



Key outcomes

Strategic

- Motion to Liverpool City Council Sept 14
- Integration into the Liverpool Plan
- Leadership of Liverpool Vision and Liverpool City Council
- Strong support from Liverpool Chamber of Commerce

Holistic

- A new model focused on the benefits a fully networked city would bring
- As much about economic growth as social justice
- A key role for business as well as community sector
- Broad approach – involving a wide range of local networks

Multi faceted

- Merseytravel – one of first Race Online 2012 partners
- Unionlearn
- Chamber of Commerce
- Emergency services
- Registered Social Landlords
- Liverpool Community College + all Universities
- Public libraries
- Adult learning service
- School network – Liverpool Vision GEC school programme
- Health service

High profile

- Go ON it's liverpool advert displayed on media wall opposite Lime Street Station for 5 days from 28 October
- BBC Breakfast live broadcast from Toxteth Library on 24 October
- Liverpool Echo and Daily Post features
- Roger Phillips BBC Radio Merseyside supported launch
- Go ON it's liverpool partners promoted through their internal and external channels
- Liverpool Chamber magazine front cover + feature
- Liverpool City Council magazine

Achievements to date

- Over 1,000 Liverpool digital champions recruited
- Marketing campaign has successfully raised awareness
- Freerunner affordable wifi pilots Liverpool Mutual Homes + exploring wifi-ing DISCS
- Affordable hardware kit promoted by partners
- Big Lottery £100k pot **secured** to sustain Liverpool champion network post March 2012 + will fund venue for celebration event

National Race Online 2012

partners supporting the campaign

- TalkTalk
- Google UK
- UK Online – Community Capacity Builders
- John Lewis plc
- Mecca bingo
- Lloyds
- BBC
- Big Lottery
- Civic Agenda

Next steps

- Keeping up momentum – marketing + PR
- Co-ordination of the broad range of partners and networks supporting the campaign
- Focus on improving connectivity, esp. free access to wifi, across the city
- Process in place to match digital champions with offliners
- Evidence the hard + soft outcomes – efficiencies secured, number of offliners supported and so on
- Embed demand for digital across all strategies and services