superhighways
harnessing technology for community benefit

Mission Made Possible



7 ways digital can help your organisation deliver during Covid and beyond

Digital, Covid & Bingo...
Anyone got a full house?!

It makes it harder to switch off & have a good work / life balance

If I can't see clients in Zoom – I'm not sure how they are feeling

Surprisingly, we've managed to reach more people

Our trustees have really helped us move forwards with digital

It's a pain - my home broadband keeps going down

It's been difficult working as a team remotely

Some people in the team have adapted better than others

Our clients struggle accessing services online

We realised we didn't have enough work laptops or mobile phones

1

The Essentials



What's in your toolbox?

- ✓The right devices - PC / Laptop / Tablet / Phone
- ✓Protection & best practice – for office & home set up
- ✓Data / broadband access
- ✓Organisational platforms – Office 365? Google Workplace? (Both donated via Charity Digital Exchange for registered charities)

* Include these 'digital foundation' costs in your funding bids

Passwords are still your friends!

✓Avoid predictable passwords

- NCSC's advice is 3 random words

QwErTy987123! Cracked in 15 seconds

CoffeeTinyFish Cracked in 6 hours

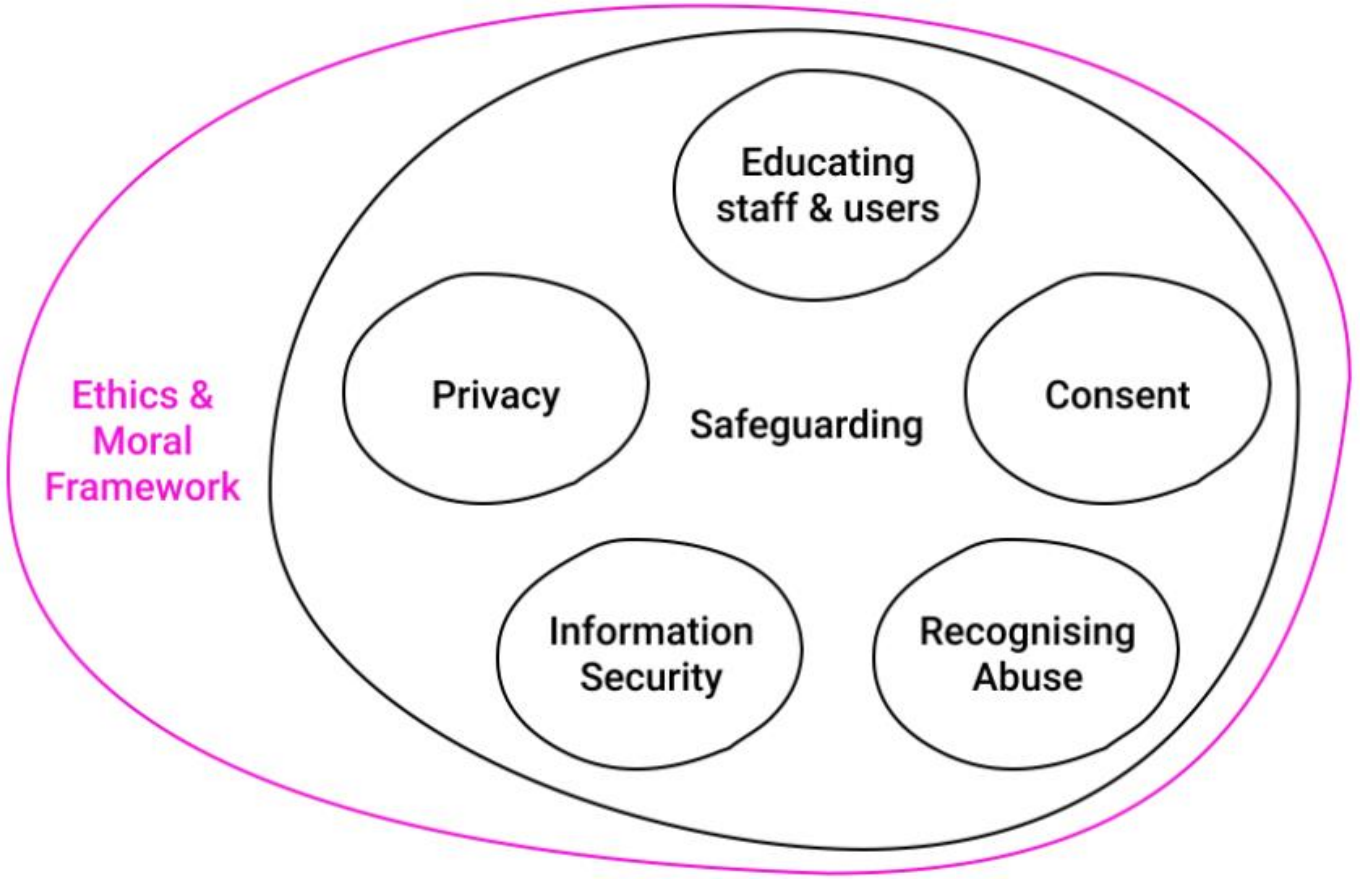
CoffeeTinyFish#9 Cracked in 6 years

✓Use two factor authentication where possible



Digital safeguarding

- ✓Activity & audience specific
- ✓Check out the DigiSafe resource a step-by-step digital safeguarding guide, for charities taking services online



Your digital safeguarding landscape

2

Reaching People



Who needs help?

Trust for London
Tackling poverty and inequality

London's Poverty Profile

Home / Data / Boroughs /

Lewisham

Poverty and inequality data for Lewisham

- People
- Living standards
- Housing
- Work, Worklessness & Benefits

Evictions
2.61
Worse than average

Homeless acceptances
1.73
Worse than average

Housing affordability
46.3
Average

Housing delivery
190
Worse than average

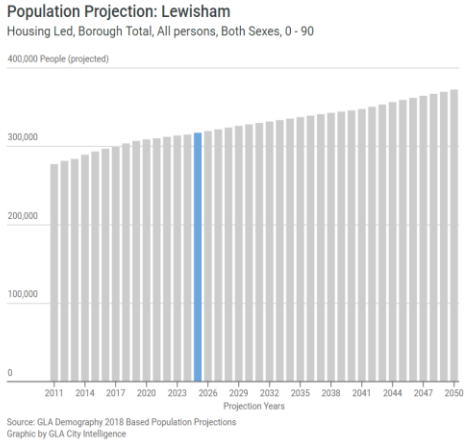
KEY FINDINGS

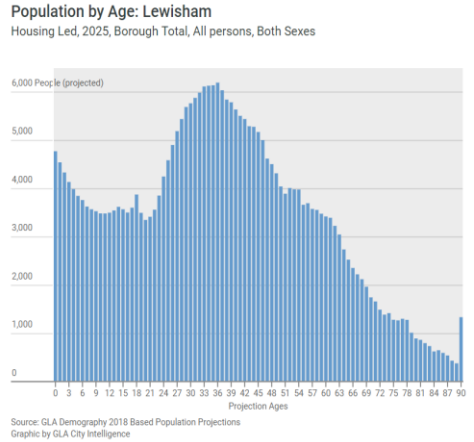
40.9%

of 19 year-olds in Lewisham do not have a level 3 qualification.

