



## Get Online Week 2019 Post-campaign report

Inspiring our communities  
to get more out of life  
online

brought to you by





# Get Online Week 2019 - introduction

From 14-20 October 2019, Good Things Foundation held the 13th annual Get Online Week campaign.

The largest and longest-running digital inclusion campaign in the UK, Get Online Week has reached more than 500,000 people since 2007. And the experience and expertise behind this success is being shared internationally, with the campaign launching in Australia in 2018.

However, there are still 11.9 million people in the UK without all the essential digital skills needed to make the most of the internet and 4.1 million people who are completely offline.

To reach these people, Get Online Week 2019 recruited community organisations across the UK to hold events that helped individuals find the support they need to improve their digital skills.



**1,197** organisations registered as a Get Online Week event holder. These ranged from tiny volunteer-led projects, to libraries, housing providers and local authorities.



These organisations held **3,967** events. Whether device surgery drop-ins, beginners' classes, informal tasters, or even a 'digital disco', there was no end to the variety of events that helped people to get more out of life online.



These events reached **56,239** people. This huge figure made the 2019 campaign our most successful Get Online Week in many years!



# Raising awareness of digital inclusion

Get Online Week helped us to reach new people, spreading the message that digital skills are an essential part of modern life - and helping people find the support they need.

The campaign saw:



**565** mentions of @GetOnlineWeek  
**59.7K** impressions



**4,703** use of #GetOnlineWeek hashtag  
**7.3** million accounts reached

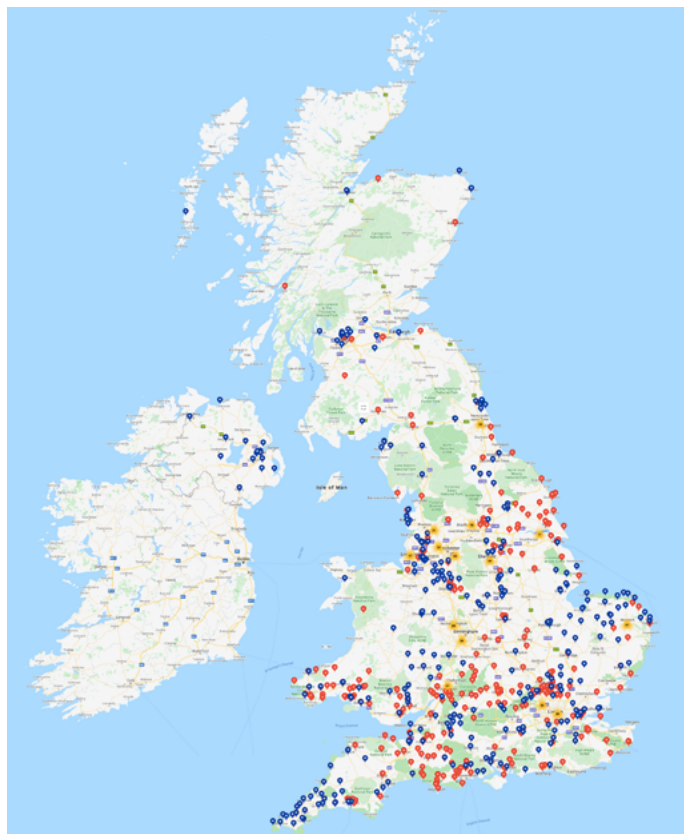


**83%** of event holders said the campaign helped them to reach new people  
**84%** said it raised local awareness of the work they do all year-round  
**93%** said it raised awareness of digital inclusion and the benefits of digital skills  
**94%** of event holders said they will take part in Get Online Week 2020

## A campaign with national reach

Get Online Week events were held in every UK nation, with more happening than ever before in both Northern Ireland and Wales.

With events in the Outer Hebrides, the middle of Snowdonia, right across Northern Ireland, and in every single English county, Get Online Week 2019 reached every corner of the country.



# The faces of Get Online Week

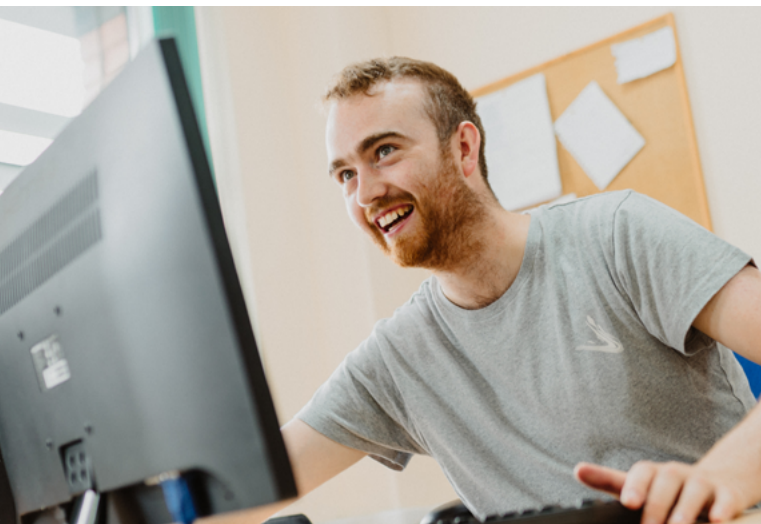
## Get Online Week wouldn't be the same without our stars of the campaign.

These learners have been supported by members of the Online Centres Network, seeing their lives improved thanks to better digital skills.

Our campaign stars feature on marketing materials used by event holders all over the country to promote their Get Online Week activities, and their stories appear on our website and across social media.

By highlighting the diverse stories of those who have already improved their digital skills, we're inspiring those who are less confident to take their next step to getting more out of life online.

You can find out a little more about the stars of Get Online Week 2019 below.



