



PUBLIC BENEFIT 2019/20

Social Impact Report

TECH FOR GOOD. FOR ALL.

A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a white t-shirt, and a pair of sunglasses is resting on their chest. The background is blurred, suggesting an outdoor setting.

PUBLIC BENEFIT 2020

Improving the lives of
1 million young people
through technology

CON



CONTENTS

Foreword	4
Introducing Public Benefit	6
Investing in Impact	8
Reach and Impact	9–10
CONNECTED	
Access to Essential Digital Services: 2019–20	11
Access to Essential Digital Services: Pipeline	12
Nominet #RESET Mental Health Programme	13–15
INCLUSIVE	
Digital Access and Inclusion: 2019–20	16
Digital Skills and Careers: 2019–20	17–18
SECURE	
Internet Safety for All: 2019–20	19–20
Internet Safety for All: Pipeline	21
Safe from Online Harm: 2019–20	22
Safe from Online Harm: Pipeline	23
COVID-19	24–25
Moving Forward	26



FOREWORD



ELEANOR BRADLEY
MD REGISTRY & PUBLIC BENEFIT

Welcome to Nominet's 2nd Annual Social Impact Report. The report looks back on a pivotal year for our Public Benefit work, a year in which our ambitions to achieve a lasting positive change to the lives of young people through technology became a reality. It has also been a year in which the world has been turned on its head by the COVID-19 pandemic, and we are especially pleased with the way in which our programmes and partners have reacted and continue to respond to the devastating impact this has had on so many.

The foundations laid in the previous year meant that FY20 has enabled us to launch several key initiatives under our three pillars of work: Connected, Inclusive and Secure.

KEY MILESTONES

With a long-term goal of helping to improve the lives and life chances of 1 million young people a year through technology, we have made significant progress. In FY20, we have reached 721,777 young people and have made grants that will enable us to reach our goal beyond 2020. The approach we have taken is to direct grants, partnerships and programmes towards social issues that are emerging with technology and the internet at their heart. We focus our work on areas including digital skills and careers, mental health and wellbeing, internet safety and digital exclusion.

All share a common aim of improving the role of technology in young people's lives. A summary of key milestones across the last 12 months follows.

PUBLIC BENEFIT AND COVID-19

In early March, the Public Benefit team quickly mobilised to respond to the pandemic and the impact it would have on vulnerable people in the UK. It began with leading the call to zero-rate access to the NHS online, which was taken up by all major telecoms providers in the UK. The team then developed and co-led DevicesDotNow – an appeal to support the 250,000 people shielding with access to a device and connectivity. In parallel, we supported Business in the Community to develop a business-to-charity matching service, which to date has had over 1,600 successful matches across the UK. The impact of the pandemic will continue, and our work will adjust to ensure that we support young people and the most vulnerable or disadvantaged through technology.

BEHIND THE NUMBERS

As the report shows, we are working well towards our ambition of reaching over 1 million young people a year across all our programmes. But reaching many young people is only half the goal. It's vital that our work leads to positive outcomes and sustainable social impact. Throughout the report you'll discover not only what change we're hoping to inspire, but, with thanks to our Impact Partners InFocus and our grant partners, how we measure, learn from and improve our work so it can lead to a lasting impact.

We hope you enjoy reading the report.



CONNECTED

Our Connected work saw us launch our first flagship programme, the Nominet #RESET Mental Health Programme (page 13), with partners ranging from YoungMinds and Nightline Association to Barnardo's and The Mix. The early signs are very positive on its ambition to reach over 3 million young people, and we're looking to continue our focus in this critical space moving forward.



INCLUSIVE

Our Inclusive pillar saw us focus on the importance of digital skills and careers. We've evolved our award-winning Nominet Digital Neighbourhood programme into 'THIS IS HOW' (page 17), – a podcast, learning and skills platform for digital careers based on youth culture and brands that, to date, has reached over 50,000 young people. Coupled with the launch of our micro:bit classroom and our Digital Citizenship badge with the Scouts, our footprint into digital skills and careers continues to grow.



SECURE

In Security, we launched the 'Nominet Tech Innovation Fund: Countering Online Harm', which grants organisations working to combat online harm the ability to explore cutting-edge technology to stay one step ahead. But we were also excited to partner with DCMS as we help build towards a thriving Safety Tech sector in the UK.

£1.7M

OUR GRANTS TO PUBLIC
BENEFIT PARTNERS AND
PROGRAMMES IN FY20.

721,777

THE NUMBER OF YOUNG PEOPLE
REACHED IN FY20. THIS MEANS WE
HAVE NOW SUPPORTED
877,209 TO DATE.