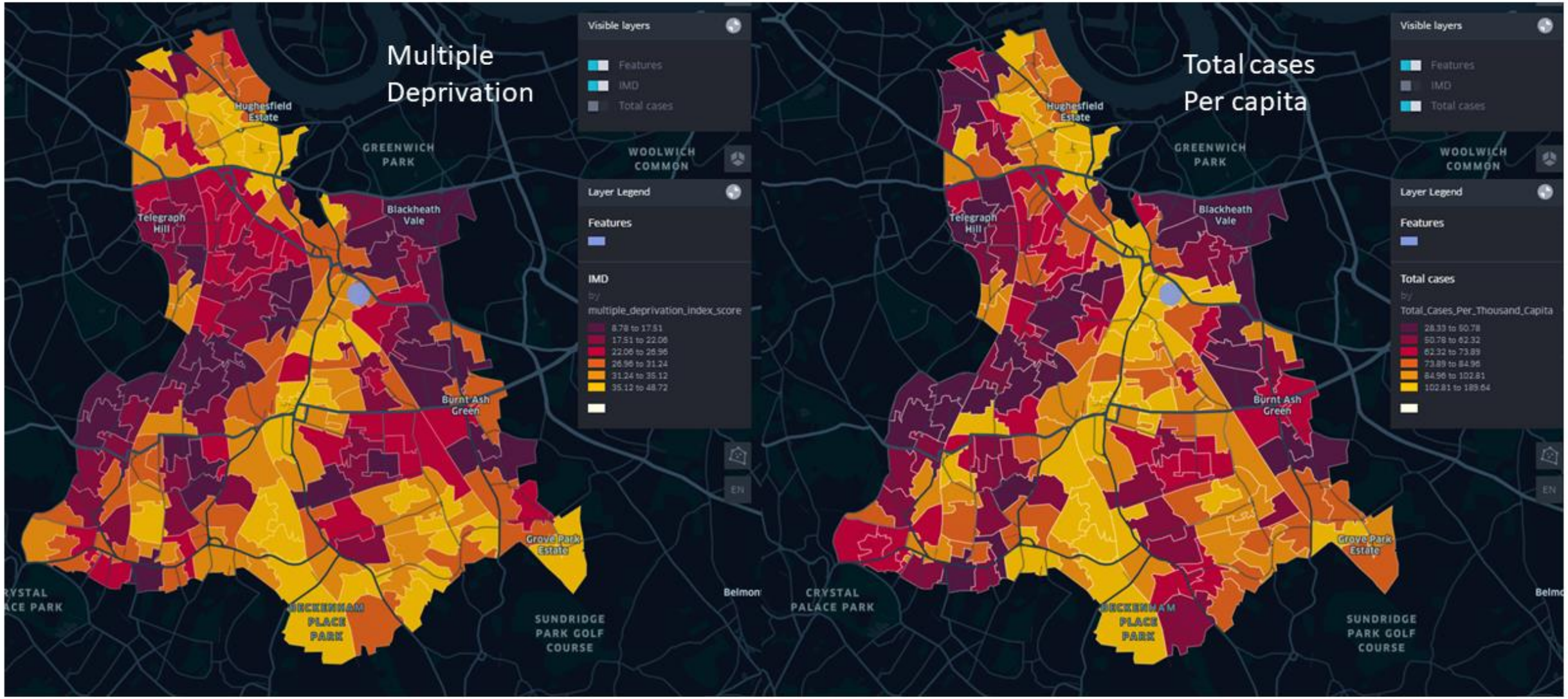
37%

of children living in Lewisham are in poverty, similar to the London average.



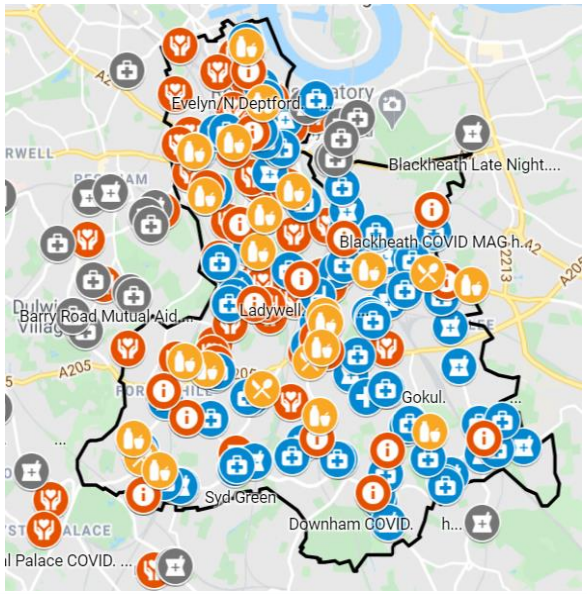


Checking your reach

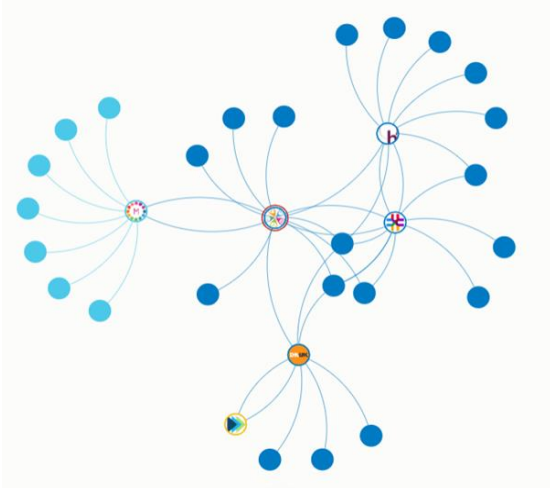


Reaching out online

- ✓Local forums & groups
- ✓How discoverable are you? Google search, Google Business listings good starting points
- ✓Knowing where your audience is on social
- ✓Where people aren't online – who can connect you?



