

**DigiKnowVember 2025
Overview Report and Evaluation Analysis
Prepared by DigiRen**

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Executive summary

- **164** events were registered and scheduled during **November 2025**, delivered across **24 active days**. Mondays were the busiest, with **Mon 3 Nov** (15 events), **Mon 10 Nov** (12), and **Mon 17 Nov** (10) topping the month.
- Registrations were predominantly **in-person (135 events; 82.3%)**, with **online (27; 16.5%)** and **hybrid (2; 1.2%)** formats complementing reach and accessibility.
- Programming spanned **four themes**: *General Digital Inclusion (78; 47.6%)*, *Digital Skills (66; 40.2%)*, *Digital Health & Wellbeing (11; 6.7%)*, and *Internet Safety & Cyber Security (9; 5.5%)*.
- The month featured **62 unique event titles**. The most frequent were: **Employability Support** (20), **Databank Drop-in** (16), and **Digital Champions Basic Digital Skills Dropin** (12), reflecting strong community demand for practical, localised help.
- **37 organisations** collaborated to deliver DigiKnowVember - public, third, community and national partners working together at scale.

Introduction & overview



Renfrewshire Council CEO Alan Russell visits the Renfrew Library for the DigiKnowVember launch on Monday 3rd November 2025

DigiKnowVember is DigiRen's month long programme that mobilises Renfrewshire's digital inclusion network - libraries, council services, health partners, third sector organisations, community groups and national bodies - to run practical activities that help local residents, workers and volunteers **gain confidence, skills and access** in the digital world.

The 2025 programme continued that approach: **drop-ins and one-to-ones in libraries; employability focused digital support; online safety sessions; health and wellbeing workshops; and youth focused STEAM activities**. The breadth of partners - from **Renfrewshire Libraries (OneRen)** and **Active Communities** to **AbilityNet, The ALLIANCE, NHS GGC Aye Mind, Business Gateway, Paisley & Renfrew YMCA, TechUK**, and more - ensured activities were **inclusive, local, and relevant** to everyday life.

Data source & methodology

This report analysed a comprehensive database *and we:*

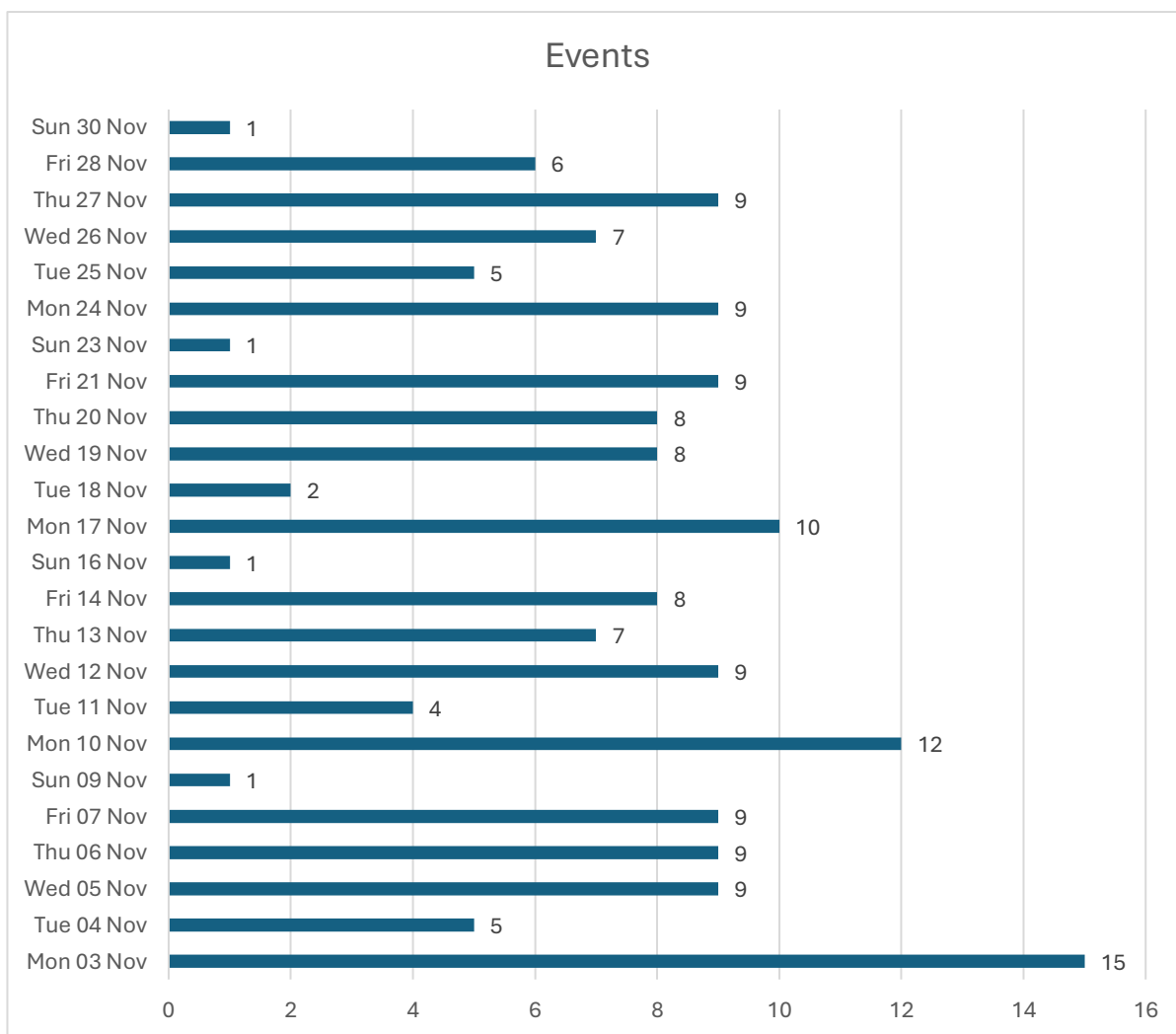
- Excluded rows explicitly marked **Cancelled**;
- Counted events where a **November 2025** date was recorded;
- Normalised **format** labels (in person/online/hybrid); and
- Summarised **event names, organisations, formats, and themes** directly from the specified columns.