AWARDS

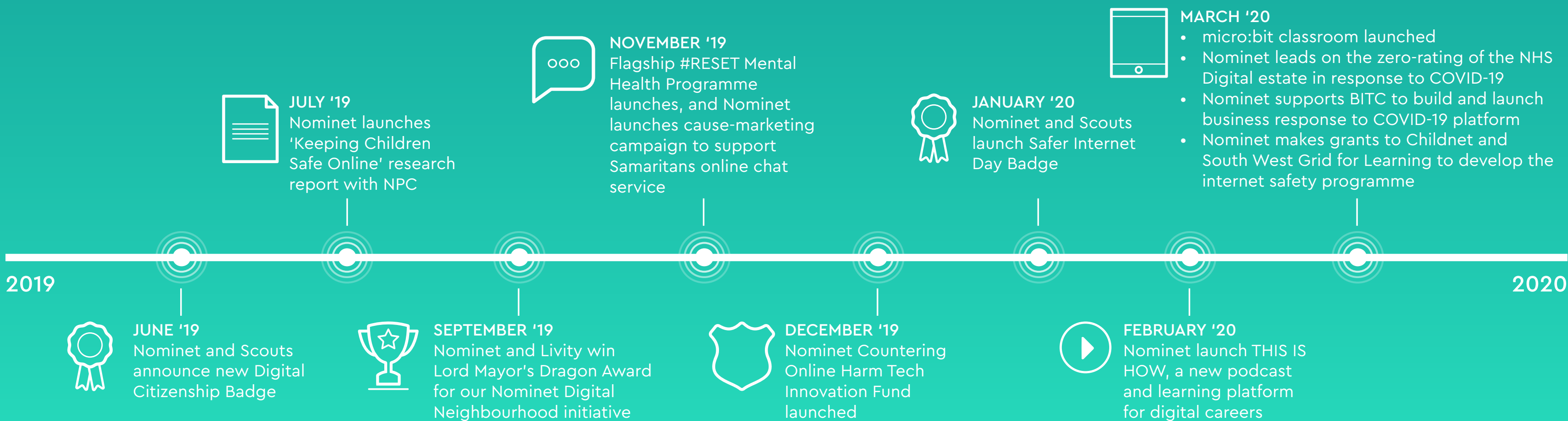


THE LORD MAYOR'S DRAGON AWARDS
**LORD MAYOR'S AWARD
FOR LEADERSHIP IN DIGITAL SKILLS
WINNER 2019**

DIGITAL SKILLS WITH LIVITY FOR NOMINET
DIGITAL NEIGHBOURHOOD

**ThirdSector
Business Charity Awards**

OUR PARTNERSHIP WITH SAMARITANS

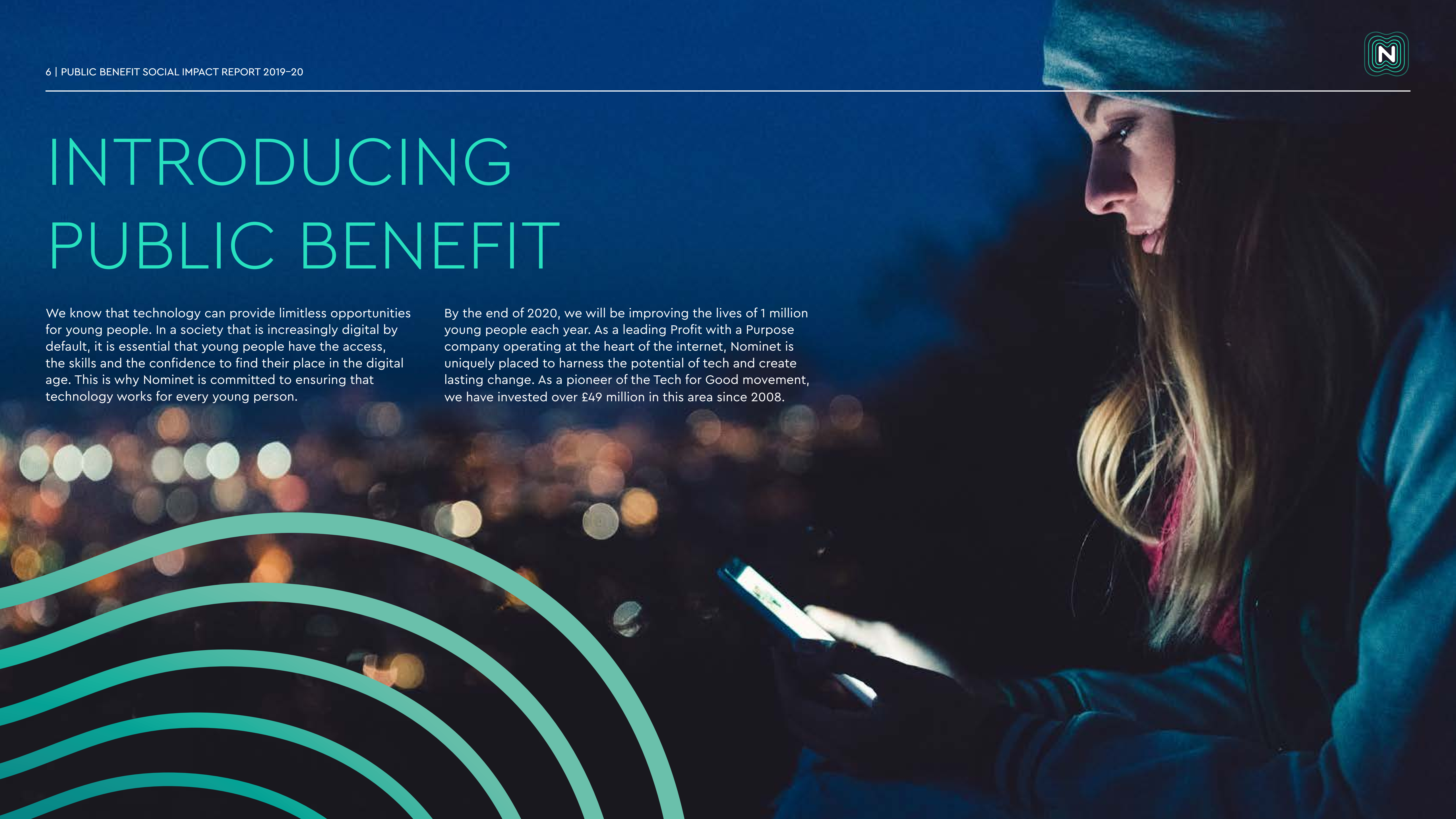




INTRODUCING PUBLIC BENEFIT

We know that technology can provide limitless opportunities for young people. In a society that is increasingly digital by default, it is essential that young people have the access, the skills and the confidence to find their place in the digital age. This is why Nominet is committed to ensuring that technology works for every young person.

By the end of 2020, we will be improving the lives of 1 million young people each year. As a leading Profit with a Purpose company operating at the heart of the internet, Nominet is uniquely placed to harness the potential of tech and create lasting change. As a pioneer of the Tech for Good movement, we have invested over £49 million in this area since 2008.





CONNECTED

In the UK, 1 million young people do not have appropriate, affordable access to the internet and hardware, which considerably limits their educational growth and opportunities. Our Connected programmes work to ensure young people have access to a life online. This includes essential digital services that address the needs of young people when they are at their most vulnerable.



INCLUSIVE

The future of work is going through transformational change. Having a strong foundational understanding of digital skills for employability and entrepreneurship is essential to every young person's chance of succeeding in the future economy. Our inclusive programmes support young people in digital, particularly those who are most likely to be left behind in a society that is digital by default.



SECURE

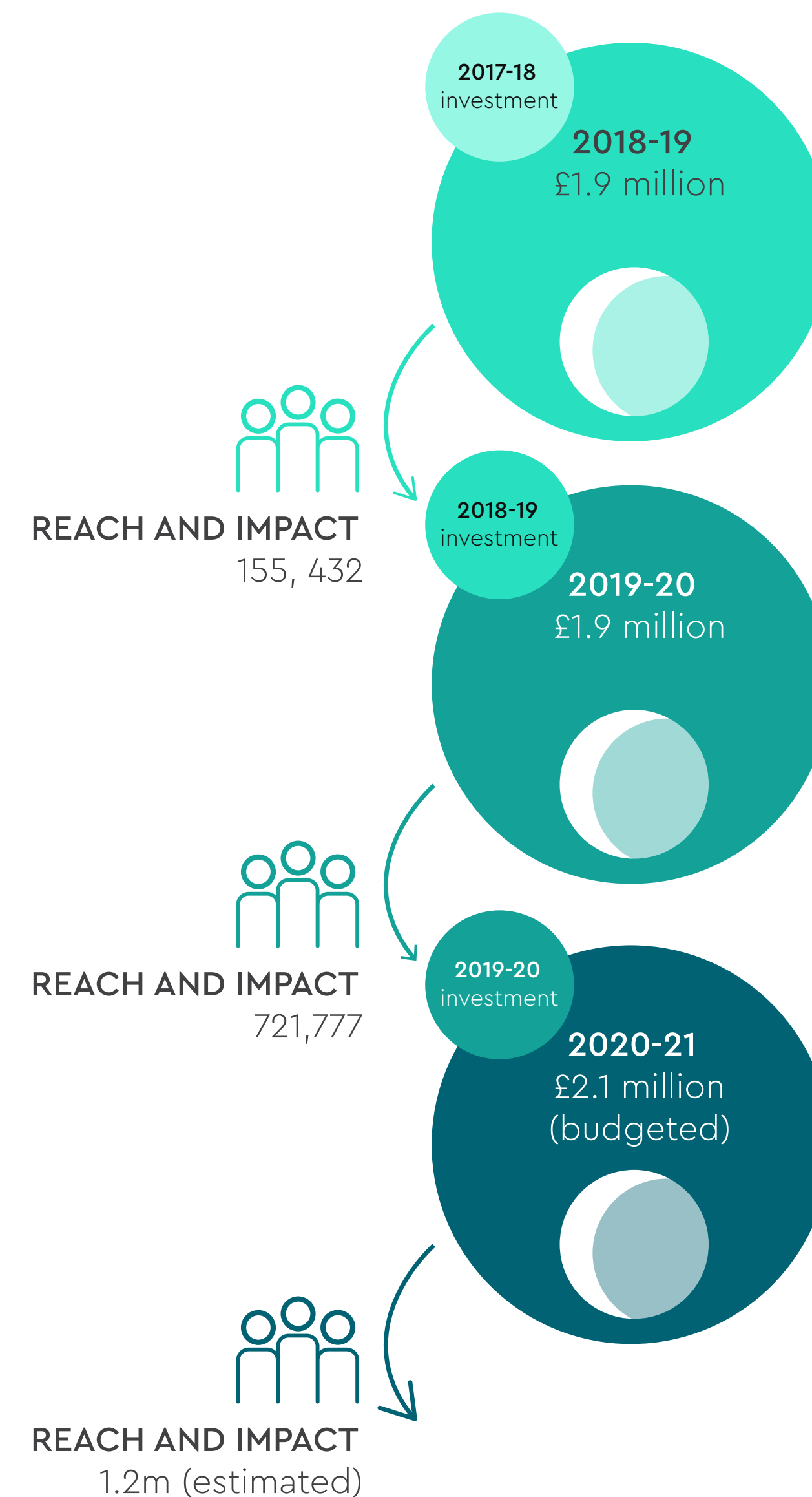
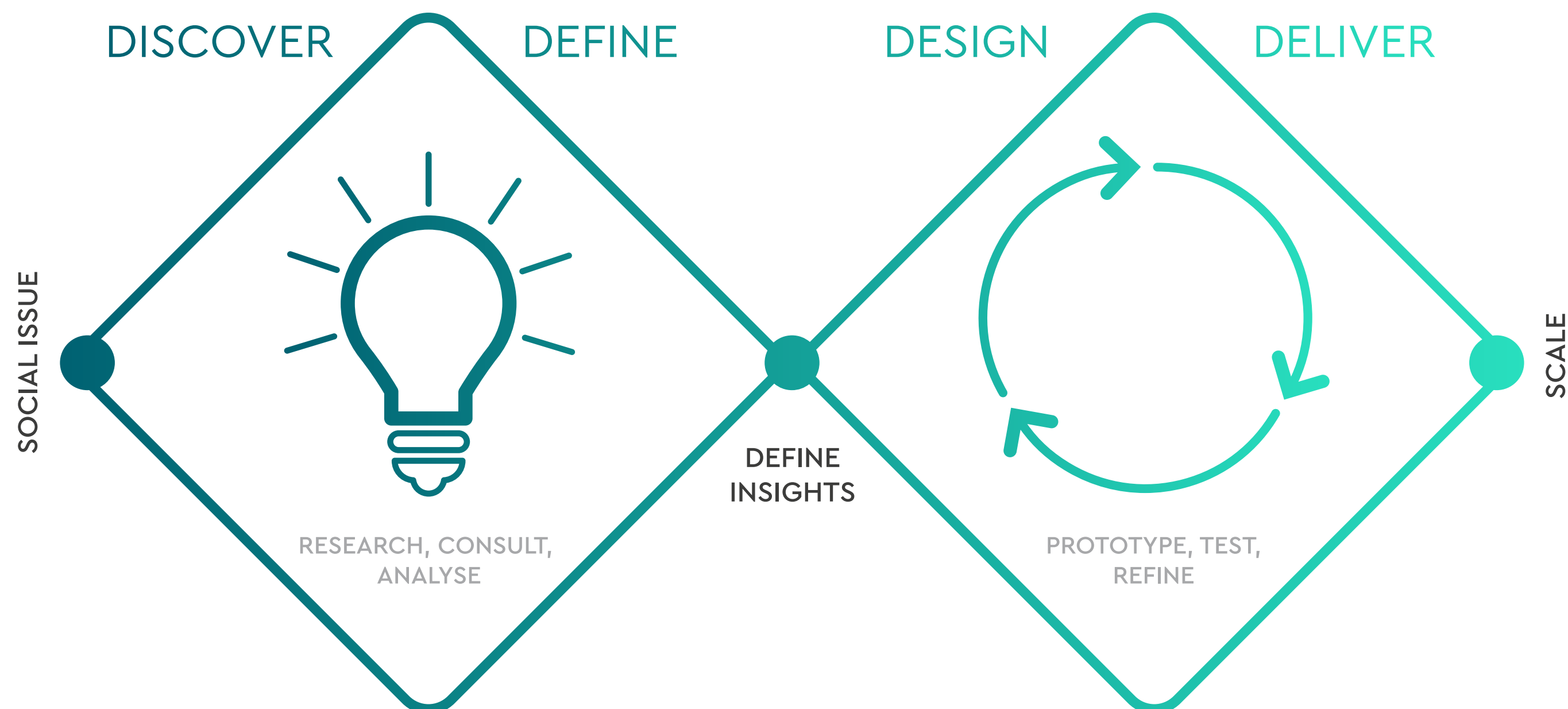
Our secure programmes focus on ensuring that young people are safe online. We support research, initiatives and programmes that prevent, respond and eradicate practices that put young people at significant risk online. We also support organisations that advise and support young people in forming safe and positive relationships online.