Nextdoor



Great! Blackheath South is your neighbourhood.

Create your free account to get full access.

Last name

Male Other



Your neighbours might be sharing things like:

Neighbourhood get together on Quentin Road at noon on Sunday! Come join us!

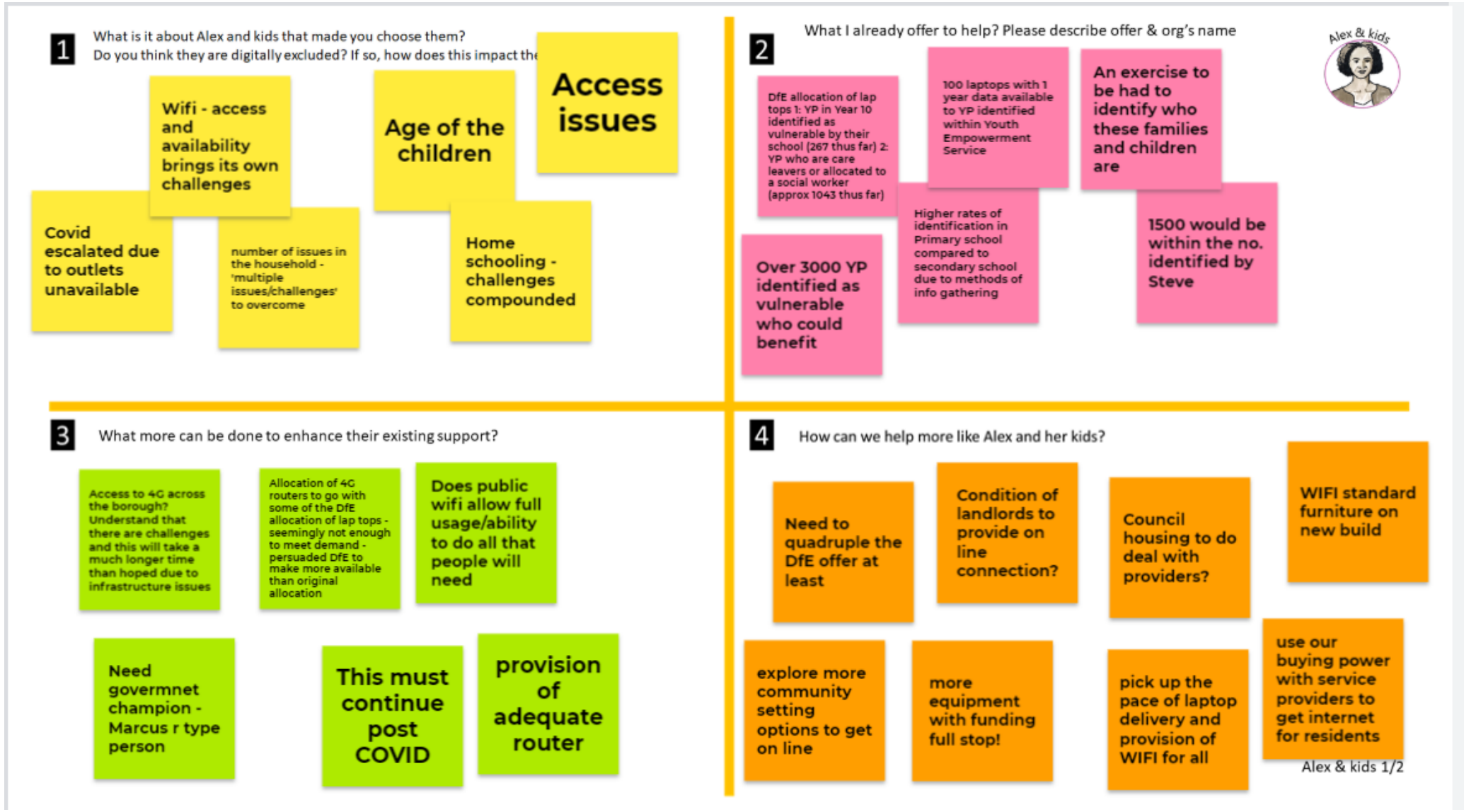
Events · 6 replies

3

Sharing Ideas & Solutions



Jamboard – need Google Workplace



Please DO NOT press 'Clear Frame' Above



In 3 years, Lewisham's Voluntary Sector will be...

Better citizenship

A creator of training and development for young people to get into jobs

Strong across all levels - leadership / activity/ volunteer engagement and relationship with community

Have more to do with employment

Instigate and run collaborative projects, co-designed and co-produced together, no longer each on our own firefighting or duplicating what already is!

Ditto this- actively seeking employment routes for young people and others through the voluntary sector and ensuring living wage and better salaries for all involved

No longer referred as the "third sector' "charity sector" which have some negative connotations of lesser-than or even subservient to the statutory and private sector .

More residents and professionals involved, not just motivated by need and poverty but also by a vision of a thriving Lewisham where 'stuff' happens, makes a difference and changes lives

I'd like to see volunteering being included in councils and government productivity measures as the value of community volunteering is in my opinion currently not appreciated enough - volunteering is so