Analysis of events

Breakdown of the number of events registered each day

Across the month there were **24 active days** with scheduled activities (including four Sundays used by outreach pop-ups). The daily profile shows a strong **Monday–Friday cadence**, with Mondays seeing the highest concentration.

Busiest days: Monday 3rd (15), 10th (12) and 15th (10)



What this suggests: Monday is the prime slot for participation and delivery, while **mid-week (Wed–Thu)** sustains a consistent baseline. **Sunday pop-ups** expand reach into public spaces.

Organisations that registered an event

The following **organisations/teams** contributed to delivery:

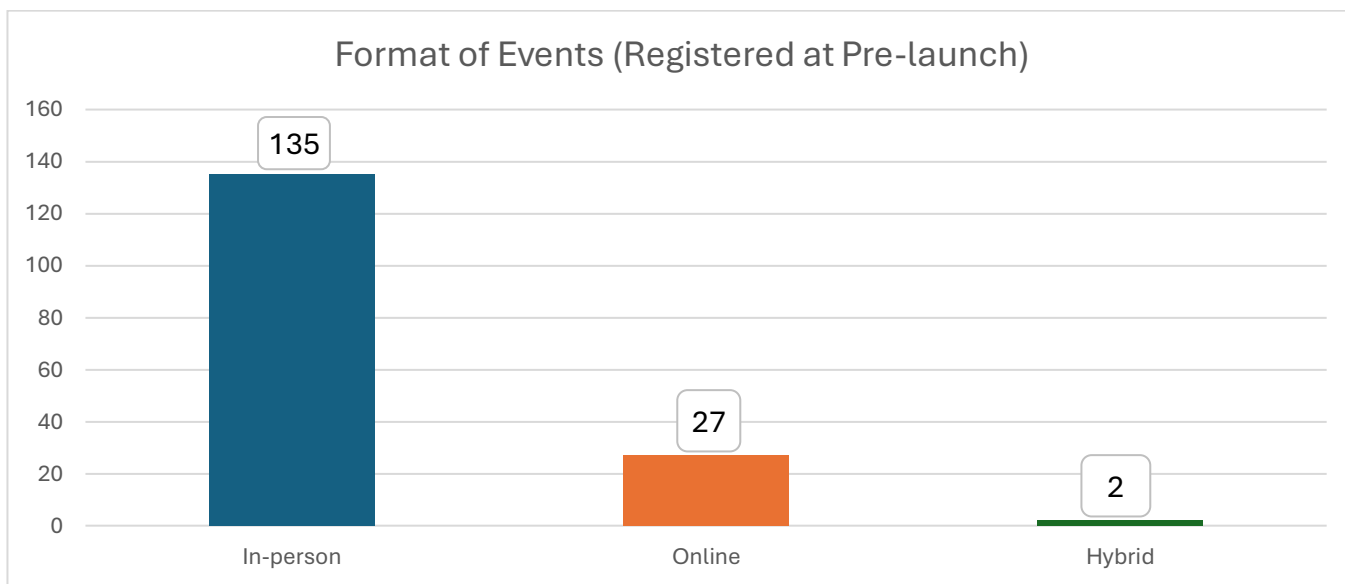
Partner & Stakeholder Directory

(Grouped by Organisation type)

Renfrewshire Council & Services				
Renfrewshire Council	Renfrewshire Council (RenSafeOnline)	Renfrewshire Council - Amenity Housing	Renfrewshire Council - Sheltered Housing	Renfrewshire Council: Children's Services (Education) DigiLearnRen
Renfrewshire Council / Business Gateway	Renfrewshire Council - Housing Services	Renfrewshire Council: Adult and Family Learning Service	Renfrewshire Council: People and OD	Invest in Renfrewshire
