



MAKING OUR DIGITAL FUTURE

DigiLocal @ Global Giving

Universal access to opportunity

DigiLocal will support West of England Combined Authority, and the West of England LEP, in delivering universal opportunity of access to regular, project & technology based, mentored learning for young people from 8 years and up.

Some communities will already have access to such opportunities through social or work connections, but many communities will not and it is those that are the focus.

The proposal is to provide a scalable, and sustainable, mechanism to provide communities with the resources to deliver their own tech clubs. Clubs will take place in youth groups, libraries, community centres, faith centres, and other hubs supporting young people, along with schools and colleges.

DigiLocal works by bringing together 3 key components for each club, each of which may be a constraining limit on the number of actual clubs supported.

The first is strong community engagement, both with connections to young people and venues to host them. The second are good volunteer mentors to support those young people, both from industry and the community at large. The final component is the equipment and content support, this can be fairly easily scaled and is in many ways the least challenging to address.

To deliver this we propose three work streams that can scale as demand and demonstrable outcomes are delivered.

1 Working with communities

DigiLocal is a hub'n'hub model, each community hub will need some support and coordination from a central High Tech Bristol and Bath hub. This leads to two core roles within DigiLocal: DigiLocal manager, and DigiLocal coordinators.



1.1 DigiLocal Manager

The DigiLocal manager is responsible for working with communities to identify clusters where a group of clubs would make a substantial impact. They will identify venues, community champions, and any special requirements for a club (e.g. WiFi provision, funding for room hire, etc). They will put together a delivery plan for each club and lead recruitment of DigiLocal Coordinators for clusters of clubs.

They will also be responsible for ensuring that delivery and quality of provision is maintained across the Coordinators. They will also 'own' the LINKS progression system and ensure that similar standards are being maintained in its delivery.

This is a full-time role as it will span across the region and all clubs. There may be need to have multiple DigiLocal Managers as the number of clubs grows. Maintaining a personal link with the communities and Coordinators is critical to ensuring quality of service.

On a nominal salary of £20,000 the total cost of employment per year would be **£25,805** p.a. This includes office space, laptop and work phone.

1.2 DigiLocal Coordinator

The two core responsibilities for the coordination role are ensuring the community venues are supported and ready, and that the volunteers are supported and ready. This is unlikely to be a full-time role, which supports those with other responsibilities such as younger parents, carers, leaders, etc.

It is not the responsibility of the Coordinator to run club sessions with children.

Recruiting from the community also ensures strong links with potential venues, youth groups, and volunteers. Nominally, 2 day per week (FTE) is sufficient to support 5 clubs. While it may be tempting to aggregate multiple areas to offer a full-time post, having multiple part-time coordinators that are deeply connected to their community is more likely to build those deep links, than a single coordinator that does not represent every community they are seeking to support.

On a FTE £18,000 the total cost of employment would be £19,905. Assuming 2 days per week for a cluster of up to 10 clubs in a sub-region, this would be around £8,862 per Coordinator per cluster. Each cluster of 5 clubs can be supported by a 'pack' of laptops that costs roughly £2000 for 5 laptops, a transportation box, and extension leads.

It is anticipated that Coordinators will work largely from home, as part-time workers, but will also have travel costs and so an overhead has been left in to cover those costs. £18k is anticipated to represent the Living Wage for 2018 (Living Wage for 2017 was £8.75 pr hour or roughly £17k p.a.).

Systems are in place within HBB to provide those DigiLocal Coordinators with tools to manage their volunteers and venues. These include CRM and email, along with online booking sheets, and availability monitoring. We work closely with STEM Hub and CodeClub to ensure that appropriate DBS checks and safeguarding children awareness is maintained.

2 Building regional capacity

This has two components, growing the number of clubs being supported, and growing the capacity for civic engagement in the high tech sector.

2.1 DigiLocal growth

They are able to cover most of central Bristol (Ashley Down, St Pauls, Easton, Lawrence Hill, St Philips). The manager role is currently being delivered by the CEO. This partnership is currently supporting 16 clubs, but with limited scope for rapid growth.

Bringing a full-time DigiLocal manager on board will help quickly scope out interest from other parts of Bristol. Conversations have begun with North Bristol Community Centre, Baggator, Felix Road Playground, Long Ashton, Clevedon, Portishead, Fox Hill, and various other locations, however, lack of capacity means they haven't been pursued actively.

We also had a very good response to our recruitment activity for a Coordinator and have suitable candidates already for the Bath area. We would plan to bring them on board at the outset (if still available), and look for at least one more coordinator initially.

Additional coordinators would be recruited as demand is evidenced and could be funded by an agreed expansion of the contract within pre-agreed limits and to the above budget.



2.2 Civic Engagement

A key constraint on clubs are volunteers. Each club needs at least 2 volunteers, and ideally 3 or 4. Two are needed to comply with good practice safeguarding children, and the additional volunteers provide cover for holiday, illness, etc. A core responsibility of the Coordinator is to help identify and develop volunteers.

The ongoing involvement of the HBB CEO will be to work with the wider high tech community to promote volunteering as part of being good corporate citizens. Introductions will be made for the DigiLocal Manager to work with companies developing their engineers and developers to volunteer.

We will also be building on our experiment with Engine Shed to bring communities into the development process by identifying culturally relevant activities for young people to work on. DigiLocal can then help scaffold the conversion of those ideas into project guides, and obviously testing with clubs and young people.

Long term will will deliver:

1. Additional, original, culturally relevant projects for young people
2. Motivated engineers and developers that can see direct impact from their volunteering
3. Engagement between high tech world class companies, and the communities in the region

3 Maintaining quality

We are looking at three areas for maintaining and enhancing quality; content, recognition, funding.

3.1 Content

We are developing a series of culturally-connected project designs that can be developed into worksheets for young people. Our work between communities and high tech companies is to develop this original content. We host community workshops and then manage the development of project guides from those community ideas. In one workshop we generated 10 concepts of which we're taking 3 forward in the initial cohort.



This content would be community owned by HBB and released under a CC Attribution nonCommercial License. We would retain the rights to use the content for DigiLocal related commercial activities (see below).

Critically this provides the West of England with a growing resource of high quality project guides that anyone can use. They will also provide evidence of company engagement in community support.

3.2 Recognition

We host regular Celebration events in the community where young people from across the region can showcase their work. We also plan larger challenge projects to give young people or teams of young people opportunities to showcase their talents on a larger stage.

We have begun developing a LINKS progression system for DigiLocal young people. This is a competency and evidence driven progression and recognition system around colours. Each level is attained through a mix of regular attendance (commitment), learning (completing projects), application (participation in challenges), community engagement (peer mentoring, supporting other clubs).

This system will be 'owned' by the DigiLocal Manager and operated by DigiLocal Coordinators. This way each club can implement according to local need, but maintain parity across the region.

We have also engaged our volunteers to better understand their reasons for volunteering and how we can enhance those outcomes. There is scope for the DigiLocal Manager to extend this with support from the CEO and partners.

3.3 Sustainable funding

LINKS sponsor - headline sponsorship for ongoing programme development of the LINKS system and purchase of colour coded usb wristbands as awards

Celebration event sponsor