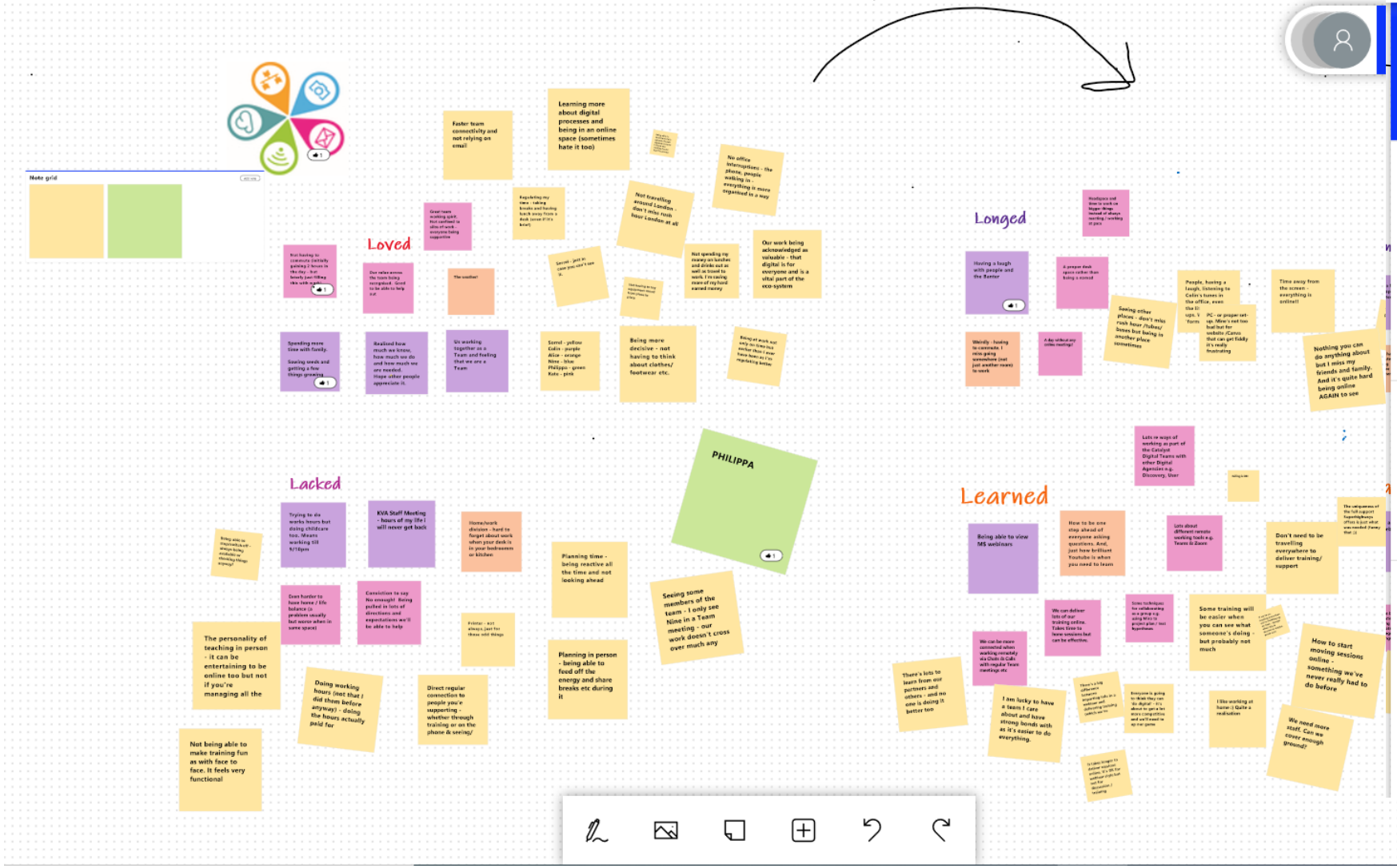
Actively engaging wider community to participate in making Lewisham a Borough of Giving

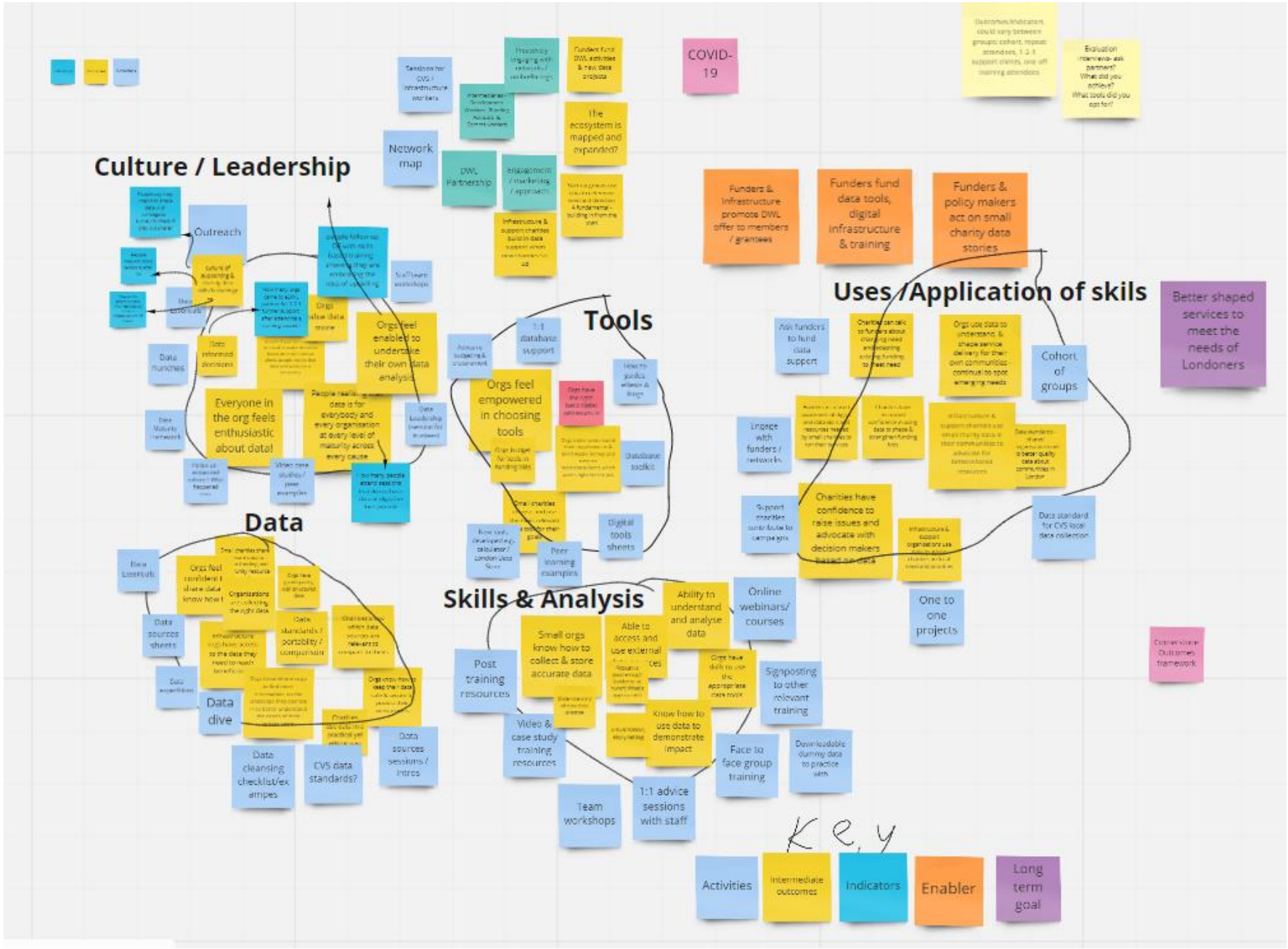
More creative, asset-sharing and less reliant on funding