Renfrewshire HSCP & NHS				
Renfrewshire Health & Social Care Partnership: Disability Resource Centre	NHS Greater Glasgow and Clyde – Aye Mind Project		Renfrewshire Health & Social Care Partnership: Community Partnerships Team	
Libraries & Culture (OneRen)				
Renfrewshire Libraries (ONEREN)		Renfrewshire Libraries (ONEREN) & The ALLIANCE		Paisley Museum – OneRen
Charities, Third Sector & Social Enterprises				
AbilityNet	Active Communities	Pachedu Charity	Paisley YMCA	Renfrew YMCA
The Salvation Army: Employability Plus	Ygam	Mhor Collective	Third Sector Lab	Health and Social Care Alliance Scotland (The ALLIANCE)
Universities & Higher Education				
University of Edinburgh (Independent)			University of the West of Scotland	
Networks, Forums & Industry Bodies / Research				
Citizens Voice Forum	DigiRen Network	DigiZones Sub Group	Digital Mushrooms	East Ayrshire Digital Access Network
Lloyds Consumer Digital Index			TechUK	

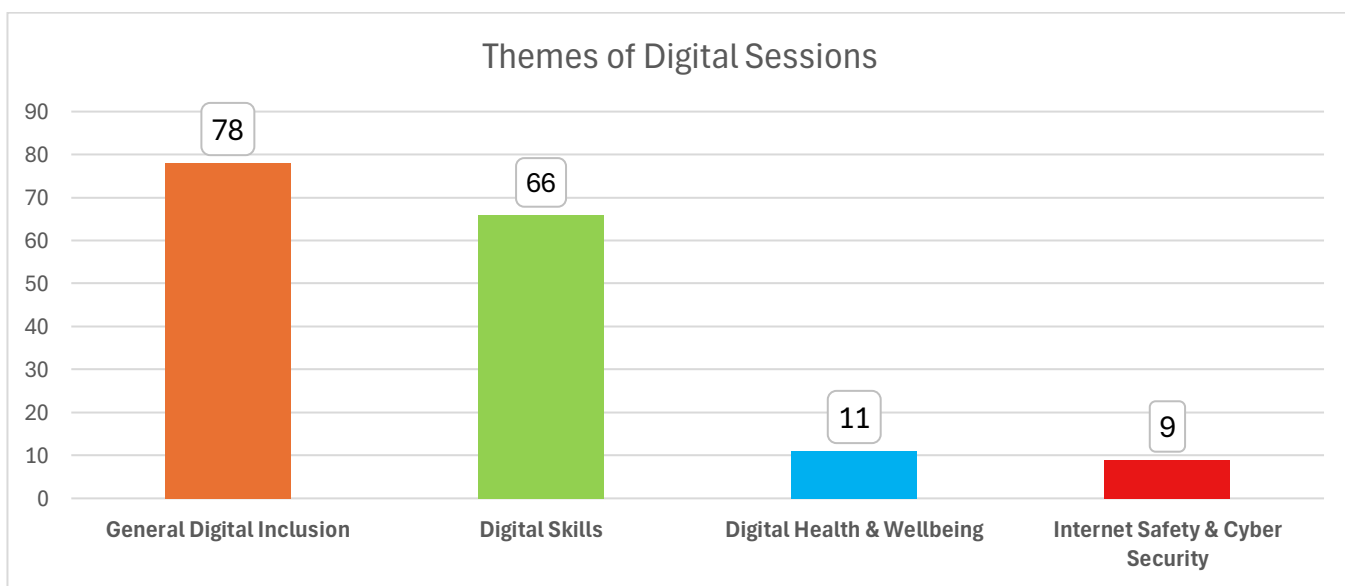
Observation: Collaboration spanned **local delivery** (libraries, community centres, employability hubs) and **national expertise** (AbilityNet, The ALLIANCE, TechUK, Ygam), strengthening both **reach and quality**.

