

## Case Study Go ON it's Liverpool

### Section One: making the case

#### Developing a strategy/ business case for Go ON it's Liverpool

- We started by focusing on the benefits a fully networked City would bring to Liverpool
- There was strong political support for Go ON it's Liverpool from the start. Joe Anderson, the Leader of the Council, signed up Liverpool City Council as a Race Online 2012 partner in November 2010 and a number of key Cabinet Members have actively championed and supported Go ON it's Liverpool. This culminated in a motion to the full council on 14 September for all 90 Liverpool City councillors to not only sign-up as Liverpool digital champions but also to get active in their wards.
- Liverpool City Council identified early on that their key motivation for developing a Go ON campaign was to support economic growth, new start ups and regeneration.
- A digital inclusion campaign, however worthwhile, that did not have this focus and did help to address the key challenges the City faces with the current levels of budget reductions required would never be a key priority for the City
- Liverpool Vision, the economic development agency funded by the City Council, lead the campaign for the City and integrated the Go ON campaign into the Liverpool Plan, a 10 year strategy to promote economic growth and regeneration. Go ON it's Liverpool and securing a networked City identified as underpinning the Liverpool Plan.
- The Liverpool Chamber of Commerce was a key and early supporter of the campaign and their leadership was extremely important. In the last 10 years much of the effort and support to reduce the digital divide has been channelled into community solutions. The Go ON it's Liverpool campaign is distinctly different; it is holistic and multi-faceted bringing together business and community networks in a broad coalition that stands the very best chance of reaching out as widely as possible and making the greatest impact.

#### A targeted approach

- We used all the available data and intelligence to identify the number of people offline in the city and to be as specific as possible about who the campaign was seeking to support and how we would target our support and resource.
- Our primary source was the Local Authority Digital and Social Exclusion Statistics Dashboard developed by the City of London Digital Inclusion Team. This tool helped us to identify the best digital exclusion estimates for the city of Liverpool. It makes use of publicly available data from the Office for National Statistics, Ofcom, the Department of Communities and Local Government, Race Online 2012's PwC report and the Oxford Internet Institute.
- We also made use of the Digital Inclusion Strategic Framework developed by Liverpool First. This strategy included targets to reduce the number of people socially and digitally excluded in Liverpool from 69% to the national average of 40% and to improve connectivity by increasing broadband penetration from 40% to 70%.

- Liverpool Vision added a further dimension by identifying from their intelligence that the city needed between 6,000 and 9,000 new small and medium enterprises to become established to enable the city to compete successfully with their competitors and encourage economic growth.
- It is further estimated that 50% of all offliners in Liverpool live in social housing so the Go ON it's liverpool campaign has specifically targeted partnerships with Registered Social Landlords as a key channel to secure the greatest impact. Affordability is the key barrier for social housing tenants and Race Online 2012 has worked with our national partners to secure affordable solutions to overcome this barrier.

## Partnership development

- The Go ON it's liverpool campaign was able to build momentum quickly because a local project manager from Liverpool First, the Local Strategic Partnership, who was instrumental in developing the Liverpool Digital Inclusion Strategic Framework was able to build on existing networks and contacts. These contacts became the core members of a broad coalition of local partners who are supporting Go ON it's liverpool to develop and thrive
- A roles and responsibility agreement was developed to set out the contribution that local partners, (including Liverpool Vision, the lead body) ; national Race Online 2012 partners and the Race Online 2012 team themselves was responsible for to ensure the campaign was effective, sustainable and delivered real change for Liverpool.

- **National support.** A number of national Race Online 2012 partners offered specific support to Go ON it's Liverpool and a national partners group met regularly at the Liverpool Embassy.

**UK Online Centres** provided 2 x community capacity builder grants of £40,000 each to two community organisations in Liverpool to recruit 100 super digital champions, secure 100 new partnerships and hold 90 events through both grants.

**TalkTalk** offered 1,000 free broadband essential packages and the support of the TalkTalk team to distribute this offer to target groups in Liverpool. TalkTalk also funded Go ON it's liverpool leaflets to both help recruit digital champions and to inspire offliners to seek support.