World class!

stronger at harnessing the interest in volunteering that Covid has spotlighted

Teams Whiteboard app – need Office 365





[Miro](#) – a bigger canvas for lots of people to share ideas

Simply capture ideas
Free tools to try…

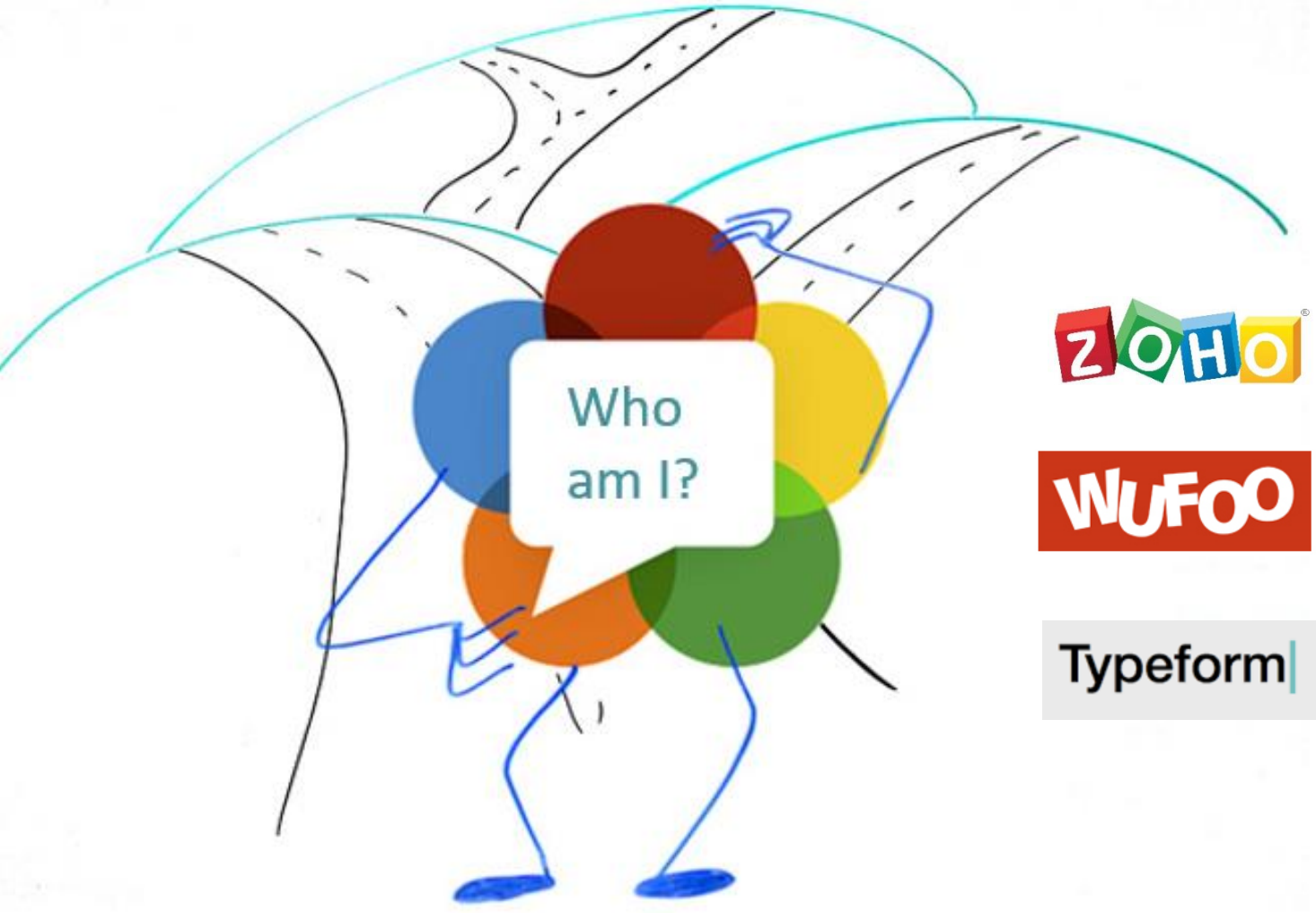
- ✓ Zoom whiteboard – available on free accounts
- ✓ Witeboard – totally free, very simple
- ✓ Pinup – free, very simple public board
- ✓ VideoAnt – free collaborative video annotation

4

Knowing What Works



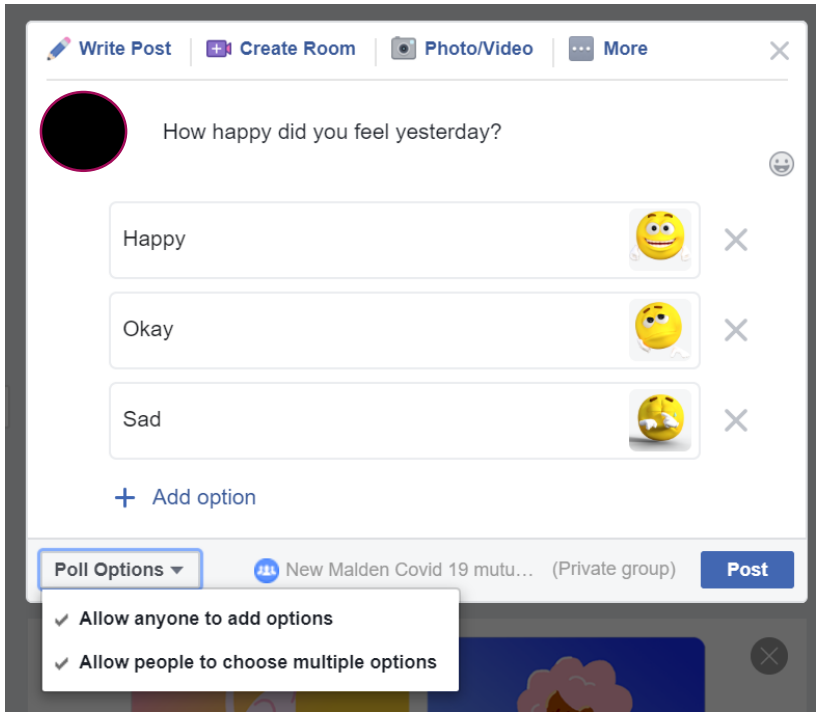
SurveyMonkey



ZOHO

WUFOO

Typeform



What data do you need?

