

Bridging the Digital Divide



Working with local and national partner organisations, Superfast Cornwall is running a pioneering digital inclusion programme that aims to help 3,000 people across Cornwall and the Isles of Scilly to enjoy the benefits of using the Internet for the first time.



Leading the Way in Digital Inclusion

The Internet brings many benefits – everything from finding the cheapest car insurance to ordering prescriptions online; from submitting job applications to keeping in touch with friends and family. Digital skills are also vital for education and employment – people are 25% more likely to get a job when they have Internet skills¹. National statistics² show, however, that around 20% of adults in Cornwall and the Isles of Scilly have never used the Internet.

Superfast Cornwall is helping to address the very real issues of digital exclusion. Working with Get IT Together, a joint initiative between BT and the national charity Citizens Online, and Questions & Answers CIC, we're running an ambitious programme that will help at least 3,000 people use the Internet for the first time.

The innovative Superfast Cornwall digital inclusion programme includes workshops and taster sessions in local venues such as village halls, libraries and even local pubs. We're also helping community groups and churches to set up their own Internet centres and developing partnerships with organisations such as housing associations to extend digital skills training to key groups. Volunteers are being recruited to extend the reach and impact of the programme across the county, and we're creating case studies which can inspire others to follow our lead.

Thanks to Superfast Cornwall's work with a committed and enthusiastic range of partners, thousands of people across the county have been made aware of the benefits of being online, and more than 1,100³ learners have taken part in multiple sessions that have taught them how to really get to grips with computers and the Internet. According to research being undertaken by Citizens Online, the vast majority of our learners remain regular Internet users following the sessions.

¹ Race Online 2012; ² ONS Internet Access Quarterly Update, 2012 Q4; ³ As at June 2013.

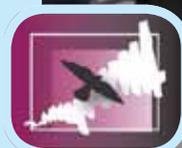
Transforming Churches

Transformation Cornwall is a joint venture partnership between the Church Urban Fund, the Diocese of Truro and Cornwall Methodist District. It aims to support churches of all denominations that are running or setting up community work in Cornwall.

So far, the programme has worked closely with the Diocese to help churches in Liskeard and Penzance to install a broadband connection, for example by accessing BT's Community Connections award, and to provide IT courses for members of their congregation. Similar activities are also being supported in other church venues across the county, in areas including St Columb Minor, Bodmin and Camelford.

"We're delighted at the success of the partnership and the benefits that this is bringing for the local population. As well as the computer classes, the installation of WiFi connections and creation of 'Internet cafés' will provide a lasting legacy for the community."

Rt Revd Tim Thornton, Bishop of Truro



Superfast Digital Inclusion



Getting Tenants Online

Superfast Cornwall has been working with numerous social housing providers to help extend digital inclusion activities to their tenants.

The programme worked with Cornwall Council's Adult Education (Family Learning) team to provide an initial session in ICT to residents of Hensbarrow Meadows and Phillimore Court in Foxhole, St Austell, which is managed by Ocean Housing.

The session was an instant success and, as it continued, the learners became more confident with IT and with taking up the reins of learning once again. The residents now plan to run a whole range of courses leading to qualifications in English and Maths, more IT and special interest courses such as gardening, cookery and crafts.

Digital Libraries

The public access computers at Cornwall Council's Library Service have been used to provide IT training sessions to hundreds of people across Cornwall, from Penzance to Launceston. The courses have been so successful that demand for training remains high.

"Using a computer for the first time can be extremely daunting. Libraries offer a relaxed and comfortable environment for learners, and our courses are always over subscribed. Our Online Support Officers are working hard with the Superfast Cornwall programme to meet the demand for training, and computer classes are being held in at least one Cornish library most days of the week."

Cllr John Pollard, Leader of Cornwall Council



Growing Confidence

St Austell Community Kitchen (STAK) provides meals and social support to the homeless and vulnerable in its local community.

Volunteers at STAK teamed up with Unite the Union, Citizens Online and Superfast Cornwall to develop bespoke training for their customers, who had little or no experience of ICT. The aim was to encourage learning, build confidence and improve their chances of finding employment.