**Engine** created a Go ON it's liverpool advert and secured 5 days of free advertising on the media wall opposite Lime Street Station in partnership with Ocean.

**Freerunner** are working in partnership with Liverpool Mutual Homes and Liverpool Community College to bring affordable wifi access to tenants and to Norris Green DISC (Drop In Study Support Centre)

The Big Lottery made it known that they would welcome applications from Go ON it's Liverpool partners applying for Awards for All grants

**Race Online 2012** offered project direction from the Director of Community Partnerships, PR support, the Go On it's liverpool logo and free downloadable Go ON artwork and the support of the UK Digital Champion Martha Lane Fox

- **Local support.** A wide range of local partners actively supported the Go ON it's liverpool campaign; using their internal and external channels to raise awareness ; recruit digital champions; host events and promote the affordable hardware and connectivity offers. A number of local partners provided specific support, identified below, which was crucial in getting the campaign off to a great start.

**Liverpool Vision** led the campaign; integrated Go ON it's liverpool into the Liverpool Plan; funded pop-up banners; hosted meetings at the Liverpool Embassy and provided a platform for Go ON it's liverpool at the Global Entrepreneurship Congress that Liverpool is hosting in March 2012.

**Merseytravel** developed a specific campaign to recruit local cabbies as digital champions; funded Go ON it's liverpool leaflets; funded the Notre Dame Arts Bus to support the Give an Hour Liverpool digital champion recruitment drive at Liverpool One and their Chief Executive has pledged to ensure all their staff are offered support to gain digital skills

**Liverpool Chamber of Commerce** have provided a strong leadership role in encouraging local businesses to step up and support the campaign. They have set a target to recruit 500 business digital champions and have actively recruited them through their networks. They also hosted a business launch for the campaign at the Innovation Park.

**TUC Unionlearn** have played a significant role in the campaign. They sponsored the launch of Go ON it's liverpool, supported by the local MP Louise Ellman and chaired by BBC Merseyside Digital Champion Roger Phillips. They also worked with union learning reps at Mersey Rail to secure a Liverpool digital champion recruitment drive at Liverpool Lime Street Station; a highly successful venue for recruiting champions. The union learning reps are actively working across the city to support people to get online in both the workplace and the community. Merseyside fire and rescue service, for example, are opening up fire stations as digital hubs and the GMB union are working to support hospital porters and cleaners to develop digital skills.

**Liverpool Public Libraries and Information Service** make up half of all UK online centres across Liverpool and offer the only two free wifi locations in the City at the Central and Toxteth libraries. Liverpool libraries played host to the Google juice bars to support Go ON it's liverpool as well as offering their core offer of free access to kit and connectivity plus support to get online. The Google juice bars offered 1-2-1 support to small Liverpool businesses on how they could make the most of the web to grow their business, including the offer of a free domain name for a year if they did not already have a website.

**Wild Thang** a local promotional merchandise company sponsored Go ON it's liverpool T-Shirts for the digital champion recruitment drive in Liverpool One shopping centre and Lime Street Station. The T-Shirts were really important in drawing attention to the campaign and signing up so many digital champions.

- Activating local networks and encouraging local people to help other local people to take their first step online is said to be the most effective way of ensuring real change happens in Liverpool. Given the extent of local support for the campaign so far, prospects seem bright for achieving a 25% reduction in the digital divide across the city by 2012.

### **Evidencing outcomes**

- To ensure the campaign in Liverpool is making a difference it is important to gather evidence about the impact of the campaign. We are doing this in a number of ways. We used the national Give an Hour campaign - which appealed to the online community to donate the hour they gained when the clocks went back to show someone their first time online - as the impetus for the local digital champion recruitment drive. This mechanism was very successful and resulted in over 1,000 local people signing up as digital champions to do their

bit to significantly reduce the digital divide in the city. We have a target of 5,000 liverpool champions by March 2012 and are measuring progress at [www.go-on.co.uk/giveanhour.com](http://www.go-on.co.uk/giveanhour.com) Some Go ON it's liverpool partners have embedded a digital champion widget on their website so that they are aware of who their digital champions are. The widget has been particularly helpful for those partners such as unionlearn and social housing groups who could manage their own local networks of digital champions within their own separate communities.