INSPIRING IMPACT

Download and complete it now!

This worksheet contains step-by-step guidance to help you review the type, quality, and purpose of your existing data to ensure you can make effective decisions during a crisis. We have also created an excel version to support you with larger quantities of information.

DOWNLOAD THE WORKSHEET NOW

DOWNLOAD THE EXCEL VERSION

Part 2: How can we use this data?

Once you have mapped out the data you currently collect in Part 1, it's time to consider how useful that data really is to you. This will help you to decide what information to review when making decisions about your services. It's worth starting with what's useful to you **right now,** and then considering what might be useful to you in the future.

Type of data	**Why is this data useful?** *What does this information tell you? Who do you collect it for? Can you pinpoint the data that is useful to you?*	**Do you really need this data?** *Does it help to inform decision-making for your work? Could you get the same info elsewhere?*	**Is the data accurate and consistent?** *Data is only useful if it is accurate and consistent.*	**Are we missing anything important?** *Consider what you would like your data to tell you. What questions aren't being answered? Does anyone else have this info?*
User data				



#StayHomeFeast An Introduction to the SE27 Mutual Aid Group



5

Saving Time (& Money)



Tool swap

What's the one digital tool you couldn't do without?

Mentimeter...



Working smarter not harder

Organising your own stuff:

todoist

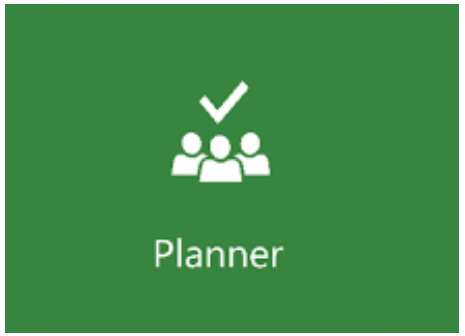
Microsoft



toggl track

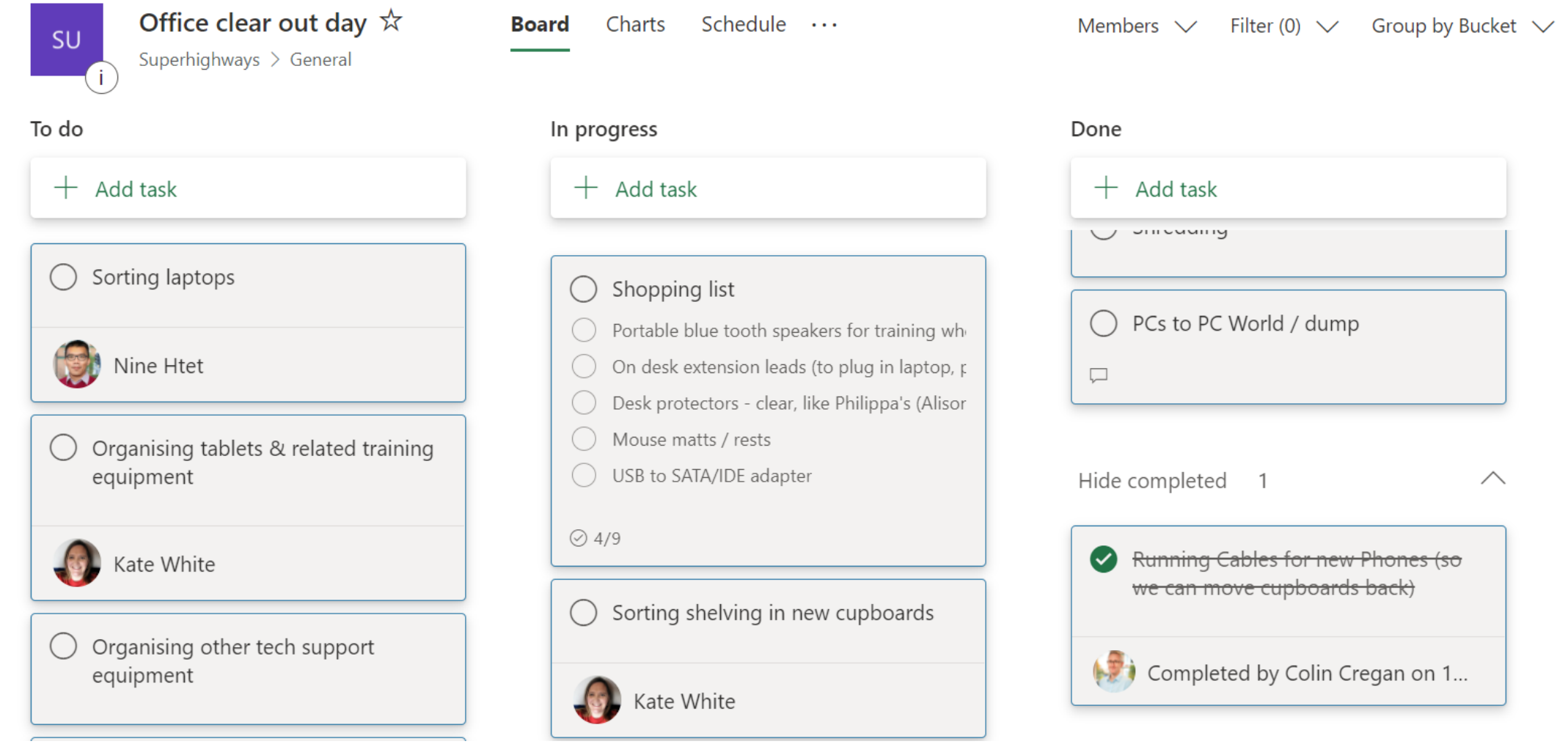
Organising stuff with others:

