
Project Initiation Document

Nesta Cluster 3 - 22 July 2020

Project information

Project title

Digital Skills and Access

Audience

There are 3 partners with users who are people on low income and local volunteer teams keen to support parks in their community. They need to be on-boarded onto using online tools for engagement and community building.

- As a user with limited access to and confidence in using online tools, I need to take part in conversations and events organised by my organisation.
- As a staff member I need to feel confident using online tools to connect with users.
- As a staff member I need to create/facilitate 1:1 and groups conversations/events that are engaging and support community building.
- As a leader I need to connect with my team to support their work, wellbeing and team cohesion.

Problem

The problem area is wide and includes:

- To achieve our objectives we need to build engaging and effective online services that meet the needs of our 'users' and increase our reach.
- Our approach and systems used for our online activities need to be easy to access and accessible to people with limited digital skills and access to digital devices.
- Onboarding new users into the first stages of online engagement and connection.

Impact hypothesis

Through tight problem definition, user research and data auditing we will gain a deeper insight into routes ahead to address the charities' needs.

Outcomes and indicators

- Deeper dive to understand the shared challenge area and how this is experienced by the different user groups.
- Identification of key opportunities for shared digital tools or infrastructure
- A better understanding in confidence and skills in using online tools of staff and users.
- Achieving quick wins for the group by recommendations around reuse or repurposing existing tech, patterns, standards etc.
- Identifying other relevant projects and partners this group, or the individual members, could connect to.
- Broadly scoping a Phase 2 piece of work.
- A case study and/or other useful documentation to be shared with the sector.

Dependencies

- Feedback delays due to summer holidays and charity partners being very busy.
- Possibility of difficulty synching data insights with user research focus due to time constraints
- Possibility of challenges in access charities' users for research purposes.
- Charity engagement. Church Action against Poverty have not been able to make Discovery session.

Delivery information

Team/stakeholders roles and responsibilities

Digital partners:

- Matt McStravick, Deepr - Deepr will be the lead partner on the project, responsible for leading on and delivering the various aspects of the work.- matt@deepr.cc | 07751 310 793
- Giselle Cory, Datakind (Executive Director), Responsible for supporting Deepr with the data audit and some synthesis of data and user research giselle@datakind.org.uk

Project sponsor:

- Debby Mulling, Catalyst debby@wearecast.org.uk

Partner logo/s



Partners:

- Kathryn Cheetham, Church Action on Poverty kathryn@church-poverty.org.uk
- Karen Davies, Purple Shoots karen@purpleshoots.co.uk
- Gill Moore, Parks Community UK info@parkscommunity.org.uk
- Paul Ely, Parks Community UK paulely8560@outlook.com

Point person from charity partners yet to be identified.

Timeline

- Discovery day workshop (3hrs): Tuesday 28th July, 11AM-2PM TBC
- Data audit w/c 27th July TBC
- User research: w/c 3rd August TBC
- Synthesis w/c 10th August TBC
- Project finish with playback and next steps w/c 31st August TBC

Budget

Organisation/ contractor name	Name / Job title	Discounted day rate	Number of days funded	Cost
Deepr	Matt McStravick / Project lead	£400	20	£8000
Datakind	Giselle Cory Executive Director	£400	5	£2000
			TOTAL (excl. VAT):	£10000

*Figures marked with an asterisk will incur additional 20% VAT on top of the cost shown

Definition of done

Summary deck to include:

- Charities' clear, defined, prioritised user needs.
- Charity teams' needs identified and prioritised.
- Evaluation of existing data, with recommendations for future data processes
- Analysis of available or acquired data on user needs

Partner logo/s



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- Quick wins identified and shared
 - Routes for phase 2 are identified and clearly articulated
 - All articulated in a short case study to be shared

Policy roundup

- GDPR (everyone)
- Safeguarding (everyone)

Ways of Working

- Microsoft Teams for messaging
- Weekly 45 min check-in calls
- Shared Google Docs TBC