Format of Events (Pre-DigiKnowVember Launch)



Format	Events	Share
In-person	135	82.3%
Online	27	16.5%
Hybrid	2	1.2%
TOTAL	164	100%

Themes of Digital Sessions (Registered at pre-launch)



Theme	Events	Share
General Digital Inclusion	78	47.6%
Digital Skills	66	40.2%
Digital Health & Wellbeing	11	6.7%
Internet Safety & Cyber Security	9	5.5%
TOTAL	164	100%

Additional insights

- **Scheduling & momentum:** The programme had a strong launch (w/c **3 Nov**) and sustained a steady progression midmonth, with local partners using **recurring slots** to build habit and uptake.
- **Libraries as anchors:** Multiple **Digital Champion** and **Databank** sessions at **Renfrew, Johnstone, Ferguslie Park and Paisley Central** libraries underpinned *drop-in* support and **referrals into one-to-one help**, data provision and device enablement.
- **Youth & families:** **Paisley and Renfrew YMCA** provided progression pathways (e.g., **Mecha Mondays, STEMsday, Circuit**) and family-friendly sessions (e.g., **Little Rascals** digital sensory play).
- **Health & safety focus:** The ALLIANCE's **Discover Digital** offer, **NHS GGC Aye Mind** sessions, **TechUK's** Digital Phone Switchover webinar, and **RenSafeOnline** training ensured people had **trusted guidance** for safer, healthier digital lives.



Evaluation Responses (Post DigiKnowVember Sessions)

Headline activity

- **174 events registered; 10 cancelled; 164 delivered.**
- **130 evaluation responses** were received: **79% response rate** across delivered events.

Note: The detailed analysis below is based on the 130 evaluation responses.

Method (how we analysed the feedback)

- Normalisation: organisation names were minimally standardised (e.g., harmonising “One Ren” → “OneRen”; preserving partnership attributions where entries combined multiple organisations). Event formats were grouped as **In-person**, **Online**, or **Hybrid**. Attendance was extracted as the first number reported in each response (e.g., “5 (15 leaflets...)” counted as 5).
- Where respondents reported narrative items (what worked, what could be improved, quotes, other info), we used simple thematic grouping and selected representative examples.

Participation snapshot

- **Evaluation forms received:** 130.
- **Total attendees recorded across evaluated events:** 1,264 interactions.