- Collecting data on the number of people supported to get online is a more difficult task. Nationally we are doing this by using the ONS statistics which now report the reduction of the number of people offline on a quarterly basis. The ONS are also supporting Go ON it's liverpool by providing a quarterly report on the number of people offline in Liverpool. The first set of figures were provided on November 16 and identified that there are 92,000 people offline in Liverpool. This is a revision down by 8,000 from our original estimate of 100,000 but is still a large number of people. The ONS quarterly Liverpool figure will be an important marker of how well the campaign is progressing.
- Further quantitative evidence that will have an impact on the campaign has been collected through Liverpool Mutual Homes who recently carried out a survey of local tenants to test their appetite to pay for affordable wifi connectivity on offer from one of the Race Online 2012 partners. The survey showed that this offer would be taken up by tenants. This is a great result and will help sustainability. We will know the number of social tenants who take up this offer over next 12 months as a number of pilot schemes are rolled out.
- Qualitative feedback is also important and will be collected by all partners and added to the Go ON it's liverpool Facebook page as the campaign gets underway. Inspiring stories of how people and local businesses have benefited from going online can be powerful levers to encourage other offliners to get started.
- The Liverpool campaign is actively considering what system could be put in place to link up digital champions with offliners - both potential volunteers and those who would like support may not know anyone personally that they could either help or seek help from. A process that was able to safely match-up digital champions with offliners would provide important evidence of impact.

## **Section two: campaign development**

### **Recruiting digital champions**

- Go ON it's liverpool aims to secure a significant reduction in the number of people offline in the city by encouraging local people to sign up as digital champions and support a friend, family member, neighbour, colleague or customer who are either offline, or not confident online, to help them develop their skills or signpost them to where they can access further help. Over 1,000 digital champions have been recruited to date and we are beginning to become more informed about which champion networks have the greatest reach to offliners and which networks require brokerage to enable potential digital champions to be active.
- The digital champion networks that have ready access to offliners include unionlearn, social housing groups and local community groups.

- The champion networks that could potentially support large numbers but need to be matched up with offliners to become active include university students (the 17,000 students from Liverpool Community College are more likely to be local and know someone they could support) DWP staff in job centres and the pension service and the general public.
- Recruiting schoolchildren as digital champions to support an older member of their family go online is also likely to reach large numbers of people but requires sufficient planning time to build into schools busy schedule. Go ON it's liverpool is building the recruitment of school children as digital champions into an existing schools programme. This is another approach to engage schools.

### **Marketing and PR**

- Go ON it's liverpool made use of all the free Go ON materials on the [www.go-on.co.uk](http://www.go-on.co.uk) site to create a strong identity for the campaign. The Go ON it's liverpool logo was a useful mechanism to bring together a wide range of partners across the private, public and charity sectors and create a common identity for all the activity taking place.
- The Liverpool campaign has benefited substantially from strong coverage in the Liverpool Echo and Daily Post as well coverage on BBC Radio Merseyside and the Go ON it's liverpool advert on the media wall opposite Lime Street Station. A digital champion who was signed up at Liverpool Lime Street station commented that he had seen on twitter that a team from Go ON it's liverpool would be recruiting champions at Lime Street Station that day so don't under estimate social media too.
- We are aiming to sustain a long-term campaign in Liverpool and will need to keep in mind new angles to keep the local media interested in covering the story over time. The human interest stories of local people who have been helped to transform their lives or their businesses by making use of all that the web can offer will help to keep the campaign fresh, interesting and in the spotlight.

### **More and different places to support people to go online**

- In Liverpool we are trying to broaden the number and range of places that offer connectivity and support to create more choice and opportunities for people to be enabled to go online. We are doing this for a number of reasons. Not everyone wants to go to a training centre to develop digital skills, even if they are free. Going to local places that are familiar and well-used means you are able to target specific groups and offer support on their own territory **and** local digital champions need more choice and options about where they can be active in their community or workplace. This means we need to expand the number of places where champions and offliners can access free community wifi.
- Go ON it's liverpool is specifically targeting social housing as a key place where free wifi in community spaces/ cafes would make a dramatic difference in supporting local tenants who are online to support other tenants to get started. There are 13 drop in Study Centres (DISCs) across the city. None of these currently have connectivity and they would all make excellent local digital hubs.
- Go ON it's liverpool is offering support in a broader range of places as a result of new partnerships brokered by the national Race Online 2012 team. The Lime Kiln Wetherspoon's pub in Central Liverpool, for example runs an existing disco for disabled people, during a quiet period in the day, that regularly reaches over 400 disabled people, many of them