INVESTING IN IMPACT

Operating at the intersection of technology and social impact, we apply design-led thinking to address the issues facing young people and their relationship with technology.

We explore the real-life issues and barriers affecting young people before designing and building initiatives that can make a positive and lasting difference.

With organisations, our investments follow the process below to refine their digital services. The reach and impact of our investment is often not realised until the following year (see diagram, right). In our Reach and Impact section over the following pages, we therefore look at both existing projects – those already reaching young people and generating impact – and those in the 'pipeline', which will mainly deliver beyond 2020-21.





REACH AND IMPACT

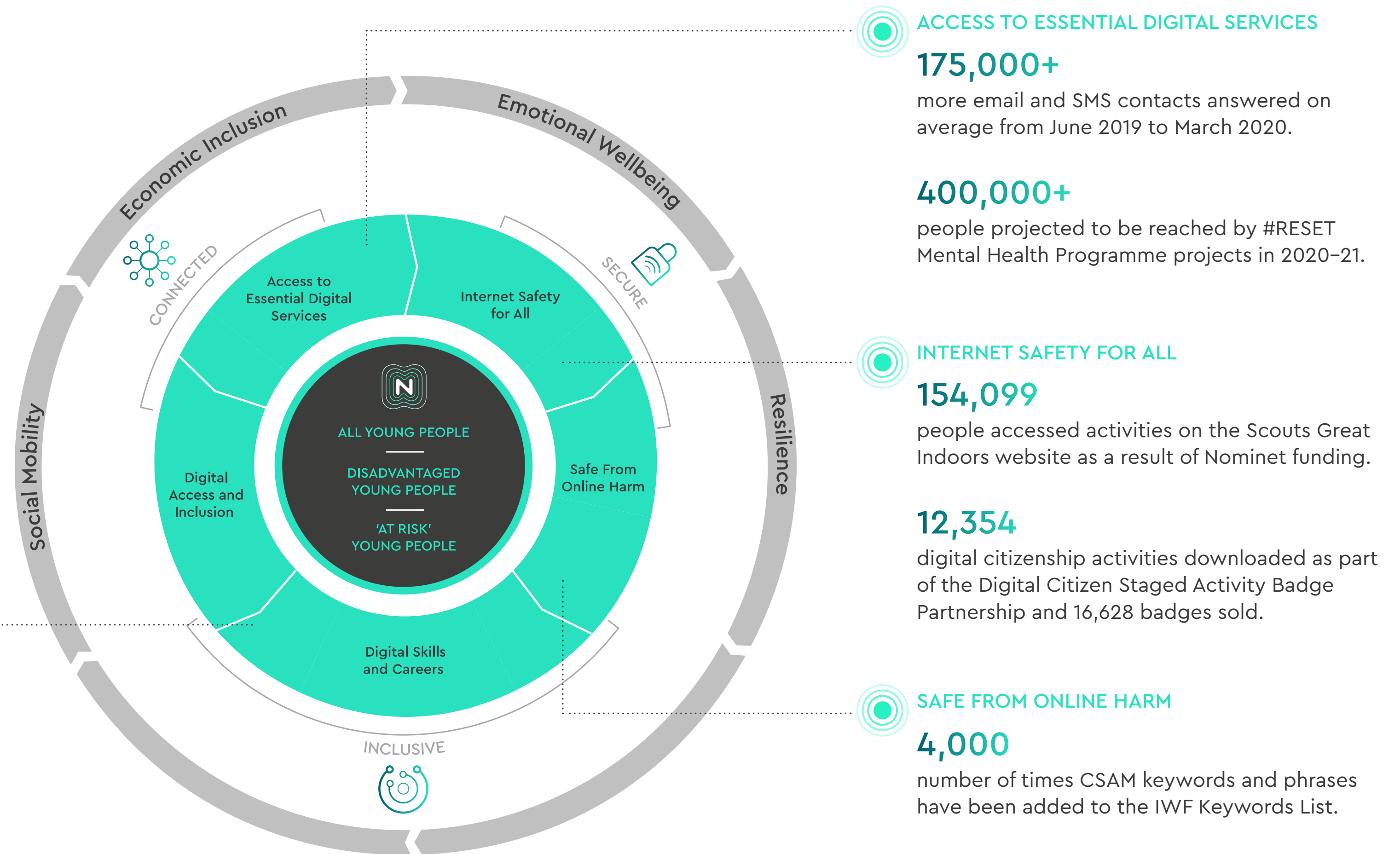
In this section we look at the reach and impact of digital services that were delivered this year, and provide updates on those that will deliver in 2020-21. As you can see from our theory of change below, our Connected, Inclusive and Secure strands break down into the five areas shown across the page, mapped against the growing network of partners we fund. We support partners that support young people across a number of areas, including economic inclusion, emotional wellbeing, resilience, safety, educational attainment and social mobility.





IN NUMBERS

On this page, we look at some of the key figures for Nominet-funded projects across 2019-2020 and the projected reach for 2020-21.





ACCESS TO ESSENTIAL DIGITAL SERVICES: 2019-20

SAMARITANS

WHAT WE'VE DONE IN 2019/20

Samaritans' greatest challenge has been to match the supply of volunteer time to meet the demand for its services. Since COVID-19, Samaritans continues to see a high demand. Nominet has supported Samaritans as Digital Transformation Partner with the development of a suite of intelligent data visualisation and notification tools (the 'dashboard') to improve response to demand across service channels. The dashboard was developed and deployed to all the Samaritans branches in June 2019.

REACH AND IMPACT

While the impact of COVID-19 has led to a reduction in the number of people able to volunteer for Samaritans, and a cessation of volunteer recruitment, the dashboard has supported the organisation's existing volunteers to optimise their time in response to demand across channels. Since the dashboard was launched in June 2019, on average, Samaritans has answered 17,580 more email and SMS contacts per month, over 175,000 more contacts until the end of March 2020. While there are other factors that could have influenced this figure, the Samaritans team identified that the dashboard has been a valuable source of information for volunteers and played a key role in the response to COVID-19.

"The dashboard tool has helped our volunteers make decisions about when to volunteer and how to use the time they offer so that we can provide consistent low waiting times across channels and answer more contacts. Replacing guesswork or preference for how to use their shift time, the dashboard on the intranet provided live contact numbers and wait times to support volunteers to respond through the appropriate channel."

