting the message on digital out to the widest possible audience and East Herts Council was very happy to be sponsoring and supporting the event.

Linda hoped that everyone would be leaving the seminar with a number of ideas that could be implemented back at their organisations. There is much uncertainty in the increasingly digital world and change will be a constant part of that, but we need to be asking ourselves how we make it work for our organisations and what are the small steps we can all take to make sure we realise our vision to make life better and easier for our residents.

Linda finished by thanking the CVS organisations, sponsors and speakers who had all contributed to the seminar and helped to make it work.

A follow-up session to the seminar would be organised for later in the year and details would be made available to delegates as they were confirmed.



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About the Essex and Herts Digital Innovation Zone

The DIZ is a cross-sector, cross-border partnership covering Broxbourne, East Herts, Uttlesford, Harlow and Epping Forest districts. The area crosses into two county councils and two Local Enterprise Partnerships. The partnership includes representatives from local authorities, further and higher education, health service providers, the community and voluntary sector and local business. It is working to make the DIZ geography 'the best connected place of its type in the UK'.

For more information please contact Mike Warr at Epping Forest District Council on 01992 564472 or at mwarr@eppingforestdc.gov.uk or visit the DIZ website at www.diz.org.uk

The seminar was delivered and supported by the following organisations:



CAST
Driving social change
with digital technology

Citizens Online

mydex

zoe amar
Digital

SAMARITANS

NHS
England

CGI



Carers FIRST
FIRST Choice for Carers



The HR Specialists

Epping Forest District Council
www.eppingforestdc.gov.uk

Rainbow services

CVSU
Council for Voluntary Service Uttlesford



Anglia Ruskin University

