



## CLIENT STORY

# Breaking barriers – social value collaboration to tackle digital inequality

## Story snapshot

Oxfordshire Youth is the county's leading youth work charity. Working with Insight, it is tackling digital poverty and economic inequity by providing young people with access to digital skills, training and resources that would enable them to harness technology for personal and community development.

- Funding was secured thanks to Insight's long-standing partnership with Intel
- The programme empowers young people to harness technology for personal development.



## Background

Established in 1947, Oxfordshire Youth aim to ensure young people across the county have the skills, support and connections they need to thrive.

Insight helped the charity launch a Digital Natives Programme that provided 12-19 year olds, from socio-economically disadvantaged areas, with the digital skills and opportunities they need to excel in a technology-driven world.

## Challenge

Oxfordshire Youth and its partner organisations provide services for 32,000 young people.

One in five children in Oxfordshire live in poverty, with many unable to access devices or reliable internet. The charity calculated that more than 9,000 devices were needed for disadvantaged children, while 676 postcodes in the county could not access Universal Service Obligation-level internet speeds.

Digital poverty, worsened by the pandemic and cost-of-living crisis, had deepened inequalities, impacting education, employment and healthcare, particularly in disadvantaged areas.

*"We need to address digital poverty and expand digital readiness among young people facing economic disadvantage. Thanks to Insight, we secured funding that has enabled us to create a model for how technology can empower young people, equip youth workers with vital skills and inspire community-focused innovation. We are delighted to have been the first project of its kind and look forward to seeing how it can be replicated around the UK."*

Jodie Lloyd-Jones, CEO, Oxfordshire Youth



## Solutions and outcomes

The charity required help to access corporate philanthropic funding that would enable it to tackle digital poverty through an integrated programme of works.

Initially focussing on the OX4 postal area, Insight leveraged its long-standing relationship with Intel to secure significant funding and training resources through the Intell® Skills for Innovation Initiative, which is designed to create innovative learning experiences that actively engage students in all learning environments.

This gave the charity access to 80-hours of e-learning, activity packs for young people, and toolkits for educators.

Additionally, Insight sourced laptops, tablets and other digital tools for the Digital Natives Programme from the funding provided.

The funding has enabled Oxfordshire Youth to implement a multifaceted strategy, including equipping its youth workers with the skills to provide digital training. Support from Insight also contributed to launching a pilot programme aimed at training local young people, with plans to refine and expand it to reach a total of 20 participants.

Additionally, digital skills were integrated into the charity's well-established Young Leaders programme, which is delivered over 2 months.

The development of a 'Train The Trainer' model means that Oxfordshire Youth's Youth Workers now have digital skills to develop further projects and deliver new digital projects to even more of the county's youngsters.



## Why Insight?

Oxfordshire Youth selected Insight because of its deep relationship with Intel, extensive knowledge of funding streams and innate understanding of programmes available to non-profits.

Insight's expertise as the leading Solutions Integrator, combined with its ability to facilitate partnerships, made it the ideal choice for this complex initiative. By effectively coordinating between Intel, Oxfordshire Youth, and other stakeholders, Insight ensured seamless collaboration, securing the necessary resources and support to address digital poverty.

## Results

### 33 staff

received a total of 205 hours of digital skills training.

### 60 hours

of digital skills training was delivered to young people.

### 8 young people

achieved the ILM Level 2 Award in Leadership and Team Skills.

### 3 young people

achieved a total of 27 AQA Unit Award Scheme Certificates covering a range of leadership topics.

*"While other programmes have addressed digital skills training, this is the first time a project of this scale and scope has been implemented in Oxfordshire, particularly targeting disadvantaged youth using a youth work approach."*

**Hayley Reynolds, Senior Youth Work Programmes Manager, Oxfordshire Youth**