MATTHEW GRAY
CORPORATE ACCOUNT MANAGER, SAMARITANS

OUTCOMES:

- Placing a greater focus on nationwide service performance within the organisation. This has helped with planning and prioritisation, allowing volunteers to focus on where demand is greatest.
- Enabling volunteer hours to be used more efficiently by replacing guesswork or preference for how to use their shift time with live contact numbers and wait times, which enabled them to respond through the appropriate channel (telephone, email, SMS – up to February 2020, or letter).
- Building the dashboard as an independent system that was able to integrate easily with a range of data sources. This enabled Samaritans to re-platform quickly following the migration of their voice service to a new platform, without losing visibility of service data for a long period.



IN NUMBERS

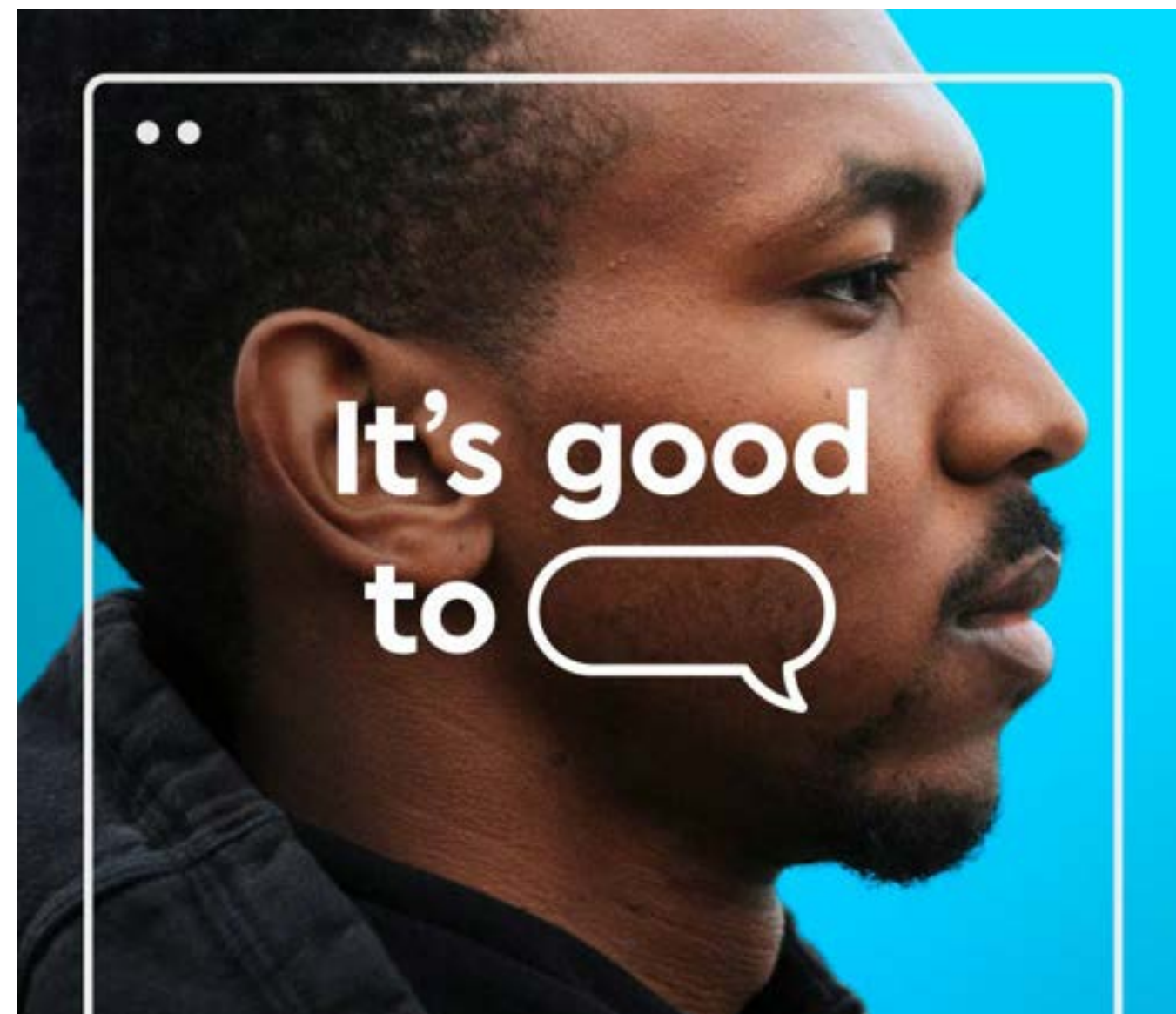
OVER 175,000 MORE EMAIL AND SMS CONTACTS ANSWERED ON AVERAGE FROM JUNE 2019 TO MARCH 2020.



ACCESS TO ESSENTIAL DIGITAL SERVICES: PIPELINE

ThirdSector Business Charity Awards

CHARITY PARTNERSHIP TELECOMS & TECHNOLOGY



This section introduces the different projects currently under development that will deliver and scale in 2020–21 under the Access to Essential Digital Services strand.

SAMARITANS, SELF-HELP AND ONLINE CHAT

Samaritans has found that younger people, people with autism and those with social anxiety are less likely to call the Samaritans helpline. Changing habits also mean that people with thoughts of suicide look for support and guidance online, but often struggle to find reliable sources of information.

With support from Nominet through the Digital Transformation Partnership, Samaritans has worked in partnership with clinical experts to develop [Self-help](#), the first online self-help product in the UK with recommended techniques for coping with suicidal thoughts. The tool was developed and piloted across 2019 and in early 2020 with 240 users, recruited from specific audiences to ensure barriers to access were addressed. Analysis of user data and interviews with testers from different target groups identified that the tool was meeting a variety of different needs for users in different ways. The public launch of the tool was brought forward to respond to a greater need resulting from the COVID-19 pandemic, and up to July 2020 there have already been over 11,000 accounts registered following a limited promotion of the tool.

In 2019–20 Samaritans has also been supported by Nominet to pilot a new online chat service that, once rolled out, makes it possible for people to access one-on-one real-time written word emotional support, 24–7, from a trained Samaritan.

The service will also be open to serving personnel, veterans and their families from abroad, enabling them to contact a Samaritan who understands their communities. The service is intended to support those who only want to communicate via online chat, for example, younger people, people who do not have access to a stable telephone signal, or who are at risk of suicide who may find it difficult to access face-to-face or spoken word support. Results from the pilot have been positive and the service will help Samaritans to reach more people, and make it easier for them to get in touch in a way that suits them best.

"Users spoke particularly positively about the mood tracker, the 'Things that give me hope' section of the safety plan, and the activities feature. While the app doesn't have an explicitly clinical focus, users reported finding these features 'therapeutic'. Much of the benefit seems to derive from being prompted to and given space for thinking about issues in more detail. Users report that the act of writing down how they'd been doing in the mood tracker was enough to make them feel better quickly, in addition to helping them understand and articulate patterns in their mood."

FELIX MACPHERSON
PROJECT MANAGER, SAMARITANS



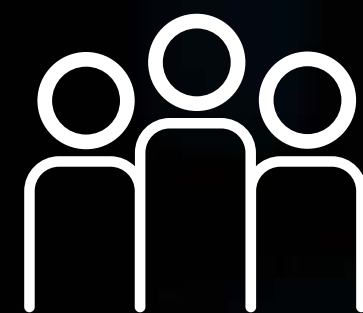
#RESET

Mental Health Programme

WHAT WE'VE DONE IN 2019/20

At Nominet, we believe that young people experiencing mental health challenges could receive better support if we help to reset the system and support organisations to provide clearer signposting to the most appropriate support for young people, better quality services on digital channels, and better integration with Child and Adolescent Mental Health Services (CAHMS) and offline support. The fund aims to achieve this through directly supporting expert national charities looking to deliver digital mental health services, and setting up and supporting sector-wide digital initiatives that boost collaboration, service quality and signposting.

Across the next two pages we introduce the different projects funded under the Nominet #RESET Mental Health Programme that will deliver and scale in 2020-2021.



IN NUMBERS

400,000+ IS THE PROJECTED REACH FOR THE COMBINED PROJECTS UNDER THE NOMINET #RESET MENTAL HEALTH PROGRAMME.



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

The Centre has developed the '[On My Mind](#)' website as a go-to source for young people to get the best mental health and wellbeing information and signposting to trusted services. There is a particular focus on supporting underserved young people. While COVID-19 has had an impact on the timing of some aspects of the project, the technical aspects of the grant, have either been completed or are scheduled to be completed by end of August 2020. The number of users to the '[On My Mind](#)' website has already exceeded the target set for the end of the grant with a significant increase in those using the self-care resources to manage anxiety through the COVID-19 lockdown evident.