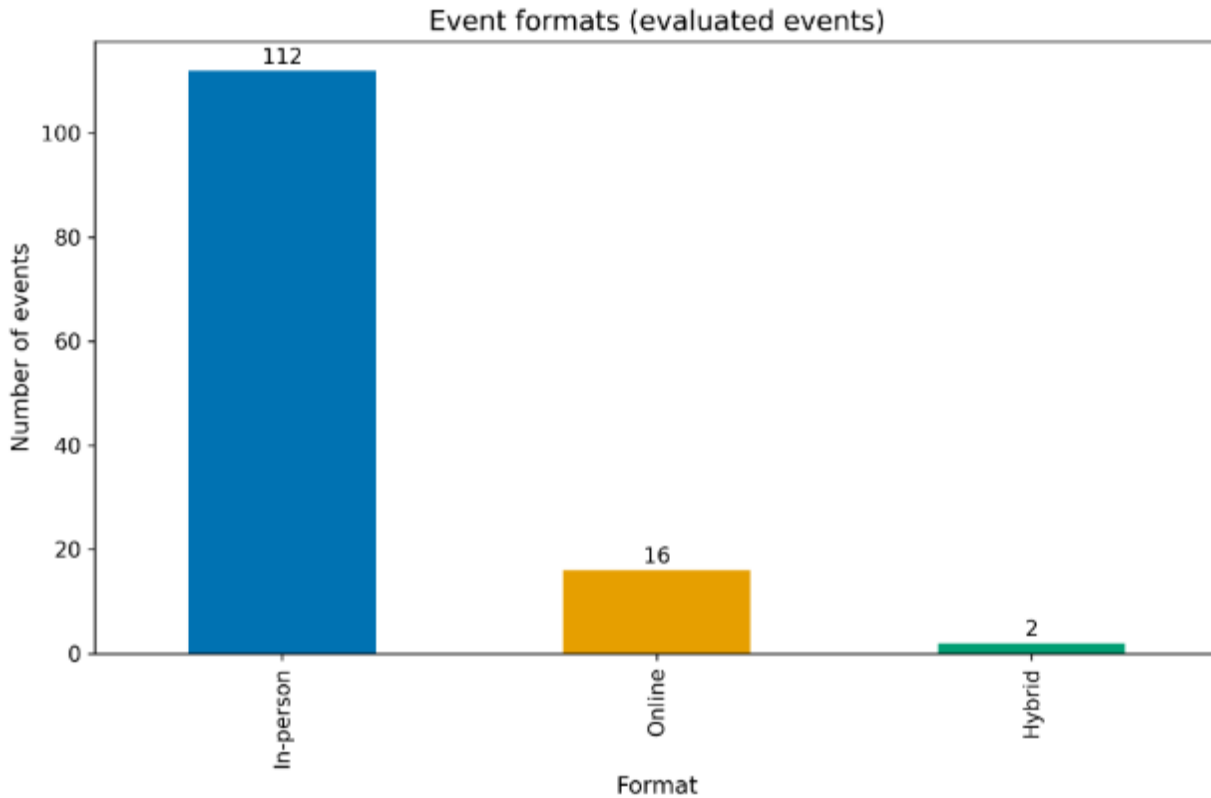
Top 3 sessions by attendance (from submitted evaluations):

1. **Renfrewshire Libraries** showcase (Renfrewshire House) - **116 attendees** (12 Nov 2025)
2. **Renfrewshire Council** staff webinar (information security/passwords) - **37 attendees** (20 Nov 2025)
3. **Renfrew YMCA** session - **36 attendees** (21 Nov 2025)

Interpretation: The largest session was highly visible, while strong internal engagement is evident via staff focused learning. Youth focused activities consistently achieved solid turnouts across the month.

Format of events (Post-DigiKnowVember Sessions)

- **In person: 112** evaluated events (86%).
- **Online: 16** evaluated events (12%).
- **Hybrid: 2** evaluated events (2%).



Observation: DigiKnowVember remains predominantly face-to-face, reflecting community demand for local, hands-on support; online events provided reach to staff and partners; hybrids were used selectively.

Marketing - Social Media Statistics and Online Interactions

Reel

Engagements

This is the metrics Facebook uses to determine if content should be shared further or not on newsfeeds.

- 4.1k, 3-second views
- 500, 15-second views
- 15h, 9m total watch time (includes replays)
- 25% of audience who watched for 15 seconds watched until the end (125 people).
- 108 reactions/comments/shares (58 from shares, 46 reactions, 4 comments)

Impressions

This is what Facebook notes as “views” natively on the platform. Impressions and reach rank lower in terms of algorithms.

- 16.4k (the number of times the reel was seen, such as on people’s newsfeed, not unique accounts)
- 3.3k reach (estimated unique accounts who saw the content, which doesn’t mean they watched)
- 60% non-followers, 40% followers (of Renfrewshire’s Facebook page).

Views began to increase from 2 days after being posted, with a spike 6 days after being posted (most likely related to us sharing into Facebook community groups).

Audience (based on 3 second views)

- 3.9k Scotland
- 75% women, 24% men
- Top age/gender category: Women 65+

Watch time stats

The most minutes viewed came from:

- 45% Renfrewshire followers
- 40% from shares (into community Facebook groups by us)
- 15% recommendations by platform.

