From volumes to value

AN OUTCOMES FRAMEWORK FOR MEASURING THE BENEFITS OF DIGITAL INCLUSION

June 2015
| OUTCOMES FRAMEWORK | Summary |

The Digital Inclusion Outcomes Framework and related products were developed with support from Government Digital Service, Cabinet Office.
SUMMARY

Who’s involved?

- The outcomes framework has been developed by the Government Digital Service (GDS) Digital Inclusion Research Working Group, chaired initially by Professor Leela Damodaran, Loughborough University and currently by John Perkins, BT.

- The Research Working Group brings together representatives from academia, government, private sector organisations and charities.

- We’re now seeking engagement from a range of partners to pilot the model and help to develop, test, refine, spread, and embed it.

KEY CONTACTS

- **Lauren Kahn**, Government Digital Service: lauren.kahn@digital.cabinet-office.gov.uk

- **John Perkins**, BT plc: john.d2.perkins@bt.com

- **Emily Harper**, Citizens Online: emily.harper@citizensonline.org.uk

- **Douglas White**, Carnegie UK Trust: douglas@carnegieuk.org
The Challenge and Solution

- Digital inclusion is increasingly important to enable all citizens to participate and to access digital services, products and networks.

- Those who are digitally excluded are often at risk of social exclusion too. By encouraging digital inclusion, this can lead to better economic, health and social outcomes for people.

- Organisations are already delivering digital inclusion services to meet local needs. However, activities are often measured by volume, rather than value and there is a need to measure digital inclusion in a consistent way.

- Channel shift and digital inclusion activities require significant investment and in order to make a solid business case it is essential to have robust and verifiable data.

- Our approach is a menu-based set of indicators, on a single but flexible outcomes framework. This will allow improved comparability and consistency of approach for measuring digital inclusion.
SUMMARY
Why is this important – and how can it help?

- A single, shared framework is needed as findings are currently not comparable and therefore it’s difficult to track changes and identify what is working.

- Having better evidence about what works makes it easier to share best practice and design activities accordingly – improving our use of resources and increasing the chances of success.

- We are now tackling the hard to reach last 20% of the population who remain offline or lack basic digital skills – we are still working out the best ways to support this group.

- To meet government aims to be the most digitally enabled society we need consistent, common, robust measures across central government, local government, private, public, charity and voluntary sectors.
SUMMARY

What do we need you to do?

- **Use:** Use the evaluation toolkit to assess the outcomes of your activities - pick and choose from the menu of outcomes and indicators, and add your own as relevant.

- **Promote and embed:** Share with your projects, build into your procurement processes, and include in your digital inclusion strategy, policy and planning documents.

- **Share learning:** Share results and learning with your own key stakeholders - and with us - to help build a clearer picture of what works, in different places and with different groups of people.

- **Feedback:** Give us your feedback on the framework and related products to help us iterate and improve it.

- **Keep in touch:** Identify a point of contact to be kept up to date by us.
FROM VOLUMES TO VALUE:
An outcomes framework for measuring the benefits of digital inclusion

01 Overview

This document outlines proposals for a Digital Inclusion Outcomes Framework. The framework is intended as a single, shared template for benchmarking and tracking digital inclusion in the UK as a whole, and against which all digital inclusion activities can be evaluated at local project and programme levels. It was conceived and developed by the Government Digital Service (GDS) Digital Inclusion Research Working Group, which brings together representatives from academia, government, private sector organisations and charities.
The outcomes framework has been designed to address limitations in existing approaches to digital inclusion measurement and evaluation:

- At a UK-wide level, our ability to track progress is hampered by a lack of comparability across studies and over time, and the use of narrow indicators;

- More locally, project and programme evaluation lacks common and impact-based metrics, limiting our ability to identify what works and share best practice;

- Despite rapid uptake of digital technologies in the UK, digital inequalities persist, which follow and reinforce lines of social disadvantage. A segmented approach to measurement and evaluation is now required, to target those most in need.
03 The Solution

The outcomes framework aims to harmonise how we measure and evaluate digital inclusion to support a more complete and relevant picture across the UK.

