



SOCIAL IMPACT REPORT

2020 - 2021



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FOREWORD



ELEANOR BRADLEY
MD REGISTRY & PUBLIC BENEFIT

Welcome to Nominet's third Annual Social Impact Report. Whilst preparing our previous report we were six months into the pandemic, still grappling with the initial consequences of shielding, lockdowns, and the public health emergency. Eighteen months on, we now have a better understanding of the impact and disruption this has had across all our areas of work.

In response, during the reporting year we've transitioned from focusing on immediate needs and emergency responses – such as our DevicesDotNow emergency access campaign – to initiatives like our Reboot play-book that takes a longer-term approach to addressing device and data poverty. This is also true of our partners.

Operating models have adapted as young people access their services in new ways, and blended approaches to service delivery are now commonplace. We're also conscious of the lasting impact of the pandemic on our partners and their beneficiaries - especially as it's harder to recover when you were already disadvantaged.

Access to early mental health support – digitally and in person – has become more important. Digital skills, mentoring and targeted support into a career pathway has also become a critical national employability issue. While the safety, confidence and resilience of young people spending more time online continues to be a growing concern for parents and carers, especially for vulnerable young people.

What has remained consistent throughout the year though are the areas of focus for our programme, be it grant making or offering our administrative, technical or campaigning support. Each one of the five areas – Essential Digital Services, Digital Access and Inclusion, Digital Skills and Careers, Internet Safety for All and Countering Online Harm – have never seemed more relevant.

What you will see throughout the report are the initiatives and partnerships that have been delivered across the UK within the year; 20 expert partners reaching 1.8m young people. The growth in the range of initiatives and the partners supported will continue into next year and beyond, as seen in our pipeline captured under each section.

This report is a snapshot of the work Nominet funds and supports. Whilst we directly deliver some initiatives ourselves and advise many of the programmes - the findings, insights and learnings are down to the hard work and commitment of our partners. We are also looking forward to adding to this shared insight in the coming months by launching the Nominet Digital Youth Index; a national study that benchmarks the key data points across key social issues for young people that will be available to everyone working across the youth sector.

Thank you to our many Social Impact programme partners and experts who contributed time and effort to this report.

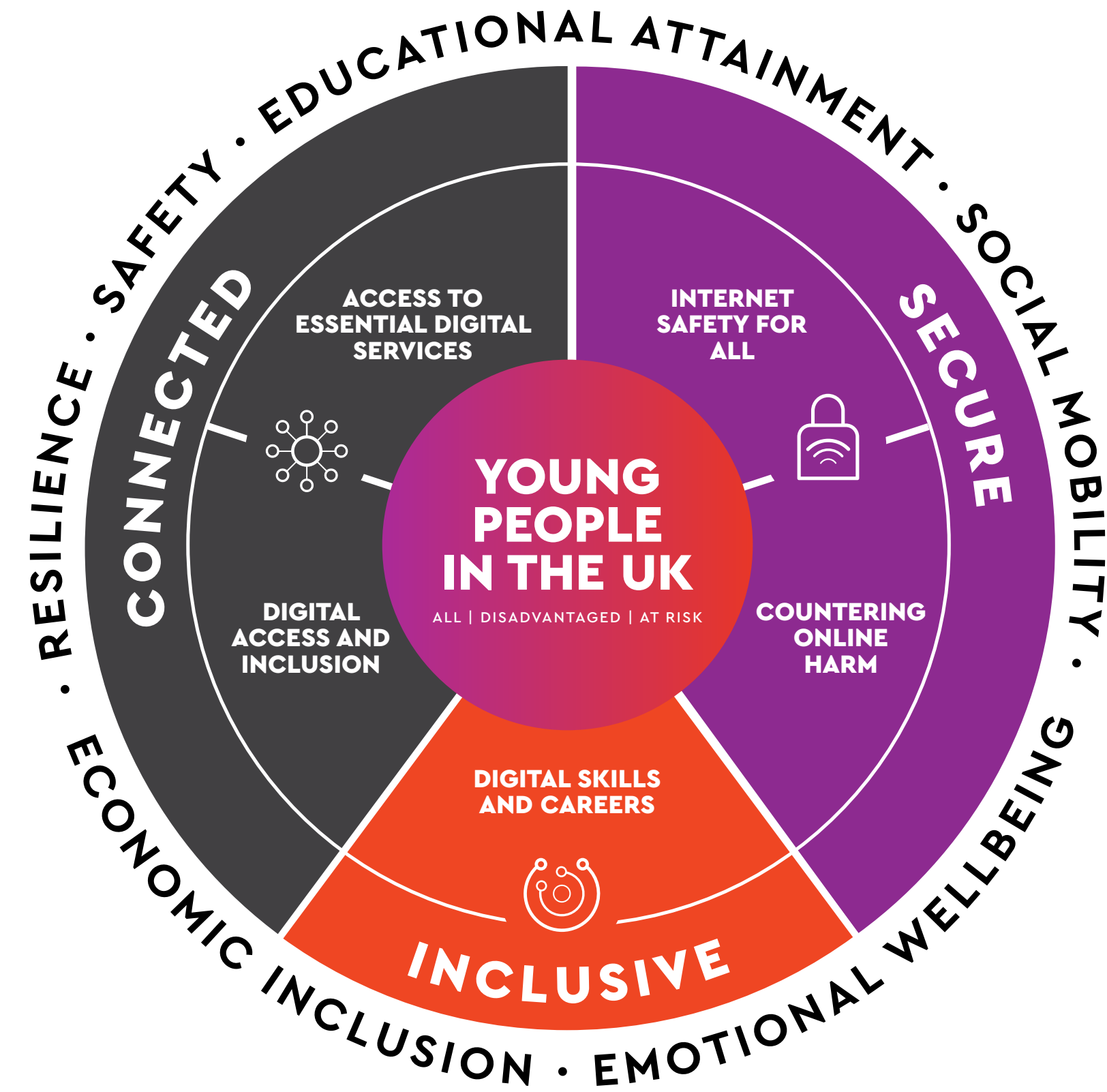
OUR THEORY OF CHANGE

Nominet's Social Impact work is user-focused and issue-led. At the centre of our work are young people in the UK. This means we focus our impact either on all young people or more specific and targeted funding towards young people who are disadvantaged or at risk.

We organise our work across the five major contemporary social issues where young people's lives connect with technology – such as digital access and inclusion or internet safety.

These five issues are interconnected - reinforcing one another to create positive or negative outcomes. By working on the specific, but appreciating the whole, our intent is to create positive and lasting change that is holistic and meaningful.

Ultimately, we are working, with partners and across wider society, towards positive social outcomes – such as increasing educational attainment or improving economic opportunities as young people enter the workforce.



CONNECTED

DIGITAL ACCESS AND INCLUSION



ESSENTIAL DIGITAL SERVICES



INCLUSIVE

DIGITAL SKILLS AND CAREERS



SECURE

INTERNET SAFETY FOR ALL



COUNTERING ONLINE HARM



REACH

NUMBER OF YOUNG PEOPLE REACHED BY OUR PARTNER'S ONGOING PROGRAMMES IN FY21

1,800,055

DIGITAL ACCESS AND INCLUSION

Unlocking new ways to improve access to devices, connectivity and support, building on our work during the pandemic

6,858

ESSENTIAL DIGITAL SERVICES

Providing additional resources for digital transformation in the youth mental health system

878,514

NUMBER OF ORGANISATIONS REPORTING REACH IN FY21

20

DIGITAL SKILLS AND CAREERS

Investing in tackling the youth unemployment crisis and closing the digital skills shortage

796,687

INTERNET SAFETY FOR ALL

Focusing on the most vulnerable groups digital resilience

117,996

GRANT-MAKING

TOTAL GRANTS AWARDED IN FY21

£3,492,000

SPEND UNDER EACH SOCIAL ISSUE

DIGITAL ACCESS AND INCLUSION

£561,000

DIGITAL SKILLS AND CAREERS

£931,000

ESSENTIAL DIGITAL SERVICES

£568,000

COUNTERING ONLINE HARM

£465,000

INTERNET SAFETY FOR ALL

£967,000

NUMBER OF PARTNERS RECEIVING GRANTS IN FY21

34



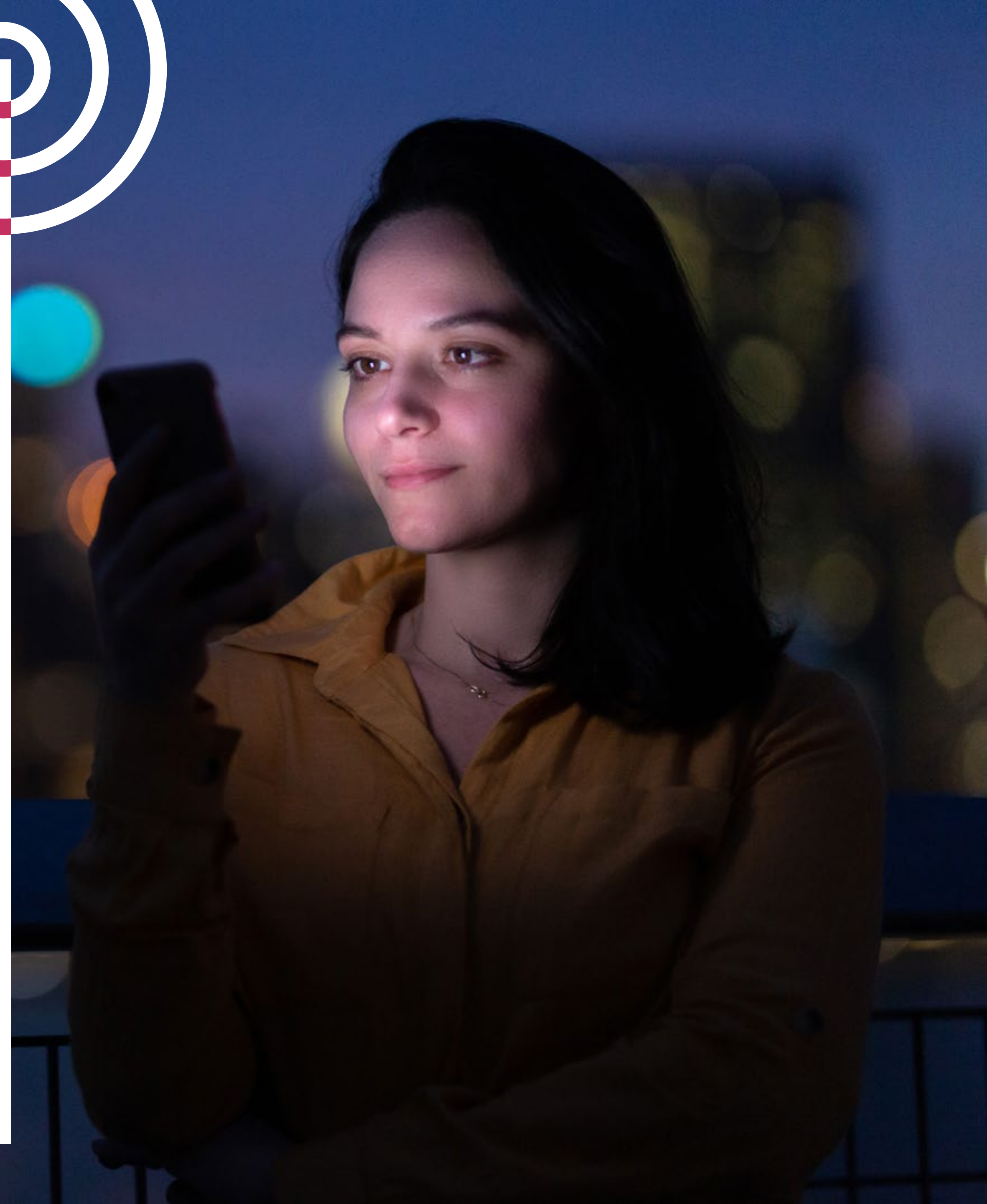
INTRODUCING:

SOCIAL IMPACT

WE LIVE IN A SOCIETY THAT IS
INCREASINGLY DIGITAL BY DEFAULT.

While technology can offer limitless opportunities for young people - the access, skills, resilience and confidence to find their place in the digital future - the pandemic brought the issues of digital inequality to light more starkly than ever. Lockdowns exaggerated the negative impacts of a lack of digital access, whether through devices or connectivity, but also the risks posed to young people's safety and wellbeing when they can access the world – digitally at least – via a device they carry constantly in their pocket.

Nominet's Social Impact programme is a holistic approach to addressing some of these challenges whilst embracing the opportunities a digital life can provide young people. Using a blend of grant programmes based on bespoke research, innovative partnerships and our own initiatives, we are one of the few dedicated funders in the ever-evolving intersection of technology and society to make a sustainable, positive impact on the lives of young people across the UK.



COVID-19

INNOVATION AND ADAPTABILITY

As we all adjust to a new normal and acclimatise to life following the COVID-19 crisis, we're starting to understand how Nominet funded organisations have been affected by the pandemic.

We're witnessing first hand how they have adapted and innovated to ensure that their work continued to support the lives of millions of people despite the challenges. The situation increased the financial burdens faced by many organisations, often due to contracts being placed on hold and fundraising activities curtailed. This led to staff being furloughed during a period when demand, for example, in digital mental health support was increasing.

For **stem4**, one of the beneficiaries of Nominet's #RESET Mental Health programme, the timing of their grant allowed the charity to divert funding from face-to-face activities to digital resources, rapidly rolling out a suite of apps and enhancing the much-needed services online.

Many other Nominet funded organisations also adapted swiftly to the crisis and used their funding innovatively to ensure their products and services were supporting individuals affected by COVID-19, in addition to offering their usual services. The **Anna Freud Centre** had to close its doors during the crisis and move all services online. Their Nominet #RESET funding allowed them to create dedicated web pages for COVID-19 support and self-care strategies alongside their 'On My Mind' online resources package. To date, these pages have had 19,917 unique visits.

" *Whilst the pandemic made us focus on immediate need, the fact we are strong in digital has been a huge asset to us, accelerating the need for our products even more. The invaluable support received from Nominet has enabled us to both extend reach and also evaluate effectiveness.* **"**

DR. NIHARA KRAUSE,
FOUNDER AND CEO, STEM4

stem4
supporting teenage mental health

" *The opportunity to invest in SEO and digital development of 'On My Mind' has enabled us to increase the reach of the resource. This has been especially important during the current crisis, as evident in the significant increase in unique users of our self-care resource, which is designed to help young people manage increased levels of anxiety or depression caused by the coronavirus pandemic.* **"**

VANESSA CAMERON,
PROJECT MANAGER,
ANNA FREUD CENTRE

 **Anna Freud**
National Centre for
Children and Families

“

By adapting our project to the realities of COVID-19, we have been able to create new ways of supporting students whilst developing the intelligence dashboard. Universities are only just opening their doors and allowing Nightline Centres to re-open. The intelligence dashboard is already providing positive results and receiving valuable feedback.

JOE MARTIN
TRUSTEE
NIGHTLINE ASSOCIATION



Nightline Association
Supporting, promoting and developing Nightlines

”

“

In response to the coronavirus crisis, The Mix focused on sharing service data with research organisations. The data will be used in research focused on better understanding the mental health problems young people face as a result of the coronavirus crisis. This is only the first step in our partnership with the University of Swansea which we hope will grow to encompass digital design in the future.

BOHDANA DOCK
IMPACT MANAGER
THE MIX

THE MIX

”

The **Nightline Association**, a listening service run by students, historically relied heavily on office space within universities across the country, that were closed when campuses responded to the social distance requirements.

With many volunteers unable to find a quiet, confidential place to take calls from those in need, work began on creating new, anonymous and secure methods of interaction via email, alongside development of a new intelligence dashboard.

Those organisations left unable to deliver services at all during the past year, instead used the time to examine the effects of the pandemic on mental health, especially on young people, to help inform future service development. **The Mix** worked with the University of Swansea contributing to their research during the pandemic. The results will inform the next stage of The Mix's #RESET work.

Understanding the pressure placed on our partners and listening to their needs allowed Nominet to respond appropriately. We helped these organisations to adjust project timelines and made additional, unrestricted grants of £250,000 to provide financial buffers as they navigated the unprecedented uncertainty of the pandemic.



ESSENTIAL DIGITAL SERVICES

ESSENTIAL DIGITAL SERVICES

2020 - 2021

Our funding under Essential Digital Services continues to focus on digital access to mental health and wellbeing services. Between our digital transformation partnership with Samaritans and our #RESET portfolio we are working with 10 expert organisations in this field, helping them transform services and support across the UK.

SAMARITANS

SAMARITANS DIGITAL TRANSFORMATION PARTNERSHIP

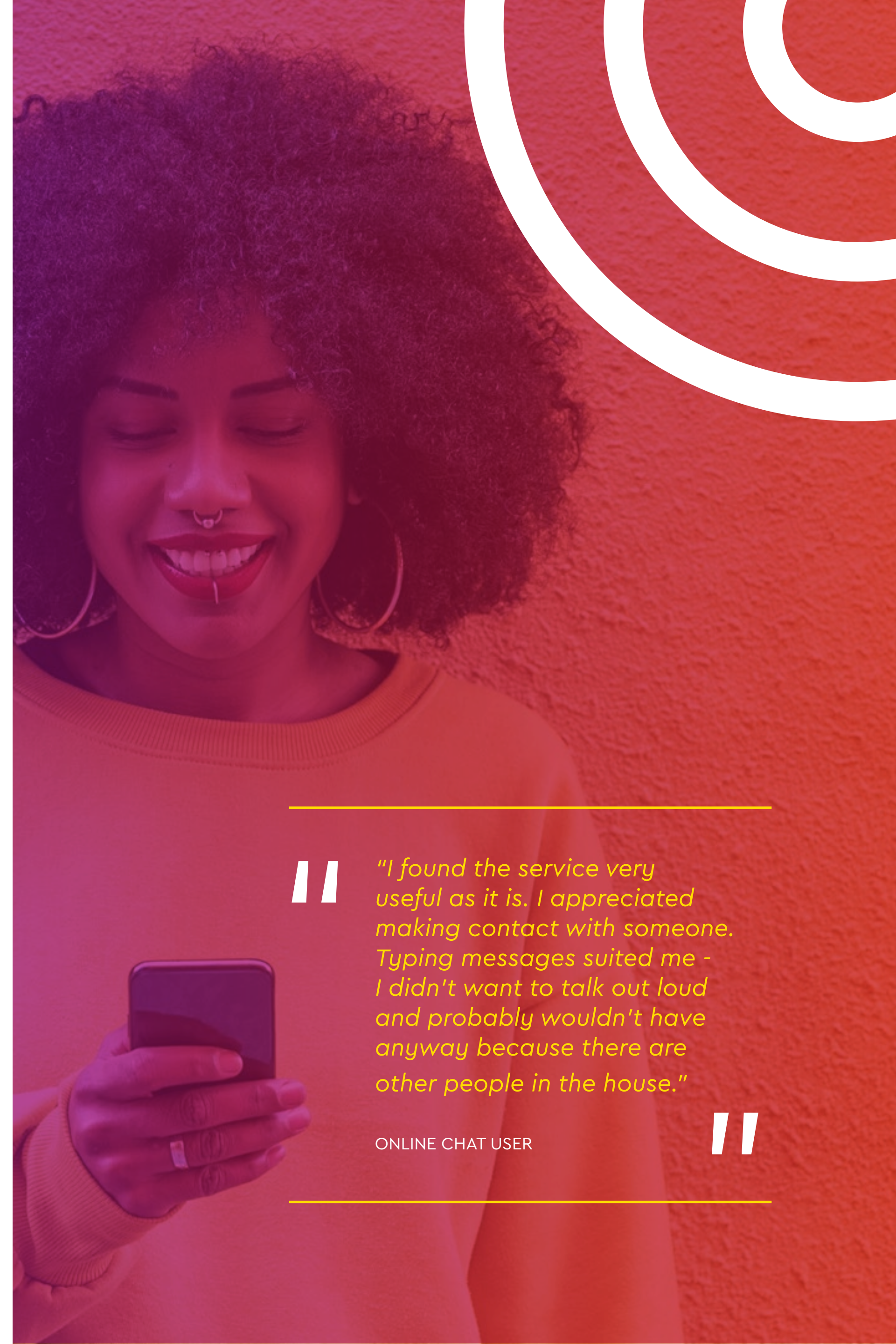
Samaritans and Nominet entered the second year of the Digital Transformation Partnership soon after the first COVID-19 lockdown was announced. Although over 30% of volunteers were unable to attend their shifts due to shielding or caring for a loved one who was shielding, Samaritans maintained 24-hour coverage of all services, with the only pause being for the face-to-face services. The reporting period encompasses the launch of two Nominet funded projects, the **Online Chat** and **Self-Help Tool**, and the continued use of the **volunteer dashboard**.