Feedback from the learners showed that they recognise the importance of gaining IT skills and just how much they value their new-found confidence. Weekly computer sessions are now being run by STAK volunteers to continue this learning and development process, and to support more learners to get online.



STAK
St Austell
Community
Kitchen

Superfast Digital Inclusion



Self Empowerment

'The Elford's' are a self-empowerment group of people recovering from mental health issues, who access the NHS facilities at the Elfordleigh Resource Centre in Launceston.

Superfast Cornwall worked with The Elford's to provide sessions to build their confidence in using computers in order to gain more social inclusion via the Internet. The group went on to successfully secure some grant funding, which they have used to support computer courses in other community health venues in East Cornwall. It has also helped them to further develop their IT skills, and since March 2012, they have been working with local multimedia studio 'M-MAD' to create a series of films, music, videos and writing, with support from young learners from the studio.

"The project has had a huge impact on The Elford's and has enabled them to go on and learn lots of new skills. This is fantastic and it wouldn't have been possible without the initial computer courses, which gave them the confidence to continue their learning with M-MAD."

**Colin Quick, Associate Director of Community Services,
Cornwall Partnership NHS Foundation Trust**

Active Plus

Active Plus employs Ex-Forces injured personnel with PTSD or physical injuries to deliver transformational activities, knowledge and skills to people aged over 50.

The courses aim to provide support and innovative activities to increase wellbeing and development and enable participants to develop personal aspirations and lifestyles that can fulfill their potential. Superfast Cornwall has been working with Active Plus groups in St Ives, Newlyn and Mullion to deliver sessions to improve their online skills, and is planning to work with other groups that have also identified IT skills as an area for self-development.



Digital Sustainable Neighbourhoods

We're working with Plymouth University to investigate how the introduction of superfast broadband can affect social inclusion and sense of place in communities.

The PhD project is working closely with a small number of rural villages and towns to research how getting online can impact on individuals, and how superfast technology can be harnessed to improve social cohesion, enhance sense of belonging and overcome digital divides.

**ENGAGE
WITH
PLYMOUTH
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Learner Stories

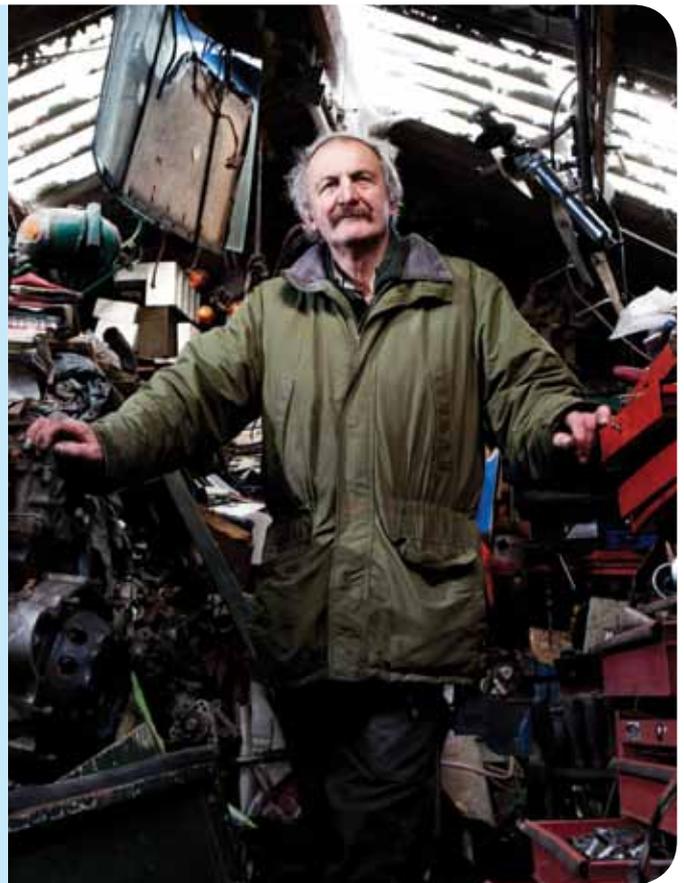
A Rare Find

Frank Bullen, who specialises in servicing and maintaining classic Land Rovers, attended IT sessions at Truro Community Library.