Facebook groups

This is the post shared into groups targeting online sessions. It is not the reel share. Because these groups are not ours, there is limited data available.

- 17 posts into local groups
- 3,703 reach

Media Outlets

Articles

- 2 print (Paisley Daily Express, Gazette)
- 1 online (Gazette)

Opportunities to See and Hear: 11,011

Pageviews collated from Engage Renfrewshire

Page URL	Pageviews	Unique Pageviews	Bounce Rate	Avg Time on Page
/digiren-network.html	998	784	53%	00:01:15

Between the timeframe of 16th October 2025 to 31st December 2025 the DigiRen Space page (shown above as /digiren-network.html) hosted on Engage Renfrewshire resources received just under 1K pageviews and 784 unique page views. Bounce rate generally counts clicks and interaction on the page. As the DigiRen page is an information page primarily, no interaction can often be expected, though during DigiKnowVember, calendar link clicks would affect bounce rate. Visitors remained on site for approximately 1 minute and 15 seconds time on average.

Below is a table of the page views and unique views for the DigiKnowVember calendar page. The table contains an overview showing the whole calendar in the first entry followed by the top five most viewed events.

Event Link	Page Views	Unique Views	Bounce Rate	Average Time on Page
DigiKnowVember Calendar Overview	813	491	54%	00:00:57
Mis/Dis Information - Knowledge Share	119	62	63%	00:04:16
Digital Future: Transforming Industry with 5G and Advanced Technologies	86	71	60%	00:00:53
NHS national services Scotland screening oversight assurance Scotland – engagement session	43	35	42%	00:01:39
Exploring Renfrewshire Council's New Website	31	25	53%	00:01:52
Digital Skills for Beginners	26	25	100%	00:00:40

Helpfulness of supports/materials

The branding of DigiKnowVember was co-designed with the Steering Group and the Renfrewshire Council design team to ensure a strong identity and align to the branding of existing DigiRen colours. This meant that DigiKnowVember would show a relation to existing digital inclusion work within Renfrewshire and be recognisable as an event championed by the DigiRen Network towards supporting digital inclusion. The design and marketing team created an excellent set of logos and branding which were used extensively on all materials created for the month. Thanks to their excellent work, these can be used for future events and maintain the existing reach and recognition which the month has already attained in a short space of time.

DigiKnowVember

DigiKnowVember

DigiKnowVember

Monday 3rd - Sunday 30th November 2025

DigiKnowVember is Renfrewshire's **digital inclusion awareness month**, helping people in Renfrewshire to learn digital skills alongside support to get online.



With over 150+ sessions including:

- learning digital skills
- employability
- online safety workshops
- AI panels discussing the latest technologies

- there's something for everyone.



To find out more about DigiKnowVember visit <https://engagerenfrewshire.org/resources/digiren-network.html> and scroll down to the DigiRen Network

Monday 3rd - Sunday 30th November 2025

DigiKnowVember is Renfrewshire's **digital inclusion awareness month**, helping people in Renfrewshire to learn digital skills alongside support to get online.

DigiKnowVember



Scan the QR code to access the full calendar

To find out more about DigiKnowVember visit <https://engagerenfrewshire.org/resources/digiren-network.html> and scroll down to the DigiRen Network

Respondents consistently valued the **advance planning, branding and promotion, resources,** and **organiser support** provided through DigiRen.

100% (130 respondents) **of session holders found supports helpful.**

What worked well - themes & examples

Key themes emerging:

- **Platform and reach:** “It allowed us to promote our sessions to a wider audience.” (multiple library responses)
- **Planning & organisation:** “great planning, preparation, marketing, branding, evaluation – full end-to-end process” (presentation feedback).
- **Branding & visibility:** “recognisable branding and messaging shared well in advance of events” (Renfrewshire Libraries)
- **Partnership working & networking:** “It created extensive networking opportunities” (Pachedu).
- **Joined up picture:** “bring it together so it’s more cohesive and joined up... helps everyone see the bigger picture” (NHS GGC).
- **Scheduling across the month:** “Spreading events across the month meant I had a chance to attend more... better for networking.” (Digital Champions).