### William, 28

William Stapleton became a volunteer Digital Champion after learning new skills at *Cafe Leep* - an Online Centre in Leeds that supports adults with learning disabilities.

He's now supporting others to get more out of life online.

[Read William's story.](#)



### Sam, 82

Sam Groves is maintaining his independence by being able to book holidays online and order his supermarket shop without leaving the house.

He first got online thanks to his housing provider *whg*, a member of the Online Centres Network.

[Read Sam's story.](#)



# The faces of Get Online Week



## Kerry, 30

Kerry Hickman was literally sleepless with worry after debt problems left her not knowing how she'd provide for her young son.

Thanks to sessions delivered by her housing provider in Walsall, she's managing her money online and is now debt-free.

[Read Kerry's story.](#)



## Jalal, 40

Jalal Kamal has been booking GP appointments for his young family online after attending digital skills sessions at Online Centre Smartlyte in Birmingham.

[Read Jalal's story.](#)



## Shahida, 44

Single parent Shahida Bi Hussain visited her local Online Centre *Learn.org* in Bradford to brush up on her IT Skills.

Now, after 10 years as a stay-at-home mum, she's a part-time digital skills tutor at the centre, and a nursing home administrator.

[Read Shahida's story.](#)



## Barbara, 68

Barbara Sidebotham has been keeping in touch with family abroad online, and making new friends, since getting help with the internet at her local Online Centre, *The Lighthouse Project* in Middleton, Greater Manchester.

[Read Barbara's story.](#)

# Variety of Get Online Week events

We were so impressed by the creativity of organisations hosting Get Online Week events this year. Local event holders know their communities best, and this was proven by the variety of events seen across the UK. Here are just a few examples:



## Your Homes Newcastle at Newcastle City Library

*"We had a brilliant time during Get Online Week 2019! We used the campaign to launch our new Intro to Office course.*

*Partnering up with the Job Centre and using Learn My Way, we were able to show customers how to get to grips with the basics of Word, Excel and PowerPoint.*

*This proved to be so popular that we've filled the next three courses up until the end of January!*

*Huge thanks to Natalie and Dani from Good Things Foundation who came to Newcastle to give us some moral support for the first session!"*

**Lisa Dawson, Your Homes Newcastle.**



## CVS Uttlesford, Essex

*"For Get Online Week, we were able to borrow a high-street office room for 12 hours over 3 days to use as a 'drop-in', where both existing learners and new ones came in to find out about the project and ask questions about using their technology.*

*It was definitely a good way of getting out to more people, and something we'll hopefully repeat next year."*

**Patrick Whittick, CVS Uttlesford.**



## Being Woman, Northumberland

*"We were so excited to host fantastic events at both YMCA Northumberland and CVA Northumberland during Get Online Week.*

*We held a photo competition using the selfie frame from the event packs, helping us to celebrate diversity and digital inclusion, and boost the confidence of the people we were engaging with.*

*We held blogging workshops and also launched our Click in a Blink programme which is using digital photography to build talent, creativity and skills for employment."*

**Fareeha Usman, Being Woman.**



# Sponsorship & Support

## Department for Education

Get Online Week is delivered as part of the Future Digital Inclusion programme which Good Things Foundation has been funded to deliver by the Department of Education since 2015. It sees the Online Centres Network provide essential digital skills support in some of the most in need communities across England.

Get Online Week is a key part of Future Digital Inclusion. It gives us an annual opportunity to raise the profile of digital exclusion as an issue of national importance. It also allows the Online Centres Network and other event holders to take part in a national campaign that raises their profile locally, helping them reach new people and build new, local partnerships.



Department  
for Education

## Lloyds Banking Group

This year's campaign was again sponsored by Lloyds Banking Group. They've been our key campaign sponsor since 2016, and continue to be a supportive and collaborative partner.

With their help, we were able to support members of the Online Centres Network who otherwise wouldn't have been able to take part in the campaign, meaning Get Online Week could reach into even more communities. Lloyds Banking Group staff also supported events across the UK by volunteering as Digital Champions, providing face-to-face help to people trying to get more out of life online.

Lloyds Banking Group sponsorship also provided a boost to our event packs, providing event holders with more marketing resources, communications support and merchandising. This meant all event holders were able to spread the word about their local activity, and make their events feel like a celebration of digital skills.



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# Sponsorship & Support

## Digital Communities Wales

This year, thanks to our partnership with Digital Communities Wales, a project delivered on behalf of Welsh Government by the Wales Co-Operative Centre, we were able to provide event resources and messaging in Welsh for the first time.

By providing both hard-copy community marketing materials and digital templates and messaging, we reached communities who have found it difficult to participate in Get Online Week in the past.

With more than half a million Welsh speakers across the nation, providing translated resources helped to ensure that Get Online Week is relevant in every part of the country.

We look forward to doing much more to make sure future campaigns are able to reach every community in the UK.



## Other partners

We know not all organisations can hold community events during Get Online Week, but dozens still got involved in other ways, helping us to raise the profile of the campaign and of digital exclusion as a social issue of national importance.

We received support from large and small companies, local authorities, national charities, and other third-sector organisations that believe in a world where everyone benefits from digital.

They pledged their support for Get Online Week, shared news of the campaign on social media, and encouraged their customers, clients and friends to hold or attend events - giving everyone in the UK the chance to get more out of life online.

**Thank you (or *diolch*)  
to all our partners and supporters!**



## About Good Things Foundation

Good Things Foundation is a social change charity, helping people to improve their lives through digital. We tackle the most pressing social issues of our time, working with partners in thousands of communities across the UK and further afield.

As well as Get Online Week, Good Things Foundation is the charity behind the [Online Centres Network](#) and [Learn My Way](#).

## Contact us

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