There are three elements to the model:

**OUTCOMES**
how digital inclusion improves people's lives

**INDICATORS**
ways of measuring whether an outcome is happening; these are specific, measurable and multiple per outcome

**DATA**
information correlated with indicators, that is reliable and produced regularly
OUTCOMES FRAMEWORK | Full overview

OUTCOMES

The framework’s starting point is that getting people online and engaged in digital technology is a means to an end i.e. improving people’s lives. The framework comprises a set of outcomes which group into three categories:

• **Digital outcomes**: These include access, use, skills, and motivation, and are the intermediate outcomes required to achieve wider economic and health/social outcomes.

• **Economic outcomes**: These relate to employment, education, managing money, and creativity/entrepreneurialism.

• **Health and social outcomes**: These relate to health, communicating and connecting, leisure and entertainment, public services, and democratic and civic participation.

A final, cross-cutting category of ‘digital and social equality outcomes’ is included to retain focus on reaching those who are most in need, and ensure a segmented approach underpins efforts.

These outcomes, and their relationship with one another, are mapped out in Annex A. This simple benefits based roadmap tracks the flow from setting clear objectives through to measuring programme impact.

DATA

To allow ongoing assessment of progress on a UK-wide basis, it is essential that indicators can be tracked on a regular basis. Indicators were therefore selected on the basis that they correlate with reliable data that is collected regularly for the whole population.

INDICATORS

Progress towards each of the outcomes in the digital inclusion outcomes framework will be tracked via a set of multiple, relevant indicators, which are specific and measurable (see Annex B).
The outcomes framework is intended as a single, shared template for benchmarking and tracking digital inclusion in the UK and evaluating activities locally.

UK-wide studies and local projects will be able to measure and evaluate according to the same broad menu of outcomes and indicators, drawing from this as they see relevant, enabled by simple, user-friendly tools and guidance.

The framework’s focus on the varied, wider benefits of digital inclusion, menu-based and user-friendly approach:

- Gives broad relevance and value, across diverse initiatives, settings, target group needs, and funder requirements;
- Enables flexibility and adaptability;
- Supports widespread adoption.

If widely adopted, the framework has potential to:

- Produce a more complete and accurate picture of digital inclusion in the UK;
- Support consistency and comparability in measurement and evaluation;
- Facilitate shared learning, and support a culture of continuous improvement and movement towards common sets of goals.
05 Implementing the outcomes framework

We will be putting the framework into practice through:

- Simple visual digital inclusion dashboards to track progress;
- Standardised measurement guidance;
- A user-friendly evaluation toolkit for local projects;
- Further segmenting our audience and what works.

We are seeking support from a range of partners to help develop, test, refine, spread, and embed the digital inclusion outcomes framework in local evaluations, research contracts, and funding and procurement processes.
06 Planning and delivery

6.1 DIGITAL INCLUSION DASHBOARD

A simple, online digital inclusion dashboard is under development, which will visualise and report on UK-wide progress towards outcomes. The dashboard will be housed on the publically-available GDS Performance Platform (www.gov.uk/performance).

Data will be presented for the population as a whole and, where available, for key groups to allow for a segmented picture of progress.

This will be updated to reflect any statistically significant changes, as new data become available. There is potential to add, remove and replace existing indicators if preferred measures and data sources are identified, or new ones become available.

6.2 STANDARDISED MEASUREMENT GUIDANCE

A standardised set of digital inclusion measures are under development, corresponding with outcomes and indicators on the framework.

This includes a minimum set of core metrics, recommended for use in all digital inclusion studies, and a broader menu of optional items, which could be used selectively, depending on context and purpose.