“Everyone was fantastic: tutors, volunteers and the staff at the library. The tutors assumed that the class didn’t know anything about computers and took us through all the basics to get us started. The balance was just right; there was no pressure and no hideous exam at the end so I didn’t have to worry too much. It was great to be able to learn at my own pace.”

Having hardly any experience of the Internet, Frank was flabbergasted by the number of results he found after searching for an obscure vintage car. This proved to be his conversion moment and, having completed the short course, Frank feels that the door is ajar and needs to be pushed open further to see all that the Internet can offer him.

“I have been in a pond before – now I’ve got the whole Pacific Ocean! My only fear now is that once I get a computer of my own, I won’t want to do anything else ... then no-one will get their Land Rovers mended!”



Inspired to Volunteer

Annabel was inspired by her brother and two close friends to join a computer course mainly to increase her independence but also to have the chance to learn, work and play at the computer alongside her six-year-old grandson. After enrolling onto a 5 week course at her local library, Annabel hasn’t looked back:

“I was really nervous before the first session but once it was over I came out feeling much more confident and couldn’t wait for the next session. In fact, from then on I couldn’t wait to get in the car and go down to the library for the next session!”

Starting on the computer was in many ways a turning point for Annabel and, having found the rewards to be greater than she ever imagined, she is now volunteering with the Superfast Cornwall Volunteer Network and can see the enjoyment people are getting out of using IT.

“It’s great fun being involved even though I’m not that experienced yet in helping others use computers. I’m helping people get the confidence to have a go for the first time – after all, I know what it’s like!”



Superfast Cornwall Volunteer Network

To extend the legacy of our digital inclusion programme, we're working with local Community Interest Company Questions & Answers to develop and manage the Superfast Cornwall Volunteer Network.

Volunteers with computer experience at whatever level are being recruited right across Cornwall to help others get online for the first time, whether through supporting the computer classes being run in their local library or church, or even setting up their own courses or drop-in sessions in a local community venue such as a village hall or pub.

With over 50 volunteers already signed up, the Superfast Cornwall Volunteer Network is well on its way to achieving a target of 100 volunteers recruited by December 2013. A key part of our strategy is to encourage and support 'lead volunteers' to set up and run their own local sessions. Here are some examples:



Leedstown

During 2011, Superfast Cornwall worked with Cornwall Library Service to provide computer lessons to residents of Leedstown, a small village in West Cornwall. Building on the enthusiasm raised for further learning, Questions & Answers CIC and local partner SWITCH Community then provided an ongoing programme of IT training for the village. Volunteers were soon identified to support these sessions and, two years on, the partnership is still going strong and demand for courses remains high.

St Mawes

Situated on the Roseland Peninsula on Cornwall's south coast, St Mawes is a small Cornish town where the volunteer network is becoming increasingly active. Following a similar model to Leedstown and Kilkhampton, the project has helped to set up introductory computer lessons in a local pub, The Rising Sun. The volunteers will continue to lead these sessions, with a longer term aim to extend the network to other communities on the Roseland Peninsula.

Kilkhampton

Superfast Cornwall has also helped volunteers in the North Cornwall village of Kilkhampton to put together and support computer sessions for local residents of this rural village. These sessions have been hosted by the village pub, The New Inn, and yet again have stimulated demand for further sessions which the volunteers will now go on to lead. The Kilkhampton volunteers are also sharing their experiences with newer volunteer recruits in the neighbouring villages of Whitstone, Badgall and Laneast, enabling them to set up computer courses for their local populations.

"Lead volunteers running their own local sessions will leave a lasting legacy to our programme"

Nigel Ashcroft MBE, Superfast Cornwall Programme Director, Cornwall Development Company

For updates on recent volunteer activities, visit:
[facebook.com/SuperfastCornwallVolunteerNetwork](https://www.facebook.com/SuperfastCornwallVolunteerNetwork)

superfastcornwall.org

Superfast Cornwall is the ground breaking EU, BT and Cornwall Development Company partnership to bring superfast broadband to Cornwall and the Isles of Scilly, making it one of the best connected places in the world.