Trello

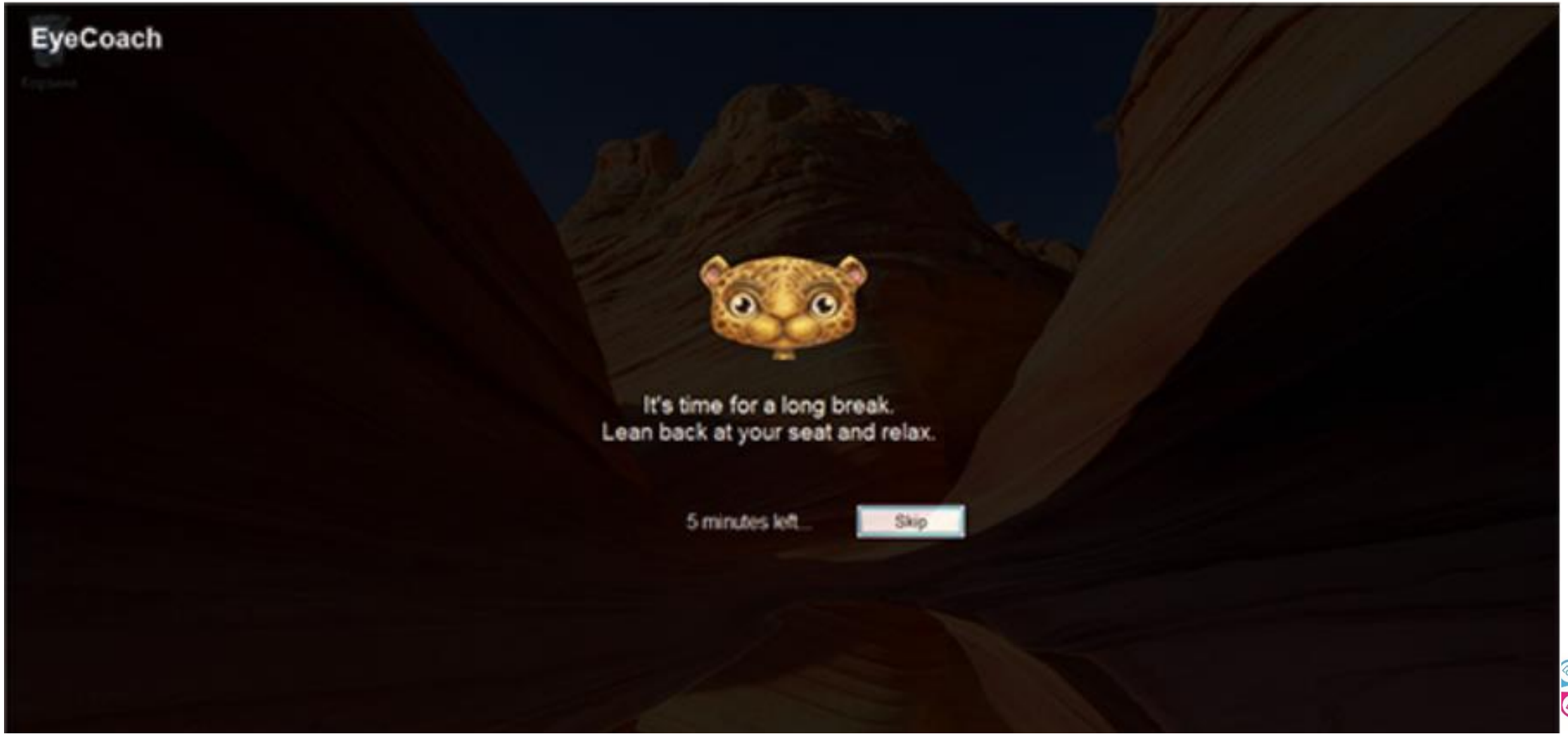


asana

Imagine we're in an office...



Remember breaks are life-saving!



6

Build a Digitally Savvy Team

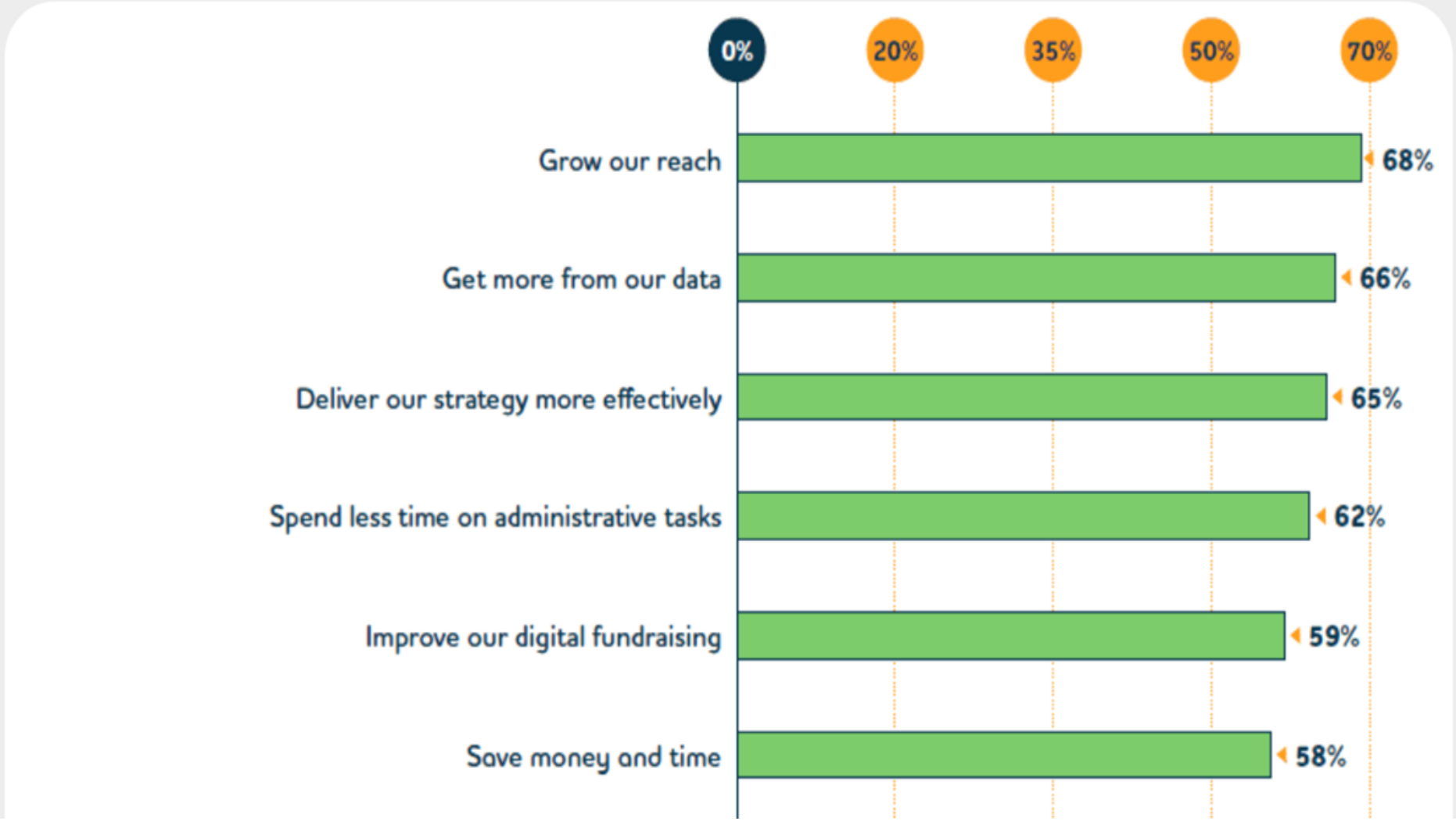


27%

of charities cancelled services as a result of Covid 19

Charity Digital Skills Report 2020

WHAT COULD YOUR CHARITY DO IF IT INCREASED ITS DIGITAL SKILL?