Methodological guidance relating to sample design, data collection and analysis is also being developed. This will support best practice in digital inclusion measurement and support reliable comparability across studies and over time.
6.3 EVALUATION TOOLKIT

A step-by-step, user-friendly toolkit will enable local projects to use the outcomes framework in their evaluations.

The evaluation toolkit aims to be adaptable to a range of settings; easy to understand for a non-expert audience; and relatively light-touch to apply.

This will enable local projects to:

- track and report on progress towards the outcomes in the framework in a simple, consistent way;
- facilitate comparison and learning across projects;
- help identify what works in particular settings and with particular groups.

It will also support a shift from volume-based to impact-based metrics.

6.4 FURTHER SEGMENTING OUR AUDIENCE AND WHAT WORKS

More work to segment our approach will be carried out in the following areas:

- Local area-based segmentation will give projects a meaningful benchmark to track progress against outcomes.
- (Sub)group-based segmentation will enable us to track progress towards outcomes among digitally excluded groups who are most in need.
- Needs-based segmentation will enable us to identify key barriers and facilitators of digital inclusion among target groups.
ANNEX 1: Benefits realisation roadmap

OBJECTIVES
Harness digital technologies to:
• Improve people’s economic and life chances
• Support health and social progress
• Support social inclusion and equality

INPUTS / ACTIVITIES
Digital inclusion funding and activity

INTERMEDIATE OUTCOMES
1. Access
2. Use
3. Skills and Confidence
4. Motivation

OUTCOMES
£ ECONOMIC
5. Employment
6. Education
7. Saving money
8. Creativity and entrepreneurialism

HEALTH & SOCIAL
9. Healthy lifestyles
10. Communicating and connecting
11. Leisure and entertainment
12. Access to public services
13. Democratic and civic participation

impact
Change benefits will need to be defined on a per project basis

Inputs/Activities target groups at risk of digital and social exclusion

INCREASE DIGITAL AND SOCIAL EQUALITY
## ANNEX 2: Digital inclusion dashboard of outcomes and indicators

**DIGITAL OUTCOMES:** People are able to take advantage of digital technology

<table>
<thead>
<tr>
<th>OUTCOMES</th>
<th>INDICATORS FOR TRACKING PROGRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. All citizens access the internet</td>
<td>1. Increase % households with an internet connection</td>
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<tr>
<td></td>
<td>2. Increase % of adults accessing the internet 'on the go' using mobile phones and/or portable computers</td>
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<td></td>
<td>3. Increase % of non-internet users who intend to get access in the next year</td>
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<tr>
<td>2. All citizens make use of the internet regularly</td>
<td>4. Increase % of internet users who go online daily</td>
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<tr>
<td></td>
<td>5. Reduce % of adults who have never used the internet</td>
</tr>
<tr>
<td>3. Everyone has the skills and confidence to use the internet</td>
<td>6. Increase % internet users who rate their ability to use the internet as good or excellent</td>
</tr>
<tr>
<td></td>
<td>7. Increase % adults who have basic online skills</td>
</tr>
<tr>
<td></td>
<td>8. Reduce % internet users who only use websites they have used before</td>
</tr>
<tr>
<td></td>
<td>9. Increase % internet users who are aware that some websites listed by a search engine will be accurate or unbiased and some won't be</td>
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</tbody>
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### DIGITAL OUTCOMES: People are able to take advantage of digital technology

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<th>OUTCOMES</th>
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<tr>
<td>4. Everyone feels motivated to use the internet</td>
<td>10. Increase % adults who agree that the internet makes life easier</td>
</tr>
<tr>
<td></td>
<td>11. Increase % non users who feel they could perform daily tasks better if they used the internet</td>
</tr>
<tr>
<td></td>
<td>12. Increase % people who agree that &quot;The internet is for people like me&quot;</td>
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</table>