Free Renfrewshire events aim to boost digital skills

28TH OCTOBER 2025 DIGITAL DIVIDE EVENTS LEISURE SCOTLAND



Illustrative sentiments:

- “It’s brilliant the way the Digizone programme considers all levels of digital inequality... in a place.” (DigiZones update attendee).
- “Fantastic opportunity for connections to be made.” (Shire HA).
- “Everyone we spoke to seemed genuinely surprised that they could access PressReader free of charge.” (Libraries showcase).

What could be improved - themes & examples

Key themes emerging:

- **Too many events / discoverability:** Several partners felt the **volume** could **dilute attendance** and make **searching** harder; suggestions included **category filters** and **taster series**.
- **Calendar/website usability:** “Online Calendar hard to use... would have been good to filter by category... website layout is challenging.” (multiple responses).
- **Promotion mix:** Calls for **more offline promotion** (community centres, GP surgeries, supermarkets), **template posters**, and **weekly update summaries** to aid outreach.
- **Scheduling:** Requests for **more evening events** and **balanced spacing** to reduce clashes.
- **Resourcing:** Several youth sessions simply noted “**funding would be nice**” to scale delivery.

Illustrative sentiments:

- “Possibly too many events? ... that might have impacted take-up.”
- “A blank template poster... would save making a separate poster and get the DigiKnowVember info out there.”
- “More evening events.”

Positive quotes or feedback from attendees

A wide range of affirming comments were captured across audiences:

- “**This is a lifeline.**” (Learner, library drop-in).
- “**Very helpful trainer... simplified a complicated topic.**” (Business Gateway).
- “**Really informative... shared the resources with my colleague.**” (ALLIANCE workshop participant).
- **VR session:** “*This is the best!*” / “*This is so fun.*” (Renfrewshire Libraries).
- **3D printing:** “*We didn’t know about 3D printing before, but we do now!*” (Libraries).
- **Youth digital making:** “*Coding’s actually pretty chill... it feels good when you get it right.*” (Paisley YMCA).
- **STEM clubs:** “*Makes me feel like a real inventor... every week I discover something new.*” (Paisley YMCA).
- **Network meeting chat:** “*Personal stories of impact are powerful and moving... well done DigiRen, inspirational.*” (DigiRen Network webinar).

Any other information shared

- **Materials & follow-ups:** Several partners offered to share slides/handouts or indicated they would email materials to DigiRen for wider distribution.
- **Collaboration notes:** Partners reported **new relationships** (e.g., Libraries with Police Scotland), and **ongoing dialogue** sparked by webinars.
- **Programme identity:** Aspirations to evolve DigiKnowVember into a **recognisable local “digital festival”** with **greater town-wide visibility**.

Conclusions & recommendations

Strengths to carry forward

- The month provides a **trusted platform** with strong **branding, planning, and organiser support** that partners value.
- **In person, hands-on learning** remains core to reach and impact, especially in libraries and youth spaces.
- The programme **builds partnerships** and **amplifies visibility** of existing support offers.

Practical improvements to consider (co-designed with partners)

1. **Discoverability & navigation**
 - Introduce **category filters, audience filters** and **taster style listings** on the website/calendar; publish **weekly highlights** to reduce choice overload.
2. **Promotion mix & templates**
 - Provide **editable poster templates**, expand **offline promotion** (community hubs, GP surgeries, supermarkets, street banners/digital signage), and reinforce **brand consistency**.
3. **Scheduling & balance**
 - Spread high demand events across weeks, add **more evening slots**, and coordinate to minimise clashes across target audiences.
4. **Resourcing for youth offers**
 - Explore **micro-grants/sponsorship** to sustain popular youth sessions noting repeated **funding** feedback.

Conclusion

DigiKnowVember 2025 demonstrated the **strength and maturity** of Renfrewshire’s digital inclusion ecosystem: consistent, practical **in person support**; a strong pipeline of **skills and employability** activity; targeted **health & wellbeing** and **online safety** strands; and a month-long cadence that made help **visible and accessible** in community places people **already trust**.

Thanks

A heartfelt **thank you** to all the **incredible organisations** - staff, volunteers, facilitators, and partners - whose unwavering support, creativity and dedication made **DigiKnowVember 2025** a genuine success across Renfrewshire's communities. These collective efforts are what moves digital inclusion from being a concept into an ongoing support across people lives. ❤️