

Digital Inclusion Toolkit: Case Studies

Case Study: Newydd Housing Association.

'We use a mix of qualitative and quantitative surveys through the different stages of pre-support, during support, and post-support. We consult with our service users to find out the impact and effectiveness of our digital support services, identifying the strengths and weaknesses of these initiatives, and making sure that our services are providing a benefit across multiple areas including ability to use the internet to find information, reduce isolation, allowing a greater sense of control and agency in life, and connecting with friends and family.

Additionally, we try to use quantitative information to track return on investments and social return on investments. We track this by taking into account whether tenants have accessed things such as access to devices and data, signing up to social broadband tariffs, or shifting to digital transactions. We then get a sense of whether the tenants have been able to use these benefits to improve their lives over short, medium, and long-term criteria.

Feedback from our surveys has allowed us to adapt and improve our initiatives to better suit our tenants, increasing their satisfaction and engagement. We do not want our surveys to be too burdensome for our tenants, and so try to keep them as short as possible. We have also implemented a number of changes based on the feedback we have received, including setting up a DeviceBank to recycle old computer equipment to gift to tenants, setting up a Digital Tenant Support Fund to provide recycled devices and sim cards, and creating and sharing short videos on our social media with easy to follow tips for common digital queries for tenants and the wider community'.