### ECONOMIC OUTCOMES: Digital technology improves people’s economic and life chances

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<th>OUTCOMES</th>
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<tbody>
<tr>
<td>5. Help people to improve their employment prospects</td>
<td>13. Increase % internet users seeking information about jobs/work online</td>
</tr>
<tr>
<td></td>
<td>14. Increase % internet users looking at job opportunities online</td>
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<td></td>
<td>15. Increase % internet users who report that they have found a job online</td>
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<tr>
<td>6. Help people to improve their level of educational attainment</td>
<td>16. Increase % internet users doing an online course to achieve a qualification</td>
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<tr>
<td></td>
<td>17. Increase % of children aged 5-15 who go online at home or elsewhere using any device</td>
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</tbody>
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### Economic Outcomes: Digital technology improves people’s economic and life chances

<table>
<thead>
<tr>
<th>OUTCOMES</th>
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<tbody>
<tr>
<td>7. Help people to manage and save money</td>
<td>18. Increase % internet users who compare products online</td>
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<tr>
<td></td>
<td>19. Increase % of internet users who use online bank services</td>
</tr>
<tr>
<td></td>
<td>20. Increase % internet users who report they have saved money online</td>
</tr>
<tr>
<td></td>
<td>21. Increase % internet users paying bills online</td>
</tr>
<tr>
<td>8. Help to support creativity and entrepreneurialism</td>
<td>22. Increase % internet users confident in using the internet to do creative things such as making blogs, sharing photos or uploading videos</td>
</tr>
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### Health and Social Outcomes: Digital technology supports health & social progress

<table>
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<tr>
<th>OUTCOMES</th>
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<tbody>
<tr>
<td>9. Enable people to live healthier lifestyles</td>
<td>23. Increase % internet users making an online appointment with a doctor or other health practitioner</td>
</tr>
<tr>
<td></td>
<td>24. Increase % of internet users seeking health information online</td>
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<tr>
<td></td>
<td>25. Increase % internet users who report that they have found information to improve their health</td>
</tr>
</tbody>
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### HEALTH AND SOCIAL OUTCOMES: Digital technology supports health & social progress

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<th>OUTCOMES</th>
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<tbody>
<tr>
<td>10. Enable people to communicate and connect with others</td>
<td>26. Increase % internet users sending and receiving emails</td>
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<tr>
<td></td>
<td>27. Increase % internet users looking at social networking sites/apps</td>
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<tr>
<td></td>
<td>28. Increase % internet users using Instant Messaging services / online chat rooms</td>
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<tr>
<td></td>
<td>29. Increase % internet users making or receiving telephone or video calls using services like Skype or FaceTime</td>
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<tr>
<td>11. Help people in their leisure pursuits and entertainment</td>
<td>30. Increase % internet users finding information for leisure time including cinema and live music</td>
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<td></td>
<td>31. Increase % internet users finding information for booking holidays</td>
</tr>
<tr>
<td></td>
<td>32. Increase % internet users who listen to or download music online</td>
</tr>
<tr>
<td></td>
<td>33. Increase % internet users who watch online or download TV programmes or films</td>
</tr>
<tr>
<td></td>
<td>34. Increase % internet users who have found out about an event online</td>
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**HEALTH AND SOCIAL OUTCOMES:** Digital technology supports health & social progress

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<td>12. Make it easier for people to access public services</td>
<td>35. Increase % internet looking for information on central government services</td>
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<td></td>
<td>36. Increase % internet users paying a central government tax, TV licence fee, car tax disc</td>
</tr>
<tr>
<td></td>
<td>37. Increase % internet users looking for information about local council services</td>
</tr>
<tr>
<td></td>
<td>38. Increase % internet users paying a local council tax, fine or service</td>
</tr>
<tr>
<td>13. Support greater democratic and civic participation</td>
<td>39. Increase % internet users contacting a local councillor / MP online</td>
</tr>
<tr>
<td></td>
<td>40. Increase % internet users finding out about news/events in local area or community</td>
</tr>
<tr>
<td></td>
<td>41. Increase % internet users finding information that helps them form an opinion</td>
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