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

Snook have partnered with Barnardo's and are working alongside the Public Policy Lab to develop a digital pattern library – a platform of solutions for building and delivering mental health services. Using digital patterns can save charities from 'reinventing the wheel', repeating mistakes and spending resources on researching, building and re-testing the same ideas. To date the team have reached stage two of three, and have identified a number of use cases for the library. A platform is soon to be published on which the patterns will be available for open access. Snook will be working to continually engage designers, developers, front line staff, commissioners and others who may utilise the patterns to develop a community of practice.

ACTIVE JOURNEYS AROUND MENTAL HEALTH, THE MIX

The Mix is focusing its funding from the Nominet #RESET Mental Health Programme on evolving key areas of their operations to provide a meaningful and frictionless point of access in the trusted spaces young people visit online. This will be achieved through the better utilisation of data collection to improve awareness of young people's mental health; and by increasing the effectiveness, depth and consistency of The Mix's signposting around mental health across its website and helpline channels. In order to support access to services in schools, colleges and universities, a triage tool is being created. This will work to facilitate active signposting by The Mix in other environments where young people gather online.

INTELLIGENCE DASHBOARD/AGILE WORKING, NIGHTLINE ASSOCIATION

The Nominet #RESET Mental Health Programme has supported the Nightline Association to develop an intelligence dashboard, which will facilitate data-led decision making with finite resources. It has also allowed for the embedding of an agile working culture and the ability to innovate and test new ideas through an innovation fund. In the 2019-20 reporting period the dashboard had not yet been launched, and the majority of deliverables are forecast for the 2020-21 reporting period. COVID-19 has impacted on Nightline centres, who are now offering support only through instant messaging or emails as many universities have closed their campuses. This has led to a general reduction in calls.





STEM4 DIGITAL OFFERS, STEM4

Nominet funding has been used to increase the reach of stem4 digital products through the development of a social media/digital marketing strategy and the adaptation of existing apps to meet the mental health needs of at least 100,000 young people per year. Prior to the end of the reporting period, stem4 were about to release the [Head Ed](#) for secondary schools and the [Mood Move](#) app to help people manage the behaviours associated with low moods and depression (slightly delayed by COVID-19). stem4 will also run a clinical research trial to evaluate their [Clear Fear](#) app, which focuses on tackling anxiety in children and young people. A research team has been appointed and a proposal submitted for ethical committee approval.

HUB OF HOPE, CHASING THE STIGMA

The Hub of Hope is a national mental health database that brings together many forms of mental health support from across the UK in one place. While COVID-19 has led to significant financial pressures for Chasing the Stigma, the Hub of Hope has been accessed by 21,569 users since the project began (half way towards the overall target three months into the grant), although attracting 18-24 year olds remains a challenge. NHS England and Public Health England have both endorsed the hub, alongside the UK Government.

A DIGITAL PLACE FOR PARENTS, PLACE2BE

There is increased demand for parenting resource support, which is currently limited. Place2Be are conducting a three-month research project into a possible digital component for parents to support children and young people with conduct and behavioural difficulties.

The research will help determine and shape the best course of action to build on and extend the existing reach and create cost-effective, targeted and better integrated interventions.

YOUNGMINDS DIGITAL CONTENT, YOUNGMINDS

Nominet #RESET Mental Health Programme funding for YoungMinds is focused on improving and developing their model of digital engagement with young people. The emphasis is on developing their website as a high-quality digital service to help young people find what they need, when they need it, and to be able to take practical, actionable steps to help themselves and their peers. To date the project is on track to meet the majority of indicators and has seen a surge in demand from young people during COVID-19. To demonstrate this, the average blog is viewed 2,000 times per month while the ['What to do if you're anxious about Coronavirus'](#) blog was viewed 58,000 times in just over two weeks.





DIGITAL ACCESS AND INCLUSION: 2019–20



WHAT WE'VE DONE IN 2019/20

The Digital Access for All (DAFA) taskforce, initiated by the Learning Foundation and Nominet, is committed to designing and delivering solutions to the problem of digital exclusion. September 2019 saw the launch of the Digital Access for All Service Design Project Report, carried out by Snook, which focused on understanding barriers to digital inclusion for families of school-age children who were experiencing digital exclusion.

In 2020, Nominet also took a number of steps to help support the digitally excluded during COVID-19. This included leading the call to zero-rate access to key websites during the pandemic, such as NHS.uk, and co-leading DevicesDotNow, an initiative to help support the 1.9 million households who don't have access to the internet and are digitally excluded due to COVID-19.

REACH AND IMPACT

The [DAFA Service Design Project Report](#) is helping to feed into high-level service design for future initiatives. Firstly, while families interviewed owned at least one smartphone, data packages often limited their use and the devices were often damaged. Next, life events such as family breakdown and financial shocks were cited as key reasons for no longer having broadband connections. The research also found that families used 'good enough' solutions to accessing the internet, such as through smartphones or computers at libraries, while some families resented the fact that access

to services is increasingly digital, which seemed to build their resistance to buying a device and connection. Finally, motivating factors to obtaining a device and connection primarily related to children's education.

In response to COVID-19, Nominet worked in collaboration with Snook, the Government, and major mobile networks to secure zero-rate access to key websites, such as NHS.uk, from all smartphones. This enabled even those with limited data or financial difficulties (see insights from the report above) to get access to key health messaging during the pandemic. The DevicesDotNow initiative was developed with support from the Department of Culture, Media and Sport (DCMS), and coordinated through FutureDotNow, to help get devices and connectivity to the digitally excluded during the pandemic, which has exposed and exacerbated digital exclusion across the UK. During the 2019–20 reporting period the initiative was still in the process of being set up, and by the end of July the DevicesDotNow initiative has secured devices to over 11,000 people.

"Lucy was feeling very lonely, bored and low before she was given her device. She is not always the most communicative person, but she loves drawing, painting and writing. The tablet has allowed her to do all these things while keeping a little more in touch with people."

RECIPIENT OF SUPPORT FROM DEVICESDOTNOW
INTERIM IMPACT REPORT #2: 24TH MARCH – 26TH JUNE



KNOWLEDGE AND INSIGHT
DOWNLOAD THE [DIGITAL
ACCESS REPORT](#).

DIGITAL SKILLS AND CAREERS: 2019-20

WHAT WE'VE DONE IN 2019/20

Nominet has supported two main projects that help young people to build a strong foundational understanding of digital skills for employability and entrepreneurship. This includes THIS IS HOW, a digital skills platform and podcast series to help young people to enter into digital careers, and the development of a comprehensive set of resources to support teachers to use the BBC micro:bit.

REACH AND IMPACT

THIS IS HOW is a joint venture between Nominet and Livity that aims to reduce the digital skills gap in the UK by motivating 16-24 year olds to learn skills in relation to the digital roles that the UK economy needs. THIS IS HOW involves two components: a podcast series and digital platform. The podcast series includes interviews with people who have entered into different digital careers and aims to spark curiosity in young people about the breadth of opportunities available, and to signpost them to relevant resources that can help them move into their chosen careers. The digital platform provides young people with curated skills, knowledge and opportunities based on their characteristics and interests in the area of digital skills, which are assessed through an online survey.

While COVID-19 has made the recording of new podcasts more difficult, there were 57,395 podcast listens from around the world (55% from the UK, with the US next with 37%), and initial feedback from users has been positive. There were also 1,230 unique users of the digital platform during the reporting period. The social impact generated from the platform has not yet started to be measured and will coincide with a focus on marketing the podcasts and platform late in 2020.