The **Online Chat** enables users to access one-on-one, real time, written word emotional support from a trained Samaritan. Samaritans started making this available from September 2020, building up the service gradually from weekly to multiple sessions per week. The steady roll out was to ensure it could be fully supported at a time when all services were in high demand and volunteer numbers reduced.

From the launch in September until the end of March 2021, the service was run in 42 branches, with 911 volunteers taking at least one online chat and a total of 11,526 chats completed. From a sample of users filling in a feedback form after the call had ended, 53% said that if chat wasn't available, they wouldn't have used another Samaritans service; 60% hadn't contacted Samaritans before; and 95% said they would use the service again. From e-log data, there was also evidence of differences in the role of the **Online Chat** when compared to use of phone callers. For example, chat users expressed suicidal feelings more often than phone callers (75.9% vs 61.0%), discussed self-harm more frequently (16.7% vs 7.2%) and were more likely to be young people (9.3% vs 1.1%).

"I found the service very useful as it is. I appreciated making contact with someone. Typing messages suited me - I didn't want to talk out loud and probably wouldn't have anyway because there are other people in the house."

ONLINE CHAT USER



The [Self-Help tool](#) is the first online self-help product in the UK that recommends techniques for coping with suicidal thoughts. It was launched during Mental Health Awareness Week in May 2020 and now has 53,000 registered users.

The tool provides support that people can use without having to discuss their feelings with someone, teaching them independent, safe, memorable techniques for coping with what troubles them through a range of interactive exercises. Some exercises will pose structured questions to help the individual explore issues and arrive at their own answers, before supporting them to take the identified next step. Others guide the person through simple physical techniques to help reduce stress and anxiety. Users are also signposted to the listening service to encourage those who had initially felt uncomfortable calling, to do so if showing high levels of distress.

At the beginning of 2020, I hadn't self-harmed for about four years, but that all changed when the UK went into lockdown. I began self-harming again, every day. I was struggling to cope but using the Samaritans Self-Help app since it launched last year, as well as the online chat service, has really helped me to stop self-harming. I use the app all the time, even now. I have called the helpline in the past but I found the app quick and easy to use when I needed it. It has practical things to help me manage and, because it's an app, it fits in with everyday life. It's always there, on your phone, in your pocket. I've had lots of support and now have the tools to help myself cope. I never used to share how I was feeling but now I believe that talking can save lives. I hope that by sharing my story it could help someone else to open up too. It's okay not to be okay. It's okay to reach out for help.

SELF-HELP TOOL USER

The [volunteer dashboard](#) is now accessible for all Samaritans volunteers on shift. Most volunteers can access it from their screens through the new Link system, when they sign into the channel they are opting to use: phone, email or online chat. The dashboard shows real time queue lengths and wait times for the phone, email and online chat services in the UK.

Volunteers found that this data has helped them make informed decisions on which channel to serve and understand, how long the caller has been waiting and the performance of the wider service. Between April 2020 and March 2021, Samaritans volunteers answered, on average, 20,286 more email and SMS contacts per month. This is equivalent to 243,431 additional contacts over a 12-month period that can be attributed to the dashboard, as reported by Samaritans.

53,000

REGISTERED USERS OF
SAMARITANS SELF-HELP TOOL

NOMINET #RESET DIGITAL MENTAL HEALTH PROGRAMME

Following extensive research, Nominet launched the #RESET programme to strengthen the work of existing expert charitable organisations in the UK. The hope was that young people experiencing mental health challenges could receive better support if we help to 'reset' the system. The intention was to help them provide:

- clearer signposting to the most appropriate support
- higher quality services on digital channels
- better integration with CAHMS¹ (Child and Adolescent Mental Health Services) and offline support

#RESET delivers on this by funding expert national charities developing their digital mental health services, and establishing sector-wide digital initiatives that boost collaboration, service quality and signposting.

The programme was designed in 2019-20 – pre-pandemic – but our partners were able to make a positive impact via projects and programmes over the year.

582,083

YOUNG PEOPLE: THE COMBINED
REACH OF THE #RESET MENTAL
HEALTH PROGRAMME ATTRIBUTED
TO NOMINET FUNDING IN 2020-21





'ON MY MIND', ANNA FREUD NATIONAL CENTRE FOR CHILDREN AND FAMILIES (THE CENTRE)

The Centre, in collaboration with the young people themselves, developed the '[On My Mind website](#)' as a go-to resource for the best mental health and wellbeing information, alongside information on other trusted services.

Development work on automated SEO and the creation of clearer signposts to the most appropriate support resulted in a 5% reduction in page views for the Youth Wellbeing Directory but an 86% increase in views on the Urgent help pages and 290% increase on the Self-care pages.

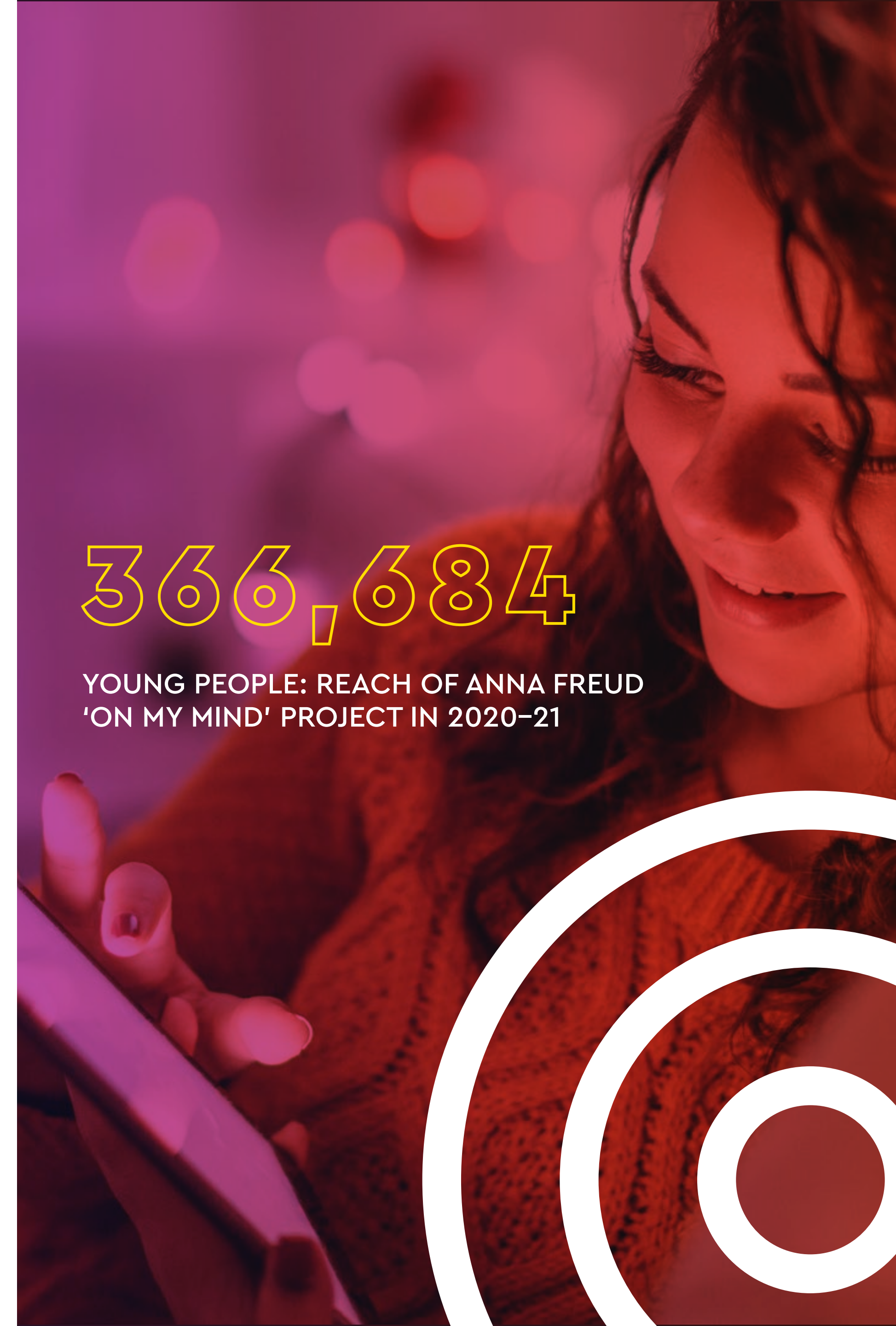
The year also saw activity on better integration with [CAMHS](#), creating clearer connections between the Youth Wellbeing Directory and these services for the young people using the site. Looking ahead, the Centre will develop this activity, implementing a recruitment plan for the directory to identify new services and better means of integration.

Despite lockdowns, the Centre's engagement with Young Champions remained high. These individuals are aged 14-25 with a personal experience of mental health problems who sit on Youth Panels, helping the charity to create and design services and content, as well as co-facilitating workshops and training. The Centre also created two Participation Programme Assistant (PPA) roles to employ Young Champions to complete specific pieces of work. The role upskills them through additional work experience and project management support, and clearly acknowledges the vital role these young people play in the delivery of the Centre's work.

'On My Mind' has a particular focus on supporting underserved young people, including the homeless, children in care and LGBTQ+ youth. Working with some of these groups has proved challenging over the past year as social distancing made hosting face-to-face workshops untenable. Services supporting these groups have also been directly impacted by the crisis.

366,684

YOUNG PEOPLE: REACH OF ANNA FREUD
'ON MY MIND' PROJECT IN 2020-21



snook

Believe in
children
Barnardo'sPUBLIC
POLICY
LAB

'DESIGN PATTERNS FOR DIGITAL MENTAL HEALTH PRODUCTS IN THE CHARITABLE YOUTH SECTOR',
SNOOK / BARNARDO'S / PUBLIC POLICY LAB

Snook, in partnership with Barnardo's, is working alongside the Public Policy Lab to develop a digital pattern library, a platform of solutions for building and delivering mental health services. Digital patterns help charities share previous learnings and avoid spending resources on researching, building, and re-testing ideas that have previously been explored.

