

# Digital Conversation Findings



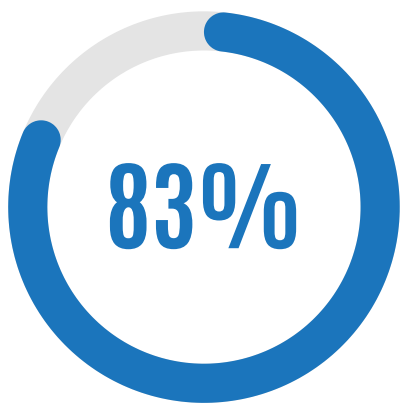
**Digital is such a broad subject and means many different things to different people.** The aim of these conversations was to gauge how far local groups engage with digital, the tools that they use and some of their strengths and weaknesses. To get a good cross-section of the borough, we spoke to organisations of different sizes and with different areas of service provision.

**Findings show that feelings towards digital are mixed within the borough.** Digital is regarded both negatively and positively, though for the most part, the opportunities provided by digital are seen to outweigh the challenges faced.



Digital is often conflated with other areas. In many cases, organisations responded that digital budget, job role and strategy are often part and parcel of other elements, such as communications, rather than stand alone considerations.

*Most organisations make digital decisions thanks to one 'digital innovator', a single member of the team who pushes forward with digital. Some larger organisations take regular suggestions from the team.*



83% of organisations **do not** have a digital strategy.

Those that do have a **strategy** believe that work is needed to bring it up to date. Those that don't, see it as overlapping with other elements. This compares to 44% of organisations answering that they don't have a digital strategy in the [Charity Digital Skills Report](#). There is increased belief in the importance of a digital strategy both in local organisations and the wider sector since the pandemic.



Of groups have someone whose job role is solely dedicated to digital, rather this responsibility is spread across a small team.

This compares to 22% in the wider sector, as reported by the Charity Digital Skills Report.



Of groups say they have a distinct digital budget. Funding is rather project to project, or comes under general IT maintenance or other areas of need.

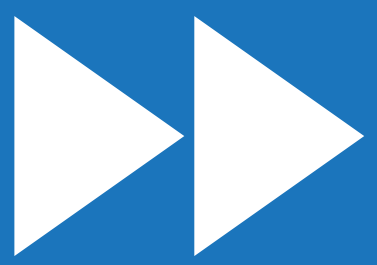
This is similar to figures reported in the Charity Digital Skills Report: 30% of groups are investing in digital and IT in an ad-hoc way.



Of groups rated their confidence around digital as the same or higher than their understanding of digital.

This is encouraging as confidence can often be a barrier to digital innovation. Instead, there is an appetite for digital transformation within the borough.

# Going forwards



Some anxiety exists about choosing the right **digital tools**, such as Hootsuite, Mailchimp or fundraising platforms. Concerns include any cost, transparency and functionality.

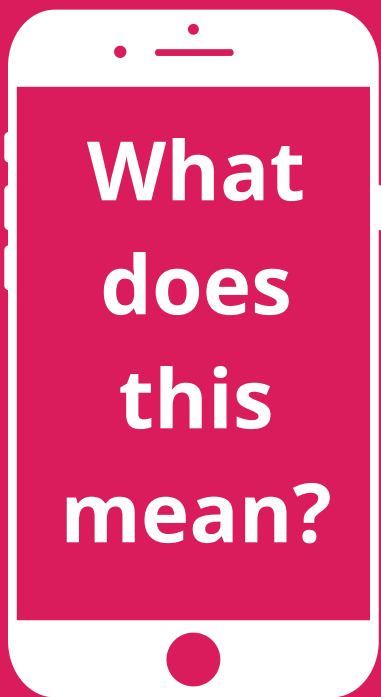
**Websites** are a high priority for many groups. Organisations want to use **social media** more, use it more creatively and for it to be more interactive. There is some dissatisfaction with current **Customer Relationship Management Systems** in that they are outdated.



- Adapting during Covid.
- Proceeding with hybrid services to meet the needs of clients and service users.
- Tools used in a way unique to the organisation.
- Many groups were pleased with their social media presence, though still saw room for improvement.

## Where can we improve as a borough?

Many groups had ideas and concerns for the borough as a whole, including the need to collaborate and work together more, lead on strategy and funding, promote digital leadership and upskill their own team members.



- Alongside our Training Needs Assessment Survey, these conversations have helped shape our upcoming digital training programme.
- We have identified a need for discursive events, to promote shared knowledge.
- We are putting together a portfolio of case studies to demonstrate to one another what tools have worked well.
- We are circulating these findings in the hope of keeping conversation going.

## Thank you once again to all those who took part

To discuss these findings further please email [beckyd@richmondcvcs.org.uk](mailto:beckyd@richmondcvcs.org.uk)

Further Reading:  
[Charity Digital Skills Report](#)  
[Charity Digital Code of Practice](#)



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