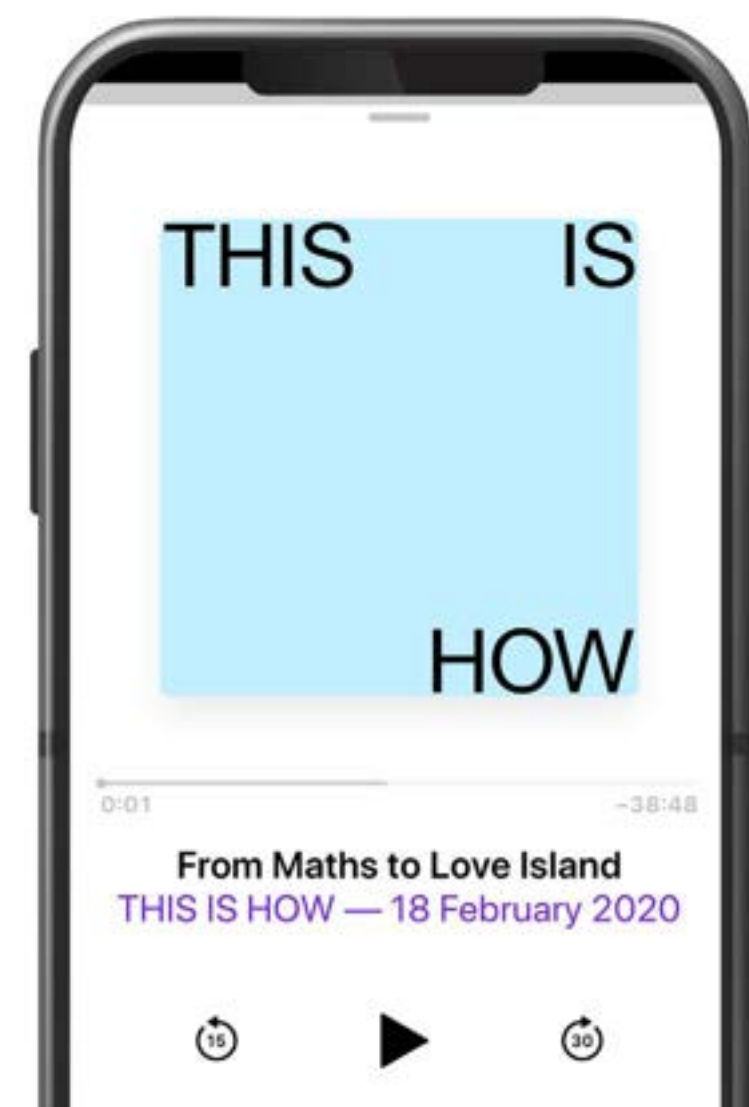


THE LORD MAYOR'S DRAGON AWARDS
**LORD MAYOR'S AWARD
FOR LEADERSHIP IN DIGITAL SKILLS
WINNER 2019**

"As a maths graduate, I had a very rigid mindset in terms of what I was able to pursue as a career. The industry that I now work in just wasn't on my radar so having a resource like this podcast would have been invaluable for someone like me!"

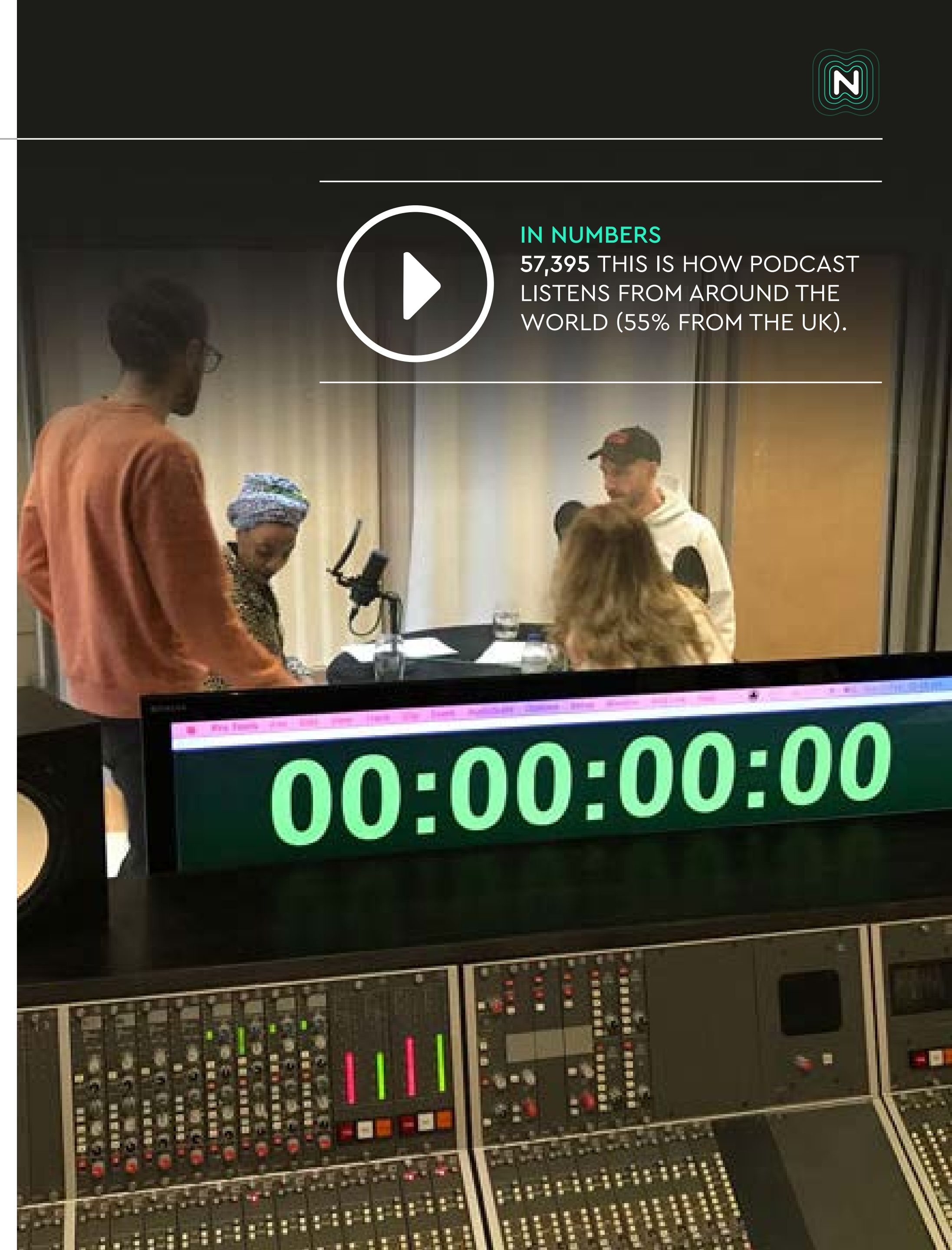
STEFANO FIGONI

DATA ANALYST AT ITV, ONE OF THE FIRST PODCAST GUESTS



IN NUMBERS

57,395 THIS IS HOW PODCAST
LISTENS FROM AROUND THE
WORLD (55% FROM THE UK).





IN NUMBERS

334,124 STUDENTS REACHED
BY TEACHERS USING THE NEW
WEBSITE AND RESOURCES.



The BBC micro:bit is the most recognised tool in the UK for providing a child's first step in their journey with technology, currently used in 87% of secondary schools in the UK and by 75% of all computing teachers in secondary schools. The Nominet micro:bit Digital Skills Programme aimed to transform the micro:bit from an effective educational product that is well received by digitally confident teachers, to a complete and comprehensive educational platform for all teachers.

Across the year, the Micro:bit Educational Foundation developed a new website for users to navigate and find the resources they need, including resources for different age ranges and subjects (also outside computer science), comprehensive 'Get started' materials to support both new and existing users, and a new in-classroom teaching tool (micro:bit classroom) to make it easier for teachers to run lessons using the micro:bit. The website and micro:bit classroom launched three weeks before schools closed as a result of COVID-19 and the micro:bit team felt that the new content and tools helped them to be more responsive in supporting the use of micro:bit for remote teaching and lessons for students at home. The programme was estimated to reach 334,124 students, with an increase of 135% in both UK teachers visiting the micro:bit website and UK students with a teacher using or intending to use micro:bit resources between November 2019 and March 2020.

An external evaluation identified increases in three key areas: in non-Computer Science specialists using micro:bit resources, the ease of finding and using resources, and confidence in teaching Computer Science. The evaluation also identified important learning regarding the use of micro:bit and the teaching of computer science, for example, the influence of gender and ethnicity on the motivation of students to learn digital skills as useful for their future career.¹ The school closures impacted the evaluation as it was not possible to get the planned level of quantitative data from students, or to observe how the resources and micro:bit classroom were being used in a classroom setting, although the availability of data from the teacher online surveys helped to mitigate this.

"I just had to take a moment and thank you for the incredible update to your website and the classroom feature. It was an amazing way to teach my students through distance learning. I was very impressed with how I could share my code with students and see their work in real time. The ability to save reports was also a huge contribution to make documentation and progress monitoring. Thank you for all you have done to make this technology work and help students learn computing systems."

EMAIL SENT TO SUPPORT AT THE
MICRO:BIT EDUCATIONAL FOUNDATION

¹ From the sample of students surveyed for the evaluation, 64% of boys and 44% of girls agreed or strongly agreed that they were motivated to learn digital skills as it would be useful for their future careers.

INTERNET SAFETY FOR ALL: 2019-20



WHAT WE'VE DONE IN 2019/20

Nominet supported the Scouts to develop a new curriculum and activities for its Digital Citizen badge that supports young people (aged 6-18) to perform tasks online, learn how digital technology works, and be aware of the benefits and the risks of being online. In addition, to mark Safer Internet Day in February, Nominet worked with the Scouts to launch a Safer Internet Day Fun badge.