The launch of the Mental Health Pattern Library (MHPL) was delayed, as the charities, services and organisations providing case studies were focused on supporting their own beneficiaries throughout the crisis. The launch eventually took place in May 2021 and the patterns are now openly available. A series of events, user testing, and collection of additional pattern examples took place across June 2021. It is too early to measure the wider impact of MHPL; this will be included in Nominet's 2021-22 Social Impact report.

Looking ahead, Barnardo's is in the pilot stage of app development of 'Journey', which focuses on supporting young care leavers to reach their personal goals. Many principles of MHPL have been adopted within the design of the app. These principles will also inform Barnardo's future work developing resources in the digital mental health space.

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Together, the consortium has validated the utility of patterns and developed a clearer narrative and understanding of how they can be used to improve the design and delivery of mental health services to support young people. There is a lot of work to be done in evaluating how product development leads to better health outcomes for young people, but this will happen over time. This project has served as a benchmark that created the foundations from which further patterns curation and analysis can take place.

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LUCY STEWART, DESIGN RESEARCHER, SNOOK

THE
MIX

'ACTIVE JOURNEYS AROUND MENTAL HEALTH', THE MIX

The Mix evolved key areas of their operations to increase the effectiveness, depth, and consistency of mental health signposting across their website and helpline channels, and beyond their own platforms. The aim is to provide a meaningful and frictionless point of access in the digital spaces this demographic trust and visit.

Website research was conducted to map customer journeys, site navigation and create personas to improve user experience. Search functionality on the site has been improved by creating an unified database of mental health signposts that returns articles and forum posts, NHS curated apps, and local services related to search terms. Unique filters have been enabled too. These changes support young people and helpline agents.

'The Mix Connect' triage tool is being developed to improve user journeys, provide better quality search functionality and promote peer-to-peer content in the mental health support space. The tool has an explanatory micro site that enables sign-up and is integrated with customer relationship management software (salesforce) and monitoring systems. The tool has been tested, most notably on the Arc Hospitality and NOW TV websites. Once launched, the tool will be rolled out to schools, universities and other organisations to host on their own websites.



'INTELLIGENCE DASHBOARD AND SECURITY AUDIT', NIGHTLINE ASSOCIATION

The Nightline Association has been developing an intelligence dashboard to facilitate data-informed decision making with finite resources. All 2,162 Nightline Association volunteers now have access to the intelligence dashboard and 43% of Nightline centres have data represented within it.

The national lockdowns stopped Nightline's services being delivered from their normal offices, as university campuses were closed. It also made the plans to develop agile working cultures impossible. Instead, resources were used to develop and enhance the security of the digital systems accessed by all Nightline centres, so volunteers were able to continue to support students from their own homes.

This allowed 10,788 students to access Nightline's services via phone, instant messaging, and email during the year.

NIGHTLINE VOLUNTEERS ACCESSING THE SERVICE IN 2020-21

2,162



'STEM4 DIGITAL OFFERS', STEM4

The suite of mental health support apps created by stem4 – with Nominet funding – were recognised in 2020 when the charity won the Digital Leaders 100 Tech for Good Initiative of the Year Award. These apps provide a range of tailored resources for young people's mental health:

- [Head Ed](#) – to support secondary schools and colleges in educating students on mental health (532 subscribers)
- [Move Mood](#) – to help manage the behaviours associated with low mood and depression (2,306 UK downloads)
- [Combined Minds](#) – to help family and friends support young people with their mental health (4,157 UK downloads)
- [Calm Harm](#) – to support young people who self-harm
- [Clear Fear](#) – to support young people with anxiety issues

Nominet funding has helped to develop Head Ed – which stem4 has seen engaged with by 665 schools since launch – and will enable a clinical evaluation of Clear Fear over the next two years.

Over the past year, stem4 has been extending resources into areas with many Black, Asian, and Minority Ethnic (BAME) communities, after these groups were identified as being in particular need of mental health support during the pandemic. This included running two parent conferences and providing resources for teachers at schools in these areas. The charity also ran a series of webinars, produced animated videos, translated stem4 booklets that provide support for parents/carers and young people's mental health and created guides on how to use the apps.

Looking ahead, stem4 has linked with two non-profit organisations who work with diverse populations and there are ongoing discussions about collaborative projects. Work has also begun on increasing the use of stem4 products by boys/men by raising awareness. There are plans to secure the support of high profile male role models for the stem4 national Youth Mental Health Day campaign on the 7 September 2021.

REACH OF STEM4 APPS THROUGH NOMINET FUNDING IN 2020-21

43,289

CHASING THE STIGMA

'HUB OF HOPE', CHASING THE STIGMA

The [Hub of Hope](#) is a national mental health database that gathers many forms of mental health support from across the UK, linking to over 3,000 services. Nominet funding helped to rebuild and redevelop the platform into an app and to underwrite the application programming interface (API) that allows it to integrate on third party sites. The Hub of Hope app now has 37,385 users, many of whom are adults who support young people and others with mental health issues. Nominet funding is directly attributable to the 2,033 known young people that have become users (although it can be hard to determine the age of users).

Despite COVID-19 and difficulties in identifying the age of users, Chasing The Stigma has been able to increase the number of new young app users by partnering with organisations who have used the Hub of Hope to reach young people through other platforms. This includes schools, universities, NHS Trusts, police and ambulance services, and media partners who use the Hub of Hope to direct young people to the appropriate services.

A key achievement has been an endorsement for the Hub of Hope from NHS England and Public Health England, and the use of the charity's resources on key sites. Previously, the most viewed mental health page on the [NHS.uk website](#) was a list of mental health organisations. This list was replaced with a link to [Hub of Hope](#) in May 2021; within two weeks, the number of new users directed from the NHS.uk webpage alone surpassed any other month from all other referral sites.

In addition, NHS England urged others within the mental health sector to endorse the Hub of Hope and avoid replicating the platform, allowing it to become the nation's go-to resource for mental health services. The Hub of Hope was also included in the UK Government's COVID-19 mental health and wellbeing recovery action plan.

Chasing The Stigma has developed the technology to allow the Hub of Hope to be integrated into other providers' apps and websites, following the national endorsement. The charity has also established new signposting partnerships with other mental health support services, many of which are targeted at young people.

Just for context too, our biggest ever number of new users captured within a month was in March 2020 when we had 5,304 new users. In the two weeks from the Hub of Hope going live on the NHS.uk page, we had 6,673 new users from that webpage alone. This is the Nominet legacy. And it is only the start! We are changing the system.

JAKE MILLS, FOUNDER AND CEO, CHASING THE STIGMA

CHECK OUT...
HUB OF HOPE ON THE [NHS WEBSITE](#)

REACH OF CHASING THE STIGMA'S
HUB OF HOPE THROUGH NOMINET
FUNDING IN 2020-21

36,865





'A DIGITAL PLACE FOR PARENTS', PLACE2BE

Research shows that around 5% of primary school children currently display behaviour which would be diagnosed as conduct disorder – this is more prevalent in boys. It also warns insufficient appropriate support for parents (NHS Digital, 2020). To respond to this need, Place2Be created the web platform 'Parenting Smart', providing a range of resources, accessible through smartphones or computers.

Over the past year, Place2Be conducted user testing with 30 parents to discover if the resources helped their understanding and allowed them to respond to their children's behaviours more helpfully in the future. Feedback indicated parents wanted quick solutions, ideally in real time as the behaviour was occurring. In response, Place2Be amended the layout of the site, adapting the 43 topics and 20 videos to suit.

Parenting Smart was launched in April 2021 for partner schools, with staff directing parents and carers to the platform as required. Feedback from this initial roll-out will be used to make more improvements to the site before its full global launch in September 2021.

"Nominet's support has allowed us to fast-track our digital services for parents. The pandemic has meant that we have embraced digital technology across all areas of Place2Be's work, evolved our services and provided support on a truly national scale. The learning that we have developed while working on this project has been vital to Place2Be's digital journey and we are truly grateful for your support."

NIKI COOPER, CLINICAL DIRECTOR, PLACE2BE

YOUNGMINDS

'YOUNGMINDS DIGITAL CONTENT', YOUNGMINDS

"We believe that all young people have something to offer, and it's up to us to create the supportive environment that allows them to flourish." - Sarah, Youth Engagement Manager, YoungMinds

Over the year, YoungMinds has focused on refining their approach to digital engagement with young people. This work, funded by Nominet, included 'upgrading' the website to deliver a high-quality digital service that guides young people, particularly young men, to the resources they need at the right moment, and be able to take practical steps to help themselves and their peers. In the past year, the site had 2,941,615 unique visits, with 35% of users known to be young people aged 18-24 years old. Estimations suggest 50% of all users were aged under 18.

YoungMinds saw an 8% increase in the proportion of website traffic from young men, against their target of 5%. This equates to an additional 39,904 young men finding support on their channels compared to the previous year. Analysis of this traffic has indicated that the web pages were also achieving quality engagement from users. Some of this would have been on the 12 blogs written by young men about their mental health experiences that were published over the year.

The general increase in reach and user figures across the whole site is in part due to the creation of quality content in collaboration with young people themselves, but also because of the exceptional year we have all lived through. The need for practical mental health support online was unprecedented during 2020, especially for young people. The timing of the site development work allowed YoungMinds to respond to the pandemic and provide effective support at a time when services were in high demand.

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"Nominet's support has played a big role in enabling us to have the success we have had with our digital content this year. From enabling us to kick-start our incredible digital-first approach to supporting young people all over the UK, ensuring record numbers of young people were able to find practical mental health support that worked for them, when they needed it most, to helping us attract further funding for this crucial programme of work."

SOPHIE VON BREDOW, HEAD OF BUSINESS DEVELOPMENT, YOUNGMINDS

//

YOUNG MINDS IN NEED

LUCAS, AGED 19, SHARED HIS EXPERIENCE OF SUICIDAL THOUGHTS AND HOW HE COPEd.

ELIJAH SHARED HOW HE FOUND SUPPORT FROM HIS RUGBY TEAM AS A GAY TRANS MAN.

