

Home Access

CATEGORY NAME:

Design for Society

PROJECT NAME:

Home Access

ENTERING COMPANY:

The Team

CLIENT:

Becta

This is a demonstration of how the design of an application pack aimed at the hardest to reach sections of society was critical in helping these parents improve their children's learning in the home.

Most of us take the internet for granted. Over 58% of UK homes now use high-speed broadband, some use other methods such as mobile access – but that still leaves an estimated 26% being left behind. A critical social benefit of the internet is boosting learning. Almost 75% of 7 to 11 year olds say they understand ideas better as a result of using technology, and evidence proves that home internet access achieves higher GCSE results and post-16 learning.

In 2007 there were one million families without access to a computer and the internet at home. While this figure has decreased, there are still a substantial number, many from more deprived socio-economic backgrounds, without internet at home. Providing access creates a huge opportunity to reduce the chasm of inequality that exists. Our brief was to support Becta to enable these low-income families with children aged 5 to 16 to get online. We did this by designing an application pack and form to enable people to apply for a free computer and a year's internet connectivity under the government's new Home Access programme.

Engaging C2DE parents, where a third say there's little they can do to change their life, the majority are pessimistic about life and most are more worried about mounting bills, is a big challenge. The communities we were targeting have 16% higher level of illiteracy and more people speaking English as a second or third language than the national average. So motivating the right people to

understand the offer and to successfully complete the application form is extremely tough.

Becta's benchmark target was 65% take-up based on similar initiatives but through a well designed and robustly tested grant application pack, Becta:

- Reached the targeted 65% take-up target in **half the expected time.**
- Achieved 91% take-up amongst target 11,539 population.
- Provided a grant to 10,531 homes – **a 40% increase** on the benchmark.
- Reduced anticipated processing costs through minimising number of ineligible and incomplete applications, and helped a further **3,031 families get online.**

Based on first four months data, Becta:

- Received 3,223 more successful applications than expected – **a 77% increase.**
- Reduced rejected applicants to only **8% of applications**, as opposed to the expected 63%.

Promoting Home Access

- 1 Home Access website for parents and learners
- 2 A3 Home Access posters to be displayed in Schools and community centres



1



2

Home Access information

- 1 Two versions of the A5 Home Access leaflets. Each has a headline customised for a specific audience
- 2 Self-qualification check list



1

Get a grant
Low-income families in Oldham who would like to get online may qualify for a Home Access Grant* to pay for a Next Generation Learning @ Home package, including one year's internet access. Use this checklist to find out if you could qualify.

Are you a parent, carer or guardian responsible for a child... yes	Are you a young person without an adult responsible for you... yes
... aged 7 to 18? <input type="checkbox"/>	... aged 16 to 18? <input type="checkbox"/>
... who attends a state school or college full-time in Oldham?† <input type="checkbox"/>	... attending a state school or college full-time in Oldham?† <input type="checkbox"/>
... in Year 3 to Year 13? <input type="checkbox"/>	... in Year 11 to Year 13? <input type="checkbox"/>
Do you receive at least one of the following? <input type="checkbox"/>	Does at least one of the following apply to you? <input type="checkbox"/>
<ul style="list-style-type: none"> • Income Support • Income-based Jobseeker's Allowance • Guaranteed State Pension Credit • Employment Support Allowance • Free school meals for your child • An income of less than £15,575 and Child Tax Credit, but not Working Tax Credit†† 	<ul style="list-style-type: none"> • You are in local council care or foster care • You get Income Support • You get free school meals

If you ticked all four boxes in your column, you could get a Home Access Grant. If you think you qualify for a grant, call:

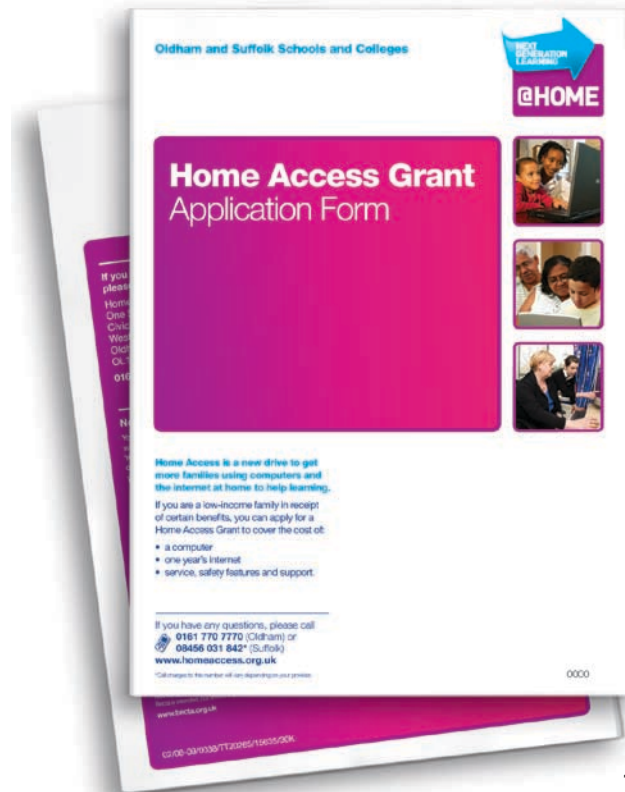
0161 770 7770**

* Home Access Grants are available until 11 September 2009. You must apply for your grant before this date and there are limited grants available.
† Or whose place is paid for by Oldham council. Full-time means 16 hours a week or more. Home-schooled children do not qualify.
** Call charges for this number will vary depending on your provider.
†† If you are not sure of your income, then you should check your Tax Credit Award Notice.
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02/09-08/09/03/11/2009/05/0000000000

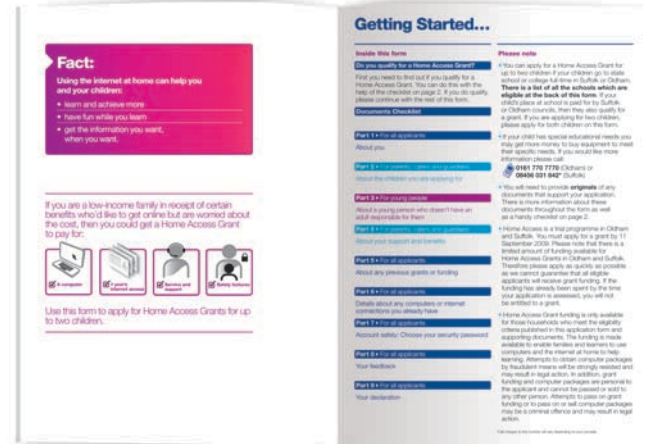
2

User friendly application form

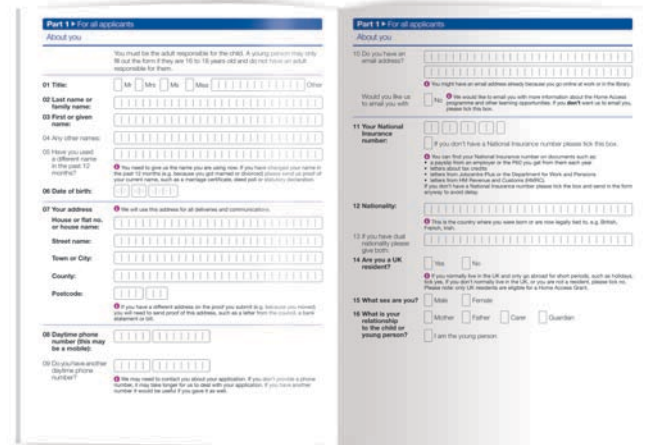
- 1 Home Access application form cover
- 2 Home Access application form introduction and contents spread illustrating colour-coded navigation
- 3 Home Access application form example spread