REACH AND IMPACT

The Digital Citizenship Staged Activity Badge Partnership involved updating the Scouts Digital Citizen Badge through:

- Updating the Digital Citizenship Curriculum to ensure it is challenging, relevant and rewarding for all young people in Scouting. This has included creating a working group of staff and volunteers to work on this
- Developing 40 Digital Citizenship activities to support leaders to be able to deliver the Digital Citizen Staged Activity badge



"It's really important to make sure that when our Scouts use the internet, that they do it in a positive and safe way. One of the activities we are launching here helps young people make positive and informed choices about what they share online. It also helps them make choices about what to share with their friends that's fun and positive – and what information is not a good idea to share. That's why the activities behind this badge are so important for young people to try out."

GRAHAM BROWN

EXPLORER (AGED 14-18 YEARS) SCOUT LEADER
EXU SCOUT UNIT IN SHEFFIELD

COVID-19 has caused some delays in terms of finalising the badge requirements due to a change in capacity of the internal teams. The launch of the new badge was moved to August 2020 as a result. Up to the end of March 2020, 20 activities had been launched, covering digital skills and critical thinking, with the second 20 activities following at the end of August 2020 and covering accessing essential services. There were 12,354 digital citizenship activities downloaded in FY20, and 16,628 badges sold.



IN NUMBERS

17,188 DOWNLOADS OF THE
DIGITAL CITIZEN STAGED
ACTIVITY BADGE, AND THE
SAFER INTERNET DAY BADGE.





While the digital citizenship activities downloaded (12,354) is used in this report to contribute to the Nominet overall reach figure, in normal face-to-face Scouting a leader could work with an average of 15 young people, so the reach figure is likely to be many times higher (even taking into account smaller groups continuing Scouting virtually). The activities have been designed to map against the Scouts theory of change and outcomes around online safety, social mobility, emotional wellbeing, resilience and educational attainment.

To mark Safer Internet Day on 11th February 2020, Nominet worked with the Scouts to launch a dedicated badge focused on online safety. The Safer Internet Day Fun badge is designed to help drive healthy and positive relationships with technology. The badge includes two age-related activities to help young people spot fake news and be more aware of their digital footprint. Until the end of March 2020 there were 560 badges downloaded and 1,699 click-throughs to activities on the Scouts website (until 15th March 2020).

In response to COVID-19, the Scouts developed The Great Indoors, a set of over 100 resources available online to keep children entertained and educated while at home during lockdown. All activities are designed to have a clear positive outcome, such as developing communication skills or learning how to solve problems. Topics included how to use a camera, making a miniature tornado, and becoming a blackout poet. The exercises were accompanied by 'how to' sessions with ambassadors on Facebook Live. In the reporting period, there were 454,371 unique page views, with 68% clicking through to further pages. Based on the level of Nominet funding and percentage clicking through to further

pages, 154,099 has been added to the overall Nominet reach figure for this report. The Great Indoors also had a social media reach of 2,331,764 during this period and over 18,000,000 impressions across social media and 244 pieces of press coverage.

"We are a small village group with children who live in rural locations, some of them with no one who will pass by. I have two young girls who achieved an awful lot during the lockdown, developed as young people and have grown during this period. One has achieved her cub silver during this time and has moved up to Scouts this week, doing the transition on Zoom. The Beaver has grown in confidence and her eagerness to get stuff done is infectious. This despite that things are going on around her."

SCOUT LEADER

ON THE IMPACT OF THE GREAT INDOORS
AND VIRTUAL SCOUTING

INTERNET SAFETY FOR ALL: PIPELINE

This section introduces the different projects currently under development that will deliver and scale in 2020-21 under the Internet Safety for All strand.



CHILDNET, DIGITAL LEADERS PLUS PROGRAMME

The Childnet Digital Leaders Programme is a youth leadership training programme empowering young people to educate their peers about online safety.

Nominet is funding a bursary scheme to expand the reach of the Childnet Digital Leaders programme to develop Childnet and Nominet – Digital Leaders Plus, an initiative to take the programme further into even more schools across the whole of the UK, giving more young people the opportunity to take part.

- Nominet's grant will fund a 90% discount to access the CDLPP, with selected schools having to pay £50 instead of £500
- There will be an easy, light-touch application process, consisting of a short survey to avoid a further barrier to busy educational settings
- Childnet will allow bursary schools to train three cohorts of 10 Digital Leaders on the platform during the year, widening the direct impact of the programme (non-bursary schools can train one cohort per year)

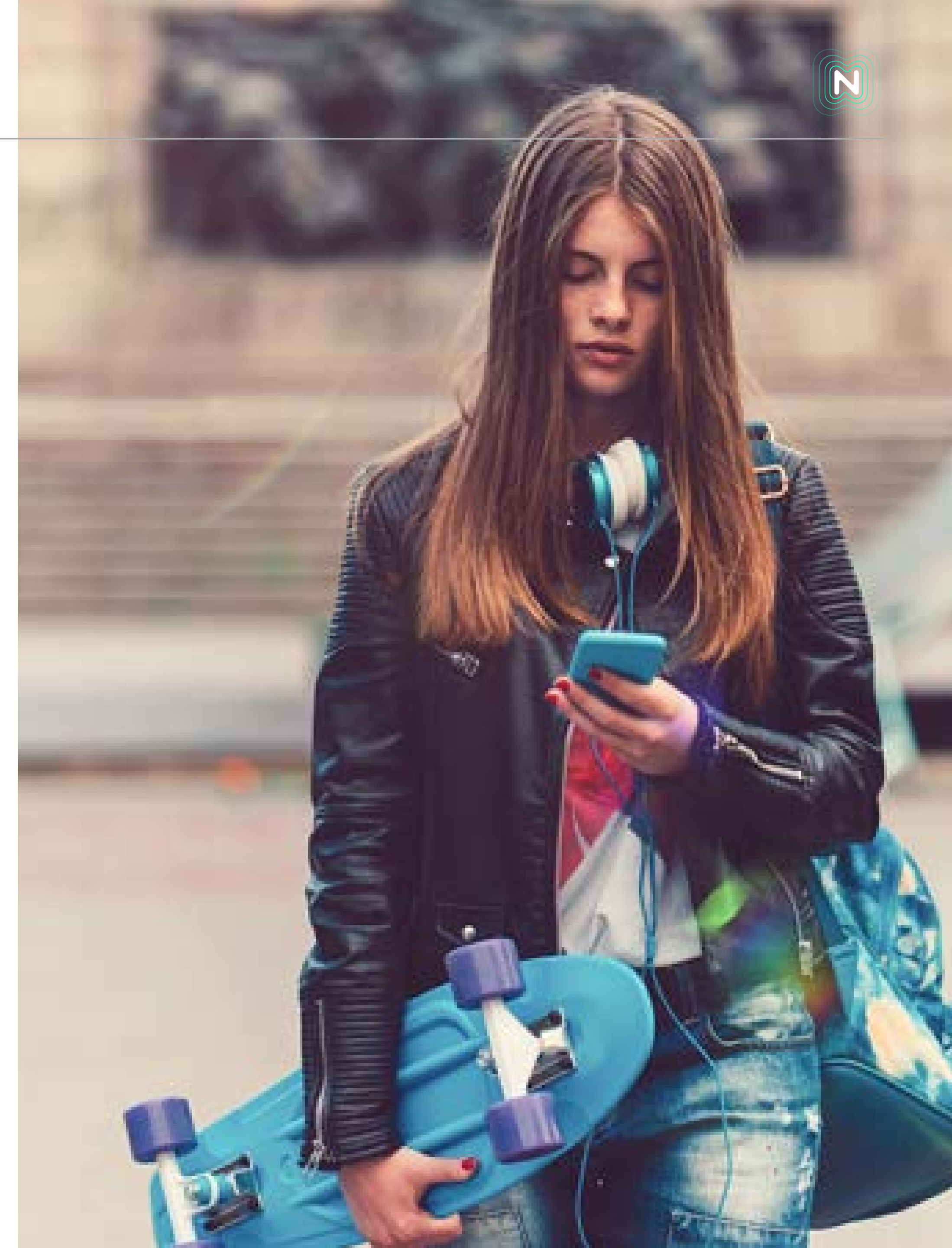


SOUTH WEST GRID FOR LEARNING (SWGfL) – PROJECTEVOLVE

ProjectEVOLVE is an engaging and easy-to use digital tool, designed by specialists alongside children to describe and provide them with progressive digital skills. It is built on, and brings to life, UKCCIS' framework "Education for a Connected World", covering every aspect of online life from ages 3-18 through eight strands - including self-image and identity and online relationships. For every necessary digital skill and competency, it matches detailed age-appropriate outcomes, and discussion with fully resourced activities.

Nominet will support SWGfL to continue and extend the development of ProjectEVOLVE in order to support the growth of young people's digital skills through the following activities:

- Completion of the four remaining resource strands of Education for a Connected World framework – Online reputation; Online bullying; Managing online information; Copyright and ownership
- Development of an assessment module that enables educators to measure the digital literacy skills of children and young people
- Engagement and reach of 1,000 schools with ProjectEVOLVE
- Evaluation of the collected assessment data and an overall project impact evaluation





SAFE FROM ONLINE HARM: 2019–20



WHAT WE'VE DONE IN 2019/20

In December 2019 we announced our Countering Online Harm fund for Tech-Innovation, offering child protection networks additional resources to respond to constantly changing threats that can severely impact the lives of children and young people. The fund supports both the National Crime Agency's Child Exploitation Online Protection group (NCA-CEOP) and four projects run by the Internet Watch Foundation (IWF). This page goes into more detail on the IWF keywords study, which concluded before the impact of COVID-19. The other three IWF projects have been moved into the 'Pipeline' section on the next page as they were significantly impacted by COVID-19.

REACH AND IMPACT

The Search Engines and Consumption of Child Sexual Abuse Material Online (Keywords) project involved a study that examined language differences in the search terms used by offenders using search engines to seek online child sexual abuse material (CSAM). The study was completed in July 2019 and led to a range of findings, including the extent to which searches for child sexual abuse imagery both on the open web and within Tor hidden services (aka the Dark Web) contained reference to specific online services/platforms, specific "series" of images and even specific filenames. As such, key recommendations were:

- Incorporation of series/platform names into the IWF keywords list
- Development and deployment of a list of filenames frequently associated with CSAM
- Development/enhancement of IWF's crawler to enable proactive location of CSAM using keyword search within Tor hidden services and on the open web

The first of these key recommendations has been implemented, and technical resources have been allocated to scope and develop tools to enable implementation of the remaining recommendations. IWF anticipated that development and implementation of the outstanding recommendations would have commenced in the second quarter of this year. However, the current pandemic situation has significantly impacted on the initial timescales for these projects, which, by necessity, have had to be delayed until later in the year due to the requirement for key project personnel to work from home, as viewing of criminal imagery can take place only within the secure IWF hotline environment within IWF's offices. Overall, IWF identified that the findings have had operational impact in informing changes in the methodology employed for seeking and verifying CSAM keywords and assisted in the identification and inclusion of an additional 4,000 keywords and phrases within IWF's Keywords List. It is anticipated that the insights provided by the research will enable us to continue to increase the size of the list over time, ensuring access to child sexual abuse imagery online is disrupted and the victims are safeguarded from revictimisation.



IN NUMBERS

4,000 KEYWORDS AND PHRASES ADDED TO IWF KEYWORDS LIST

SAFE FROM ONLINE HARM: PIPELINE

This section introduces the different projects currently under development that will deliver and scale in 2020-21 under the Safe from Online Harm strand.

IC NOTIFY PILOT PROJECT

The objective of the project is to develop a software system for enterprise networks that will identify the presence of known child sexual abuse material devices connected to the network. The pilot project will take place in partnership with Leeds City Council. Should the pilot prove successful, the IC Notify solution will enable IWF to assist larger organisations (particularly high-risk public sector areas such as social services, health, schools etc.).

IWF IMAGE CLASSIFIER PROJECT

The aim of the project is to use artificial intelligence and machine learning to identify and classify child sexual abuse images found online. By incorporating image classifiers into the IWF Hotline workflow, the technology can assist analysts in processing more images, resulting in more child sexual abuse images removed from the internet. In the early stages of the project significant progress was made. IWF managed to engage some important partners in the project, working on artificial intelligence and graphics processing and testing helped to identify both the capabilities and the limitations of artificial intelligence in identifying child sexual abuse images.

HORIZON SCANNING

IWF are holding a horizon scanning campaign in Cambridgeshire to encourage companies and academic institutions in Cambridge and the surrounding areas to come together to assist IWF in their mission to tackle child sexual abuse imagery online.





COVID-19

Earlier in this report we looked at the initiatives we have put in place at Nominet to respond to the unprecedented impact of COVID-19. In this section we look at some of the challenges faced by the organisations we fund, and how they have adapted and innovated to respond to these challenges.

IMPACT ON ORGANISATIONS

The COVID-19 pandemic has had a significant impact on Nominet-funded organisations. This included a financial impact, with many organisations seeing active contracts put on hold and fundraising activities severely curtailed. Some organisations have also found that funders are now choosing to prioritise their grant giving towards COVID-19 relief and away from other activities. All of this has left some organisations falling back on their reserves to keep running. This has also led organisations to explore different income-generating models. For example, Chasing the Stigma has been working to put in place a virtual training and licence scheme to start to generate their own income.

Some organisations have also had to freeze recruitment, stop all non-essential expenditure, and/or furlough staff, significantly reducing delivery capacity. Changes in working conditions also caused disruption and additional challenges. For example, in some cases working from home had an impact on team morale and cohesion.

IMPACT ON PROJECTS

The factors above have led to delays in the delivery of activities for some projects across the Nominet portfolio. However, as we explore in the next section, it has led to other services being brought forward to provide essential services during the pandemic. For projects conducting face-to-face activities, the lockdown has made engagement difficult, as experienced with the Livity and THIS IS HOW project.

"Coronavirus has made production of new podcasts hard to complete – firstly, because of production difficulties when you can't have people in the same place, secondly, people being furloughed both in our teams but also in companies who we're contacting to interview guests. It took us a little while but we managed to get to a point where we can produce podcasts remotely, with the same quality of audio and interview. The benefit of this is it has the potential to broaden our potential interviewee base as we can interview people from anywhere now."

ALAN BRYANT
LIVITY



RESPONDING TO COVID-19

While some projects have been delayed by COVID-19, others have been able to bring forward services and launch earlier as digital services have become essential during lockdown, particularly for those who are more isolated and vulnerable.

"My panic attacks have come back for the first time in three years and I've found it difficult to sleep and eat well."

PARTICIPANT IN YOUNG MINDS
DESCRIBING THE IMPACT OF LOCKDOWN

Many organisations highlighted their concerns about the impact of COVID-19 and the lockdown on the young people they worked with across their relationships, mental health, finances and opportunities. In several cases this has led to a significant increase in the use of digital products and services that launched before and during lockdown. For example, the Anna Freud Centre has seen a significant increase in the use of self-care resources that help people to manage anxiety during lockdown, and Chasing the Stigma have seen a significant increase in users of their Hub of Hope.

While the organisations funded in this report were in most cases already uniquely placed to provide support through their existing services (if launched in time), all organisations reported having to change and innovate to help support people affected by COVID-19. This included:

- The development of self-care/self-help resources to help people to cope with the impact of COVID-19 and increased isolation. For example, YoungMinds digital hub houses their coronavirus-related content for young people, including trusted information, advice and practical support on a wide range of mental health problems
- Developing and running additional digital services in response to COVID-19, such as the The Great Indoors initiative launched by the Scouts
- Developing online curriculums (in very short timescales) to replace face-to-face delivery, while working to ensure that appropriate safe guarding is in place

For some organisations, COVID-19 has helped to get staff, volunteers and the young people they work with more comfortable with digital working. This could have a positive impact going forward with the access and use of digital services.



MOVING FORWARDS

In a year in which we have witnessed unprecedented changes in our society, it has also been important to recognise how relevant our approach to public benefit and social impact has been.

Our focus on the role of digital technology in both shaping and responding to social issues has never felt more pertinent.

Our agile approach to partnerships and programmes has allowed us to be outcome-driven as new challenges and opportunities emerge in a period of unique uncertainty.

Reflecting on what this means as we move forward, we must find the optimal balance between giving partners the certainty they need to design and develop sustainable essential services for young people, but also act quickly to support them as they pivot to new relationships with their users.

In the year ahead, we're committed to exceeding our goal of improving the lives of 1 million young people a year. We will increase our focus on several existing social issues:

- Deepening our work under the Nominet #RESET Mental Health Programme as more of the digital services move from design to delivery
- Increasing our work on Internet Safety – particularly the focus on disadvantaged and vulnerable young people
- Continuing to support innovation as a tool to combat CSAE
- Closing the gap on digital access and inclusion, which has become increasingly critical throughout 2020
- Focusing on the digital skills agenda as a key driver of employability and entrepreneurship for young people

All five priority areas were established in FY20 but are increasingly relevant moving forward as we look to not only minimise the harmful long-term effects of COVID-19, but also help create opportunities to improve young people's confidence, motivation and life chances.



ELEANOR BRADLEY
MD REGISTRY & PUBLIC BENEFIT