offline. The Liverpool UK online community capacity builder is currently training disabled digital champions to offer peer support in the Lime Kiln from the New Year. A partnership with Mecca Knotty Ash also looks set to reach people who go to bingo but may not participate in any other activity during the week.

- Eddie Herbert, the Liverpool Digital Champion cabbie, is perhaps offering the most unusual place where people can get support to go online in the city. He has installed an iPad in his cab with the new Liverpool App to show locals and visitors who he picks up how they can go online to find out more about their city or the city that they are visiting. This is a simple and excellent way of inspiring people who have never been online to find out how useful the web can be. Merseytravel are currently recruiting more digital champion cabbies to support offliners see the benefits that being online can bring.

### **Improving the digital infrastructure**

- The lack of free wifi connectivity spots across the city is a particular challenge for Go ON it's liverpool. Digital champions need spaces in their local communities where they can freely access the internet if they are to be enabled to get really active in their community or workplace. There are currently just two free wifi spots available in the entire city, both in public libraries.
- The campaign is making some progress in opening up new spaces and creating a demand for broadband. The pilot project that is offering affordable wifi to social housing tenants in Liverpool Mutual Homes is one that the campaign will keep a close eye on. If successful - with tenants offered the support of digital champions to build their skills as well as affordable kit and connectivity and Liverpool Mutual Homes benefitting from efficiencies from channel shift - this model could be rolled out across all the social housing providers in the city.

Go ON it's liverpool has got off to a great start. The campaign has been actively supported by a wide range of local and national partners and a real sense of energy has been ignited. This is even more impressive given the challenge the city faces with the current round of budget cuts.

Securing a fully networked city where every citizen and local business is enabled to make the most of all the benefits the web offers to grow your business or improve your well-being is essential for the future growth and prosperity of Liverpool.

The challenge over the year ahead is to keep the campaign and the Liverpool digital champion network active, engaged and continuing to grow and develop. The prospects look good and with the continued support of all partners the digital divide across the city could be closed once and for all.

Natasha Innocent,

Director of Community Partnerships Race Online 2012

## **Appendix 1**

### **Go ON it's liverpool local partners**

Arena Housing

Cobalt Housing

Liverpool Housing Trust

Riverside Housing

Northwest Housing Services

Plus Dane Group

Regenda Group

Liverpool Mutual Homes

South Liverpool Housing

AIMES

Age Concern Liverpool and Sefton

Alder Hey Children's NHS Foundation Trust

Altvalley communiversity

BBC Radio Merseyside

Blackburne House

Business in the Community

COoL (Creative Organisations of Liverpool)

Disability & Carers Service

DWP NW - Community 10,000 team

Everton Development Trust

FACT

Granby Toxteth Development Trust

GMB Outreach Working for Learning

Jobcentre Plus

John Lewis Partnership

Liverpool Community Voluntary Service/ United Way

Liverpool Library & Information Service

Liverpool Direct Limited

Liverpool City Council Adult Services

Liverpool City Council Schools Parliament

Liverpool City Council Education, Learning and Skills Neighbourhood Learning Champions

Liverpool City Council Association of Secondary Headteachers

Liverpool Football Club Foundation

Liverpool PCT and workplace health

Liverpool Vision

Liverpool Centre for Arts Development

Liverpool Chamber of Commerce

Mecca Knotty Ash

Merseyside Police

Merseytravel

Merseylearn

Merseyside Fire and Rescue Service

Notre Dame Catholic College for the Arts

North Mersey Health Informatics Service

Novas Scarman Contemporary Urban Centre

The Woman's Organisation

Liverpool John Moores Univeristy

Liverpool Hope University

Unionlearn North West

Wetherspoon's The Lime Kiln