1



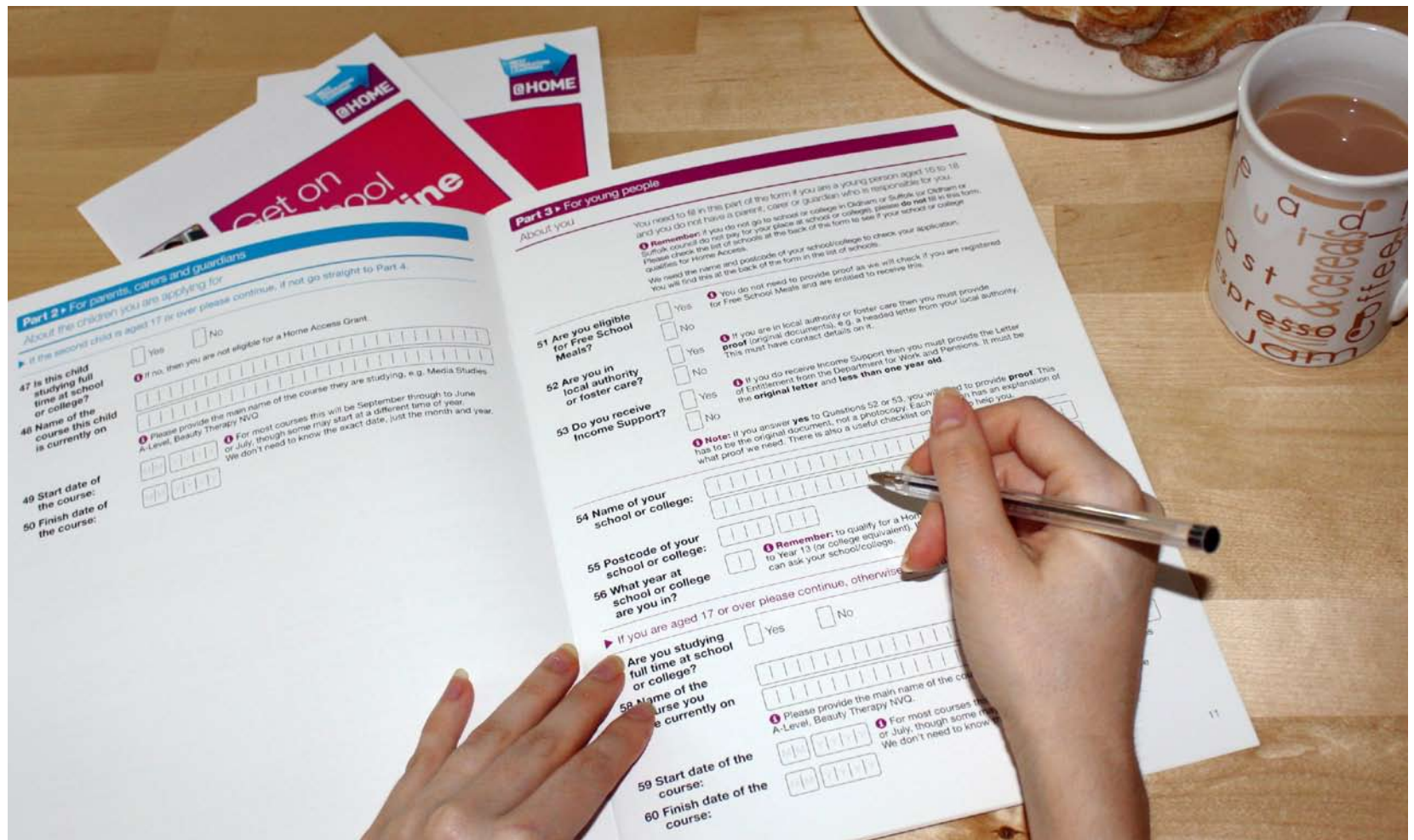
2



3

In real life

Home Access application form in use



In real life

This image was shot as part of the Home Access image library to be used within the Home Access collateral and campaign material. This family enjoy the benefits of a computer and internet access at home.