ALFIE, AGED 17, SHARED HIS TIPS FOR LOOKING AFTER YOUR MENTAL HEALTH WHILST STUDYING FROM HOME.

REACH OF YOUNG MIND'S PROJECT THROUGH NOMINET FUNDING IN 2020-21

133,083

THE COVID-19 LANDING PAGES

In the first weeks of the pandemic, Nominet reached out to support our #RESET partners, conscious that they would be pivoting rapidly to digital service provision. One swift action we took was creating a series of landing pages to provide a directory of resources and content that was being developed by partners, allowing them to focus on creating great content while we handled the amplification. The COVID-19 landing pages, designed specifically for either parents and care-givers or young people themselves – to match the audience of each partner – saw us direct 5175 unique users to our partners. These figures are already accounted for under each partner's reported attribution.

ESSENTIAL DIGITAL SERVICES

PIPELINE

This section introduces the different projects currently under development that we intend to deliver and scale up during 2021-22.

#RESET2

#RESET2

#RESET2 will be an extension of the original #RESET Mental Health programme, but built around meeting the need identified in the latest [research report with NPC](#), published last year. Namely, we will work to support new signposting and coordination platforms, as well as youth sector partners who are developing their digital transformation or product journeys.

SAMARITANS

SAMARITANS

Nominet will continue to support Samaritans as they develop three new workstreams under the digital transformation partnership:

- Digital learning hub for practitioners working with young people. The hub will provide evidence-based and clinically-informed learning modules and resources to help practitioners have safe conversations with young people about their online activity in relation to self-harm and suicide.
- Email support model, opening opportunities for virtual volunteering. The new model will enable a volunteer to continue offering support to the same user for a longer period and help the charity make better use of volunteer capacity.
- Online peer support. The existing offer is being developed to help young people keep themselves, and others safe when online and to seek support for self-harm and suicidal thoughts and behaviours.



DIGITAL ACCESS AND INCLUSION

DIGITAL ACCESS AND INCLUSION

2020 - 2021

When lockdowns were imposed across the UK, the significance of digital access and inclusion - and the sheer volume of people who lacked one or both - became alarmingly clear. Given Nominet’s experience in this space prior to the pandemic, the Social Impact team quickly pivoted much of their time and resources into rapid response and coordination to support those we knew to be digitally excluded.

MORE ABOUT
DEVICESDOTNOW

MORE ABOUT GOOD
THINGS FOUNDATION

DEVICESDOTNOW
IMPACT REPORT

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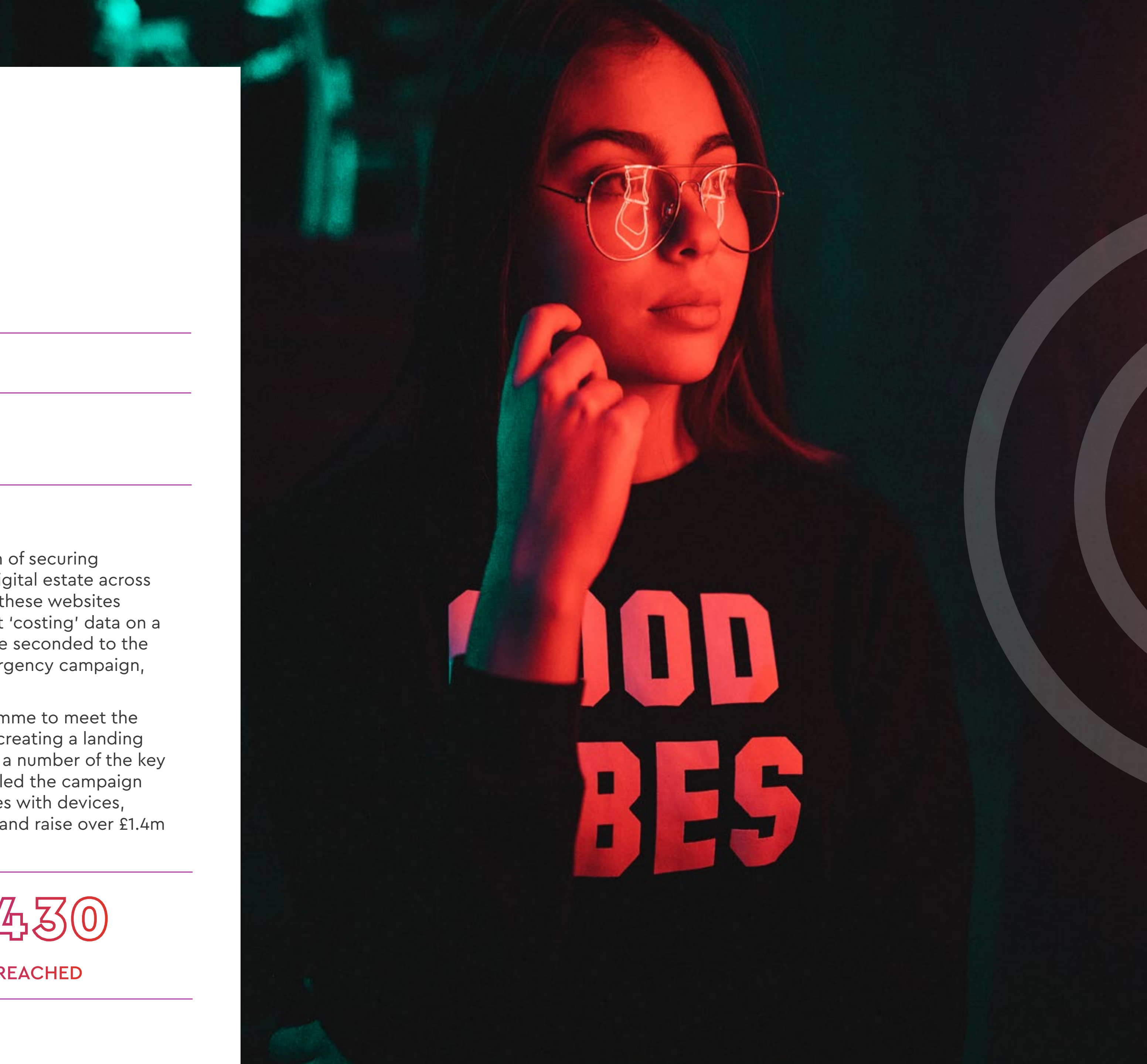
DEVICESDOTNOW

Following the coordination of securing 'zero-rating' for the NHS digital estate across the UK in March 2020 (i.e. these websites could be accessed without 'costing' data on a smartphone), our staff were seconded to the steering group of the emergency campaign, DevicesDotNow.

We developed the programme to meet the demands of the situation, creating a landing platform and coordinating a number of the key working groups. This enabled the campaign to reach over 11,430 families with devices, connectivity and support, and raise over £1.4m from donors.



11,430
FAMILIES REACHED





BUSINESS IN THE COMMUNITY (BITC) - NATIONAL BUSINESS RESPONSE NETWORK

In response to the pandemic, BITC requested assistance in designing and building a national matching service for emergency goods and services. Nominet was able to assist and employ our existing expertise and connections across the tech for good community.

The result was the [National Business Response Network](#), underwritten by Nominet and built by tech for good cooperative Outlandish. This facilitated the matching of over 3,000 charity and community groups with local businesses, who were able to deliver on requests from communities such as supplying food parcels, PPE, clothing and technology to people shielding. The Network has continued to grow and continues to attract more partners and funding.



As the UK began to adapt to the pandemic, so too did our collective understanding of the impact of digital access and inclusion, and how best to tackle it. The Reboot platform, designed and overseen by Nominet, evolved from the emergency DevicesDotNow response as a longer-term approach to device poverty. It moved away from fundraising and appealing for new devices from the manufacturers and funders, to supporting the hundreds of community groups who had stepped up to address the issue locally and 'reboot' some of the millions of unused digital devices already in people's homes and offices.

In partnership with Accenture, Third Sector Labs and a wider coalition of supporters, we developed a platform that could help groups large and small across the UK appeal for, wipe, reboot and rehome devices themselves. The platform, [rebootproject.uk](#) has been visited by over 18,000 unique users and has facilitated their work to support their community, whether a school, community group or local authority. It has formed the basis for a number of regional and local initiatives, such as [Get Online Oxfordshire](#).



>18,000

PLATFORM VISITS

DIGITAL ACCESS AND INCLUSION

PIPELINE

This section introduces the different projects currently under development within our digital access and inclusion strand.

We plan to deliver and scale these in 2021 - 2022.

'CORPORATE PLEDGE ON DEVICES RESEARCH', GREATER LONDON AUTHORITY (GLA)

The GLA has received funding as part of the Mayor's Digital Access For All mission. Nominet is contributing by underwriting research and a feasibility study into the upcycling of used devices from the corporate sector as a permanent behaviour change within UK companies. This will begin with a focus on London Councils.

'DIGITAL POVERTY LAB', IN PARTNERSHIP WITH GOOD THINGS FOUNDATION

Investment has been made into research around the 'Data Poverty Lab' and how it can best be developed and implemented.

The lab will be an ongoing partnership enabling a wide range of stakeholders, policy makers, businesses and charities to collaborate on data poverty, research issues and opportunities, incubate new ideas and promote best practice.

'EVERYONE CONNECTED', GOOD THINGS FOUNDATION

The 'devices with digital skills' model was created by Good Things Foundation during the first lockdown of 2020 and has already been used to distribute over 20,000 devices to those in need. It is scalable, with over 1,600 local organisations active in the network, and harnesses the drive and community spirit of small charities and social enterprises on the front line. Almost a third of people helped between March and July 2020 were supported to use the internet for the very first time and without any face-to-face contact. Nominet is supporting the 'Everyone Connected' programme, which builds upon the 'devices and digital skills model' by tackling the challenges facing digitally excluded families. The project will not only provide devices but also data, connections and digital skills training. It will reach families from diverse communities and backgrounds around the UK, engaging people through community-based learning as part of a package of support based on individual needs.

Good Things Foundation will utilise its network of hyperlocal partners (the Online Centres Network) and aims to reach, engage and support 1,000 digitally excluded people by the end of 2021.

DIGITAL SKILLS AND CAREERS

DIGITAL SKILLS AND CAREERS

2020 - 2021



THIS IS HOW, IN PARTNERSHIP WITH LIVITY

THIS IS HOW is a joint venture between Nominet and Livity that aims to reduce the digital skills gap in the UK. In 2020 - 2021, the project focuses on motivating young people (aged 16-24) to explore digital careers. The platform supports their progress towards gaining knowledge, skills and qualifications in that discipline, including offering subsidised courses on [FutureLearn](#).

The project involves two components: a podcast series and a digital platform. People could access both or either resource, depending on their preference, and for Season One 12 episodes were delivered over the year, with the most popular episode generating over 70,000 listens. There were also 28,286 unique users on the platform across the reporting period, who clicked through to 8,405 external sites.

Digital skills and careers in the digital economy remain a priority for our Social Impact work, more so since the pandemic shifts us ever more online. With youth unemployment and underemployment continuing to persist at high levels, our work focuses on foundational skills in schools and entry level skills and knowledge for young people starting out in the world of work.

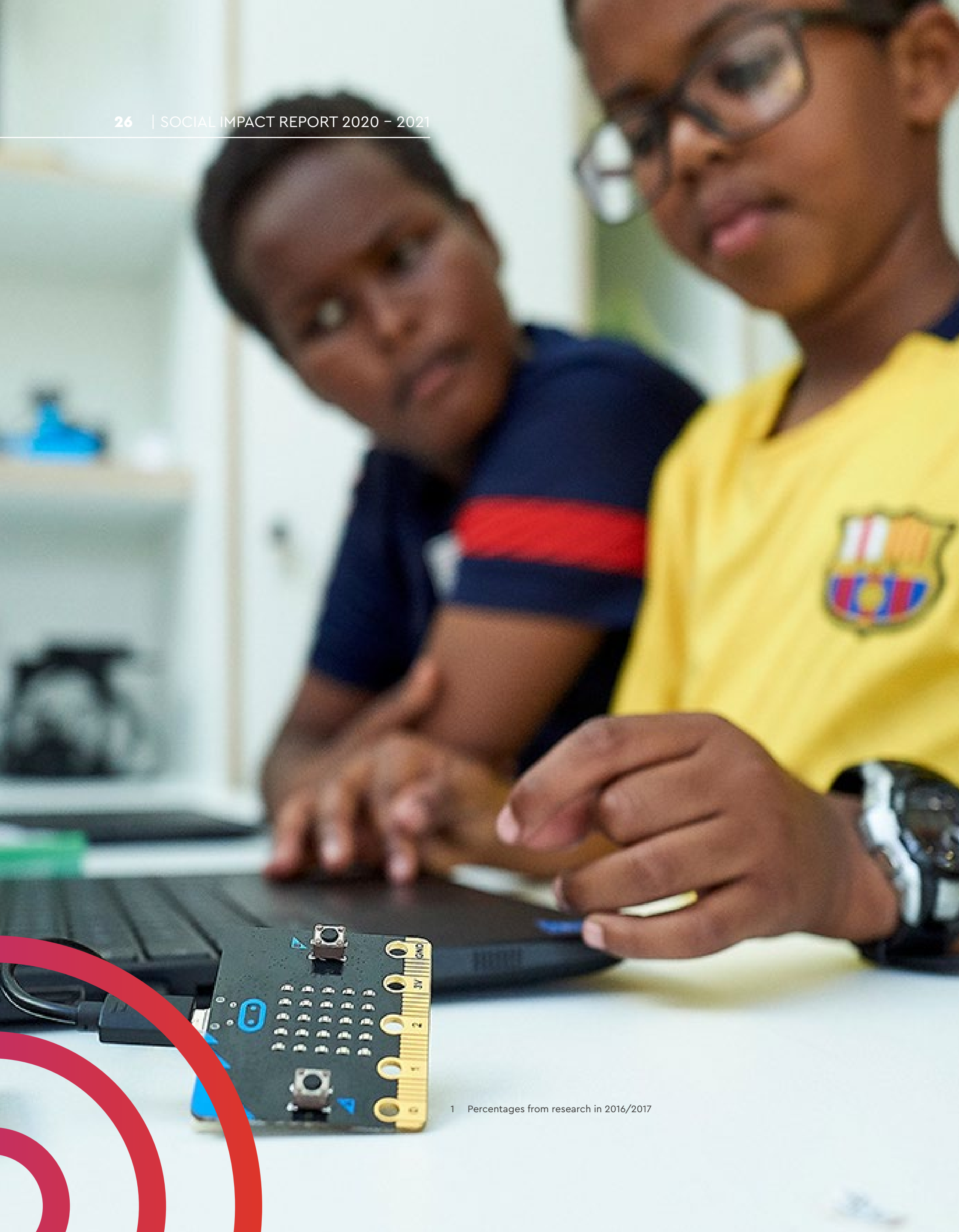
The team has now moved onto delivering Season Two, featuring new hosts, with episodes launching every two weeks over three months. For Season Two there is also a new editorial section covering a range of topics from general inspiration through to more tangible tips around CV writing and interview techniques to help users work towards digital careers.

In 2021-22, impact measurement will be a key focus for the project to understand the outcomes of the podcasts and platforms. There are also plans to integrate a digital employability platform, which is currently in development with The Prince's Trust.

I wish I had these sorts of resources available to me when I was younger. Choosing a career path always seemed like this huge life-changing decision that if I messed it up or made the wrong decision, my whole life would be ruined. I've learned as I've got older, and through hearing other people's journeys, that this certainly isn't true. This is How is a perfect example of showing how there is support out there to help you navigate through your career decisions.

ZOE MALLETT, THIS IS HOW,
SEASON TWO PODCAST HOST





MICRO:BIT EDUCATIONAL FOUNDATION - DIGITAL SKILLS PROGRAMME

The BBC micro:bit is the most recognised tool in the UK for providing a child's first step in their journey with technology, used in 87% of secondary schools in the UK and by 75% of all computing teachers in secondary schools.¹ In 2020, the micro:bit Educational Foundation focused on developing a new website for BBC micro:bit users to navigate and find resources for different age ranges and subjects including a new in-classroom teaching tool (micro:bit classroom) to make it easier for teachers to run lessons using the BBC micro:bit.

An independent evaluation highlighted improved outcomes for non-Computer Science specialists using micro:bit resources, in the ease of finding and using resources and in improved confidence in teaching Computer Science. During the reporting period, the evaluators of the programme estimated that the programme reached approximately 700,000 users in the UK. The resources will have benefited many more children outside the UK.



FutureDotNow is a coalition of leading companies and civil society groups working in collaboration with government to boost the UK's digital skills. FutureDotNow is working to inspire behavioural change across society to achieve a cultural shift in attitudes to digital technology. It works with businesses and other organisations to help ensure everyone has the will to get online and the digital skills to thrive in life and work. With over 100 organisations now part of the coalition since launch, FutureDotNow is influencing change across employees, customers, supply chains and communities.

Nominet is a founding Board member of FutureDotNow and has contributed to the establishment of the organisation in its first year by providing incubation support; both funding and back-end shared services.



698,171
USERS IN THE UK

¹ Percentages from research in 2016/2017

DIGITAL SKILLS AND CAREERS

PIPELINE

This section introduces the different projects currently under development within the digital skills and careers strand. We aim to deliver and scale these in 2021 - 2022.



DIGITAL SKILLS AND CAREERS RESEARCH

A series of short thought leadership and provocation papers, produced in partnership with youth charity Catch22, will be created on critical topics relating to digital skills, youth employment and careers. The papers will examine why there is such difficulty in providing pathways for key groups into the digital economy and what can be done to remedy it. The focus of the first two papers, in a series of four to six, will be announced in late 2021.



VOLUNTEER SKILLS PROGRAMME

Since June 2020, 300,000 Scout meetings have been held via Zoom. Learning new skills and using unfamiliar technology is difficult and the situation has accelerated the need to assess adult volunteers' digital skills and meet shortfalls. In a survey conducted in 2020, over 53% of Scout volunteers reported that a lack of digital skills and/or confidence are key barriers to their delivery of online Scouting. Nominet is funding the Scouts' development of a tool to assess and develop digital skills, helping 8,000 Scout Groups and other youth charities who will have access to it.



DATA TRANSFORMATION

Nominet has provided funding to help The Prince's Trust transform their data use to improve the employability service provided to young people and easily assess their impact through improved data collection, reporting and analytics capabilities. It is hoped this will help to address the challenges of the growing unemployment crisis and improve the ways The Prince's Trust reaches and works with young people.



DIGITAL EMPLOYABILITY TOOL

Nominet is funding The Prince's Trust to develop a tool to connect young people to available jobs, initially in the digital sector through existing partnerships with SMEs and large tech enterprises. This is a key sector for young people: the Edge Foundation estimates there are 600,000 vacancies in digital technology. We hope the new Digital Employability Tool will feed into the groundwork being done by the THIS IS HOW project.



MICRO:BIT PRIMARY SCHOOLS PROGRAMME

Nominet and the micro:bit Educational Foundation are launching a new piece of research and programme of support for primary school teachers in the UK. The research into the teaching of digital skills and creativity will help inform the subsequent education programme to support teachers in teaching these essential skills. The programme will also feature a donation of micro:bits to UK schools.

INTERNET
SAFETY
FOR ALL



INTERNET SAFETY FOR ALL

Our work on Access and Inclusion is balanced by recognising that we want a safe and fulfilling experience for all young people online. The coming year will see considerable shifts in regulation through the Online Harms Bill and our work focuses on education and confidence building in formal and informal settings. It goes further by also supporting those around young people – peers, parents, volunteers and teachers.

Scouts

The Scouts continued to develop the Digital Citizen badge, funded by Nominet and which helps young people (aged 6-18) to perform tasks online, understand how digital technology works and be aware of the benefits and risks of being online.

In September 2020, the Scouts completed the second set of 20 activities (bringing the total to 40 activities), which are available as PDF resources and can now be downloaded by Leaders to support their delivery of the Digital Citizen badge. This included 'Keep your Opinions to Yourself', guiding Scouts to consider the difference between fact and opinion and how to spot both online, and **'Watch and learn'**, encouraging Scouts to learn a new skill from an online tutorial before

presenting it to friends. Since the launch of this second set of activities, 14,990 resources were downloaded from the new activities set, out of a total of 46,007 downloads of all resources since February 2020. A total of 17,637 Digital Citizen Staged Activity badges were sold during the 2020-21 reporting period, with 34,265 badges sold in total since 2019, indicating high numbers of Scouts earning the badge.



34,265

BADGES SOLD IN
TOTAL SINCE 2019

The Digital Citizen Badge also received endorsement in the House of Lords. On 8 December, the House of Lords Communications and Digital Committee held an evidence session on 'Freedom of Expression Online'. In answer to a question from Baroness Rebuck about digital education for young people, Ruth Smeeth (CEO of the Index on Censorship, former Labour MP for Stoke-on-Trent North) said the Scout Association "should be applauded" for introducing the badge and that it "is an incredible thing to have done to make it normalised and integrate online and offline culture".

In the previous reporting period (2019-20), we outlined how Nominet worked with Scouts to mark Safer Internet Day in February 2019 with a dedicated badge focused on online safety to help drive healthy and positive relationships with technology. In the 2020-21 reporting period, 628 of these badges were sold and there were 1,757 clicks through to activities on the Scouts website.

In response to COVID-19, and in close consultation with Nominet, the Scouts developed The Great Indoors in 2020. This is a set of over 100 resources, available online, that helped parents and carers to keep children across the UK entertained and educated while at home during lockdown. In 2020-21, there were 405,432 unique page views, with 21.5% clicking through to at least one of the activities.

|| *I love the update. Brings the 21st century into scouting. Children are far more tech savvy than we give them credit for. Some could probably teach us a thing or two. Well done!!*

SCOUTS LEADER, 1ST FACEBOOK GROUP

||





ProjectEVOLVE is a digital tool to support any adult working with children and young people on online health, wellbeing or safety in schools and other formal settings.

It has been designed by experts and alongside children to help adults describe and deliver progressive digital skills for the young people to thrive in society. Built on UK Council for Internet Safety's 'Education for a Connected World' framework, ProjectEVOLVE was launched in November 2019 with four of the eight strands fully developed: Self-image and identity; Online relationships; health, well-being and lifestyle; and privacy and security.

Nominet's support has enabled SWGfL to complete the four remaining resource strands of the 'Education for a Connected World' framework: Online reputation; Online bullying; Managing online information; and Copyright and ownership. The website launched with all eight strands in October 2020.

As of March 2021, there were 2,816 ProjectEVOLVE accounts with 10,727 individual users (teachers and support staff), reaching an estimated 55,000 school children. From an evaluation survey completed by a sample of 213 users of the platform:



86%

**HAD USED PROJECTEVOLVE
IN THEIR WORK WITH
CHILDREN AND YOUNG PEOPLE**

74%

**FELT BETTER EQUIPPED TO SHAPE
DIGITAL SKILLS EDUCATION AS A
RESULT OF USING PROJECTEVOLVE**

96%

**FELT THAT THEIR EXPERIENCE
OF PROJECTEVOLVE MET OR
EXCEEDED THEIR EXPECTATIONS**

57%

**FELT THAT PROJECTEVOLVE
RESOURCES HELPED THEIR CHILDREN
AND YOUNG PEOPLE TO DEVELOP
AGE-APPROPRIATE DIGITAL SKILLS***

This reporting period also saw the development of an assessment mechanism called the Knowledge Map. This allows teachers to make a whole-class assessment of the knowledge of a particular strand within ProjectEVOLVE using the idea of 'Concept Cartoons', before being given a timeline and some recommendation of resources to be used to fill the identified knowledge gap.



CHILDNET AND NOMINET DIGITAL LEADERS PLUS PROGRAMME

The Childnet Digital Leaders Programme empowers children and young people to champion digital citizenship and digital creativity within their education settings and to educate their peers, parents and teachers about staying safe online. The programme aims to make learning about online safety sustainable, fun and effective. It also helps education settings work towards an outstanding whole-school-community approach to online safety.

Nominet is funding a bursary scheme to expand the reach of the Childnet Digital Leaders Programme into the Childnet and Nominet – Digital Leaders Plus, which offers the programme at a substantially-reduced price to state settings in the 60 most deprived areas in the UK (an area encompassing almost 15% of UK schools). This will enable 65 schools to join the programme for around a year.

Recruiting schools during the COVID-19 pandemic has been challenging as schools and teachers have rightly prioritised their response to fast-changing circumstances; timescales for the project have shifted to accommodate this. That being said, Childnet has still recruited 63 schools (97% of the target) and 171 Digital Leaders (trained students who mentor others - the target is to recruit 10 Digital Leaders over three cohorts across the year).

Childnet is currently conducting an in-depth evaluation of all Digital Leaders and the teachers and pupils of schools taking part in Digital Leaders Plus, assessing their progress throughout the year. This is being conducted in partnership with the University of Central Lancashire and the results will be available in the next Social Impact report.



**63 SCHOOLS
RECRUITED**
(97% OF THE TARGET)

INTERNET SAFETY FOR ALL

PIPELINE

This section introduces the different projects currently under development within our Internet Safety for All strand.

We plan to deliver and scale these in 2021 - 2022.

THE REACH PROGRAMME, ONLINE SAFETY FOR CHILDREN IN FOSTER CARE

Last year, in partnership with New Philanthropy Capital and Parent Zone, Nominet undertook Discovery Research into children and young people’s online safety within a range of different settings. The research identified particularly acute issues within the care system, and we have subsequently developed a response: The Reach Programme.

This large-scale programme will offer grant funding to organisations working in three areas:

- Digital training and skills of foster carers
- Integration of digital safety tools in children’s social care systems
- Creating opportunities for young people to influence the internet safety aspects of care policy

Simultaneous progress across these three focus areas will ensure maximum impact that lasts. The partners who will benefit from the grant funding are below.



Parent Zone has supported the development of the programme criteria, contributed to the decision-making process for awarding grants, and will provide ongoing support to guarantee partners for the duration of the programme.

PARTNERS WORKING TO BUILD FOSTER CARERS’ DIGITAL SKILLS AND CONFIDENCE:



PARTNERS WORKING TO EMBED SUPPORT FOR CHILDREN’S DIGITAL LIVES IN SOCIAL CARE:



PARTNERS WORKING TO ALLOW YOUNG PEOPLE TO INFLUENCE CARE POLICY:



SAFE FROM
ONLINE
HARM

COUNTERING ONLINE HARM TECH INNOVATION FUND

Our main programme under countering online harm continues; the Tech Innovation Fund provides lightly restricted project-based funding for those organisations tackling child sexual abuse and exploitation, giving our partners the scope and environment to explore, pilot and roll out initiatives that can be more transformative on this critical social issue. This work is complimented by our support for building the emerging safety tech sector in the UK.



As described in last year's social impact report, IWF's Search Engines and Consumption of Child Sexual Abuse Material Online Keywords Project identified an additional 4,000 keywords and phrases used to identify online child sexual abuse material (CSAM). These were added into the IWF Keywords List, which licenced IWF members can use to filter results on search engines to protect users from accidentally finding criminal content. It also helps to identify files or domains that might contain criminal content and therefore require further investigation.

The three other projects funded by Nominet in the previous year were postponed as a result of COVID-19 as the local authorities involved prioritised the response to the pandemic or due to restrictions on in-person meetings.

IWF is looking to restart the three projects this year as restrictions ease. These projects are:

IC NOTIFY PILOT

Developing a software system for enterprise networks that will identify the presence of known CSAM devices connected to the network

IWF IMAGE CLASSIFIER

Using artificial intelligence and machine learning to identify and classify child sexual abuse images found online. This allows analysts to process more images more quickly, resulting in more child sexual abuse images being removed from the internet.

HORIZON SCANNING

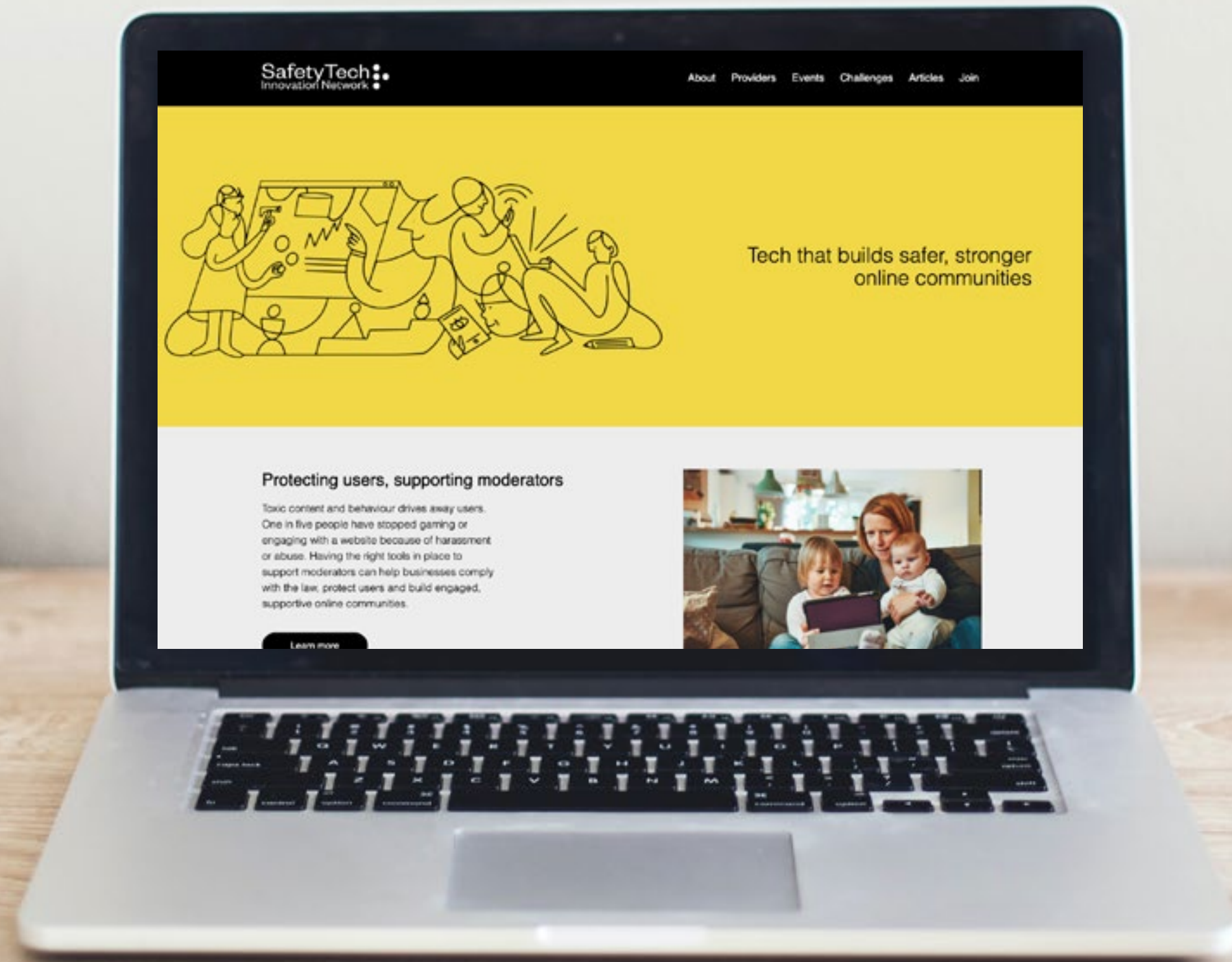
A horizon-scanning campaign in Cambridgeshire to encourage companies and academic institutions in Cambridge and the surrounding areas to collaborate with and support the work of IWF.



CHILD EXPLOITATION ONLINE PROTECTION (NCA-CEOP)

Nominet continues to support NCA-CEOP group as part of the tech innovation fund, but we are unable to report on the specific details of the projects and initiatives under this scheme due to the sensitive nature of the projects.





SAFETY TECH INNOVATION NETWORK

The Safety Tech Innovation Network, established in partnership with DCMS and Innovate UK and delivered by KTN is the national innovation network dedicated to the promotion, collaboration and the industrial application of online safety technologies in the UK. The Network is dedicated to promoting the UK's safety tech sector, bringing together the people who are driving forward innovative online safety technologies and providing a forum for collaboration and discussion.

Despite the problems created by Covid, our first six months of delivery have seen strong progress on our objectives of raising awareness, driving adoption and supporting innovation.

The Safety Tech Innovation Network has achieved a substantial impact during 2020/21 growing from zero, with high level deliverables including:

- A new website that receives 3,000 average monthly unique visitors
- 421 Safety Tech Network members
- 6 expert-led membership events, including a 'safety tech unconference' for 200 people.

The network has also seen a great success in bringing the (geographically spread out) safety-tech businesses together to collaborate and work on key challenges where previously there was no way to do this for the sector in the UK.

The delivery team is building on this first year and is now working towards increased growth of the network and supporting members to continue innovating in 2021/22.

METHODOLOGY

OUR APPROACH TO MONITORING, EVALUATION AND LEARNING

Our Social Impact programme now supports 34 organisations across a range of programmes, initiatives, and strategic partnerships at varying stages of design, development and delivery. While an overarching theory of change has been developed to guide our work, each individual project is largely unique and each will monitor and report on their work against different outputs, considering the high-level outcomes most appropriate for their circumstances and expertise. Across all strands, we provide the organisations we work with access to MEL (monitoring evaluation and learning) experts inFocus Consulting, to assist them in this process, alongside support from the Nominet team.

The figures included in this report were submitted by our charity partners, in some cases in collaboration with independent researchers. These are the most accurate assessment of the impact of Nominet's funding and support specifically, rather than the total number of

young people they are reaching. Not all charities were able to come up with an attributable reach figure. In these cases, they have either reported using a different metric (e.g., number of listens to podcasts) or haven't reported any reach figures. The latter is exemplified in the case of the Countering Harm Fund partners where the sensitivity of the work makes this sort of reporting inappropriate.

All organisations contributing to the report are listed in acknowledgements. We would like to thank them all for the time and effort they have invested to help us create this impact report, considering how critical their other activities are in supporting young people, often in times of most urgent need. Nominet is proud to have been able to enhance their activities and impact over the past year and will look forward to continuing our support of many of these programmes and projects in the year ahead.



THE PRINCIPLES

OF OUR APPROACH TO REPORTING

USEFULNESS:



Whilst it is best practise to monitor, evaluate and learn from the social impact we are striving towards, the impact is much greater if the lessons, insights, and outcomes can be understood by others. For example, the increase in productivity and insight from an intelligence dashboard may be considerable, but is this a path that similar organisations can consider?

FLEXIBILITY:



We ensure that projects can report back to us in ways that best suit the nature of their work, capacity and expertise. We also recognise that this must adapt to changing circumstances, such as COVID-19. We accept the drawbacks to this approach; for example, it can be challenging to consolidate figures across our portfolio when figures are calculated differently or it is impossible to report back any reach figures. However, flexibility is crucial to allow us to support a broad range of partners and projects.

PARTNERSHIP:



We work closely with our partners and trust their expertise and knowledge of their subject area when developing indicators and reporting back to us. Through our MEL partner, we take the role of a 'critical friend', working with them to shape an overall evaluation approach that is both robust and useful.

CAPACITY:



Where required, we help partners to develop their capacity to measure social impact through training and consultancy support. This is particularly important within the tech for good and digital social impact sector, where even well-established organisations are often adapting to a model, they have less experience in.

REPORTING OUR REACH: ATTRIBUTION AND CONTRIBUTION

Often, the majority of the success of a project can be directly attributed to grant making, as Nominet is the sole funder. In many cases we will have been involved in the project from design and inception, and will have continued to support the project with an intention to make it sustainable and viable in the long term. Where we determine attribution, we are led by our partners and agree together how numbers are calculated.

In other cases, our investment and support has contributed to a larger piece of work. This is when our funding has been a significant element of a project but sits alongside other grant funders and partners. When this occurs, figures are reported in full, but we take care to not claim the full impact is a result of our investment. These numbers will not be included in our total 'million lives' count.

For some projects, we can attribute some numbers to our investment and report a contribution to the wider programme of work of an organisation. Where this happens, we make a clear distinction between attribution and contribution.

REACH AND IMPACT IN DETAIL

PARTNER	PROJECT	REACH ATTRIBUTED TO NOMINET FUNDING 2020-21	REACH NOMINET FUNDING HAS CONTRIBUTED TOWARDS
Samaritans	Intelligent Dashboard	243,431	Not Reported
Samaritans	Self Help Tool	53,000	Not Reported
Samaritans	Online Chat	0	11,526
stem4	Calm Harm	29,553	120,950
stem4	Clear Fear	-9,624	-74,194
stem4	Combined Minds	7,546	31,624
stem4	Move Mood	3,874	8,652
stem4	Head Ed	11,940	Not Reported
The Mix	Triage	In Development	1,716,000
Nightline	Impact Dashboard	2,162	10,788
Anna Freud	On My Mind	366,684	235,786
Snook/Barnardos	Design Patterns	Not Applicable	Not Reported
YoungMinds	Design Principles	133,083	1,478,699
Chasing The Stigma	Hub of Hope	36,865	Not Reported
Place2Be	Parents platform	In Development	Not Reported
n/a	Covid Landing Pages	Not Applicable	5,175
BITC	Responsible Business Network	0	3,000
GTF/FDN	DeviceDotNow	6,858	27,432
n/a	Reboot	Not Applicable	Not Reported
Livity	Platform	28,286	Not Reported
Livity	Podcast	70,230	Not Reported
micro:bit Ed Fnd	Classroom & Platform	698,171	N/A
Scouts	Digital Citizen Badge	17,637	Not Reported
Scouts	#Great Indoors	43,583	Not Reported
Scouts	Internet Safety Badge	628	Not Reported
SWGfL	ProjectEvolve	55,977	111,954
Childnet	Digital Leaders+	171	Not Reported

Figures taken from partner reports submitted April-September 2021

1,800,055

3,687,392



ACKNOWLEDGEMENTS

	ROSS HANDBY CHIEF TECHNOLOGY OFFICER THE MIX		Anna Freud National Centre for Children and Families	MATTHEW DOYLE NETWORK & DIGITAL CONTENT MANAGER ANNA FREUD		Childnet International	FABIAN GODFREY SCHOOLS RELATION OFFICER CHILDNET INTERNATIONAL		SAMARITANS	CHRISTINA FLYNN HEAD OF TRUSTS AND STATUTORY FUNDRAISING SAMARITANS
	BOHDANA DOCK HEAD OF DATA, RESEARCH AND EVALUATION THE MIX		Anna Freud National Centre for Children and Families	VANESSA CAMERON GRANTS & BIDS OFFICER ANNA FREUD		Scouts	KATHY O'BRIEN PARTNERSHIPS MANAGER SCOUTS		SAMARITANS	FRANCIS BACON ASSISTANT DIRECTOR OF DIGITAL SERVICES AND CHANGE SAMARITANS
	JOE MARTIN TRUSTEE NIGHTLINE ASSOCIATION		YOUNGMINDS	THAD DOUGLAS EVIDENCE AND INNOVATION MANAGER YOUNGMINDS		SWGfL Safe, Secure, Online	LUIZA YOULZARI PROGRAMME MANAGER SWGFL		Place 2Be	NADIA NIEBERG DIGITAL PROJECT MANAGER PLACE2BE
	SCARLETT JARDINE HEAD OF IT NIGHTLINE ASSOCIATION		YOUNGMINDS	VANESSA LONGLEY DIRECTOR OF DEVELOPMENT YOUNGMINDS		SWGfL Safe, Secure, Online	SWGFL KEN CORNISH ONLINE SAFETY DIRECTOR		Place 2Be	MONICA ARDUS IT PROGRAMME MANAGER PLACE2BE
	DR. NIHARA KRAUSE CEO STEM4		CHASING THE STIGMA	JAKE MILLS CEO CHASING THE STIGMA		LIVITY	ALAN BRYANT HEAD OF STRATEGY LIVITY		Believe in children Barnardo's	TOM NORMAN HEAD OF SERVICE DESIGN BARNARDO'S
	KATIE DONNELL DIGITAL LEAD STEM4		Childnet International	DANIELLE ANTHA PROGRAMME MANAGER CHILDNET INTERNATIONAL		micro:bit	ROZ SUTTON STRATEGIC PROGRAMME DESIGN - DIGITAL AND DATA MICRO:BIT		snook	SARAH DRUMMOND CEO SNOOK
						micro:bit	ALAN BREDEE RESEARCH DIRECTOR DISCOVERY MICRO:BIT			



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