What's the one digital skill you'd love to bring to your team?

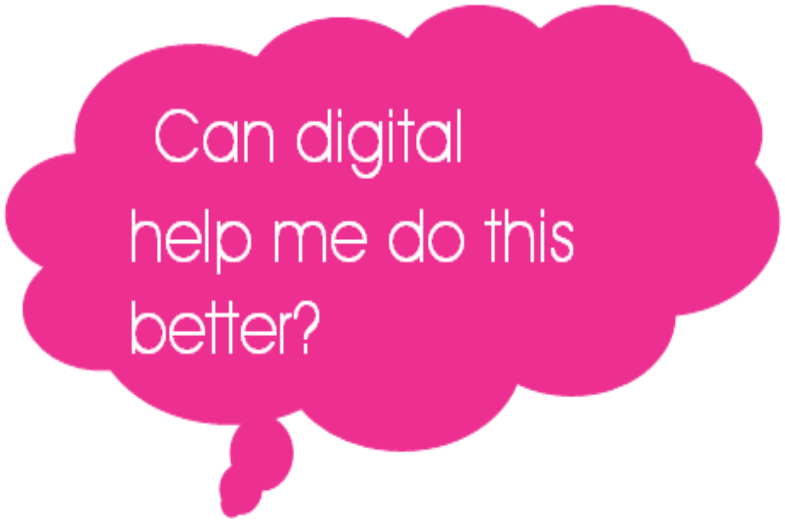
I wish there was someone who knew how to "....."

Answers in chat...



Building a learning culture

- ✓Include digital in induction and build in training budgets & plans
- ✓Encourage curiosity - what's possible? Adopt a test and learn approach
- ✓Start small & share successes
- ✓Create spaces for peer support, informal learning / skills swaps
- ✓Make the most of training opportunities – there's lots about!



7

Keep Connecting



What's helped you feel more connected online in the last few months?

My top tip for human connection online is "……"

Answers in chat…



Ours are…



Things always take longer than you think

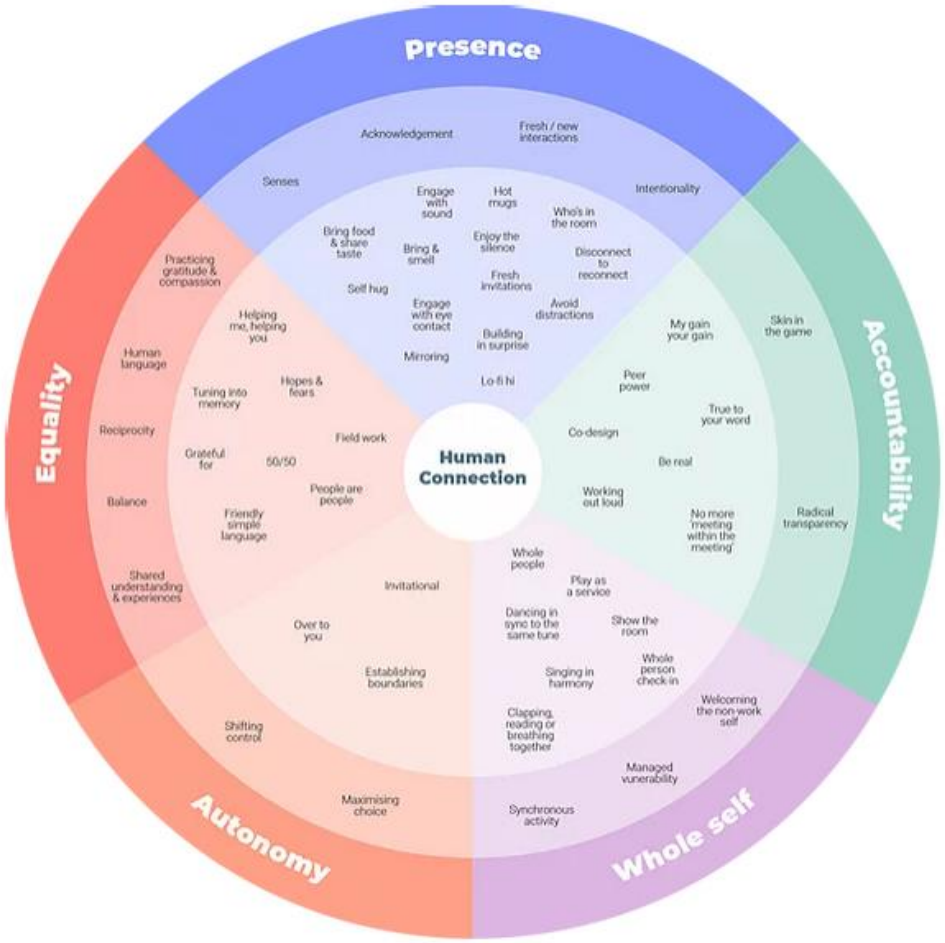


Be mindful of the physical world



Change your view – and help them to

Some more inspiration...



Five Conditions, Principles and Methods that help to create human connection in digital services.

https://www.deepr.cc/framework

What does the future hold?



Next steps…

- ✓ Come to Impact Aloud on 26 November – a day of workshops on storytelling techniques, measuring change and the digital and data tools to help

- ✓ Book an Ask an Expert session if you need support with a particular tool / challenge. It's free. We still have some spots left.

A bit more help from Superhighways….

Providing tech support to small local charities in London for 20 + years

- ✓ Support
- ✓ Training
- ✓ Consultancy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Datawise London
- ✓ Websites



Don't forget to sign up to our monthly eNews

- ✓ Sign up https://superhighways.org.uk/e-news/



Thanks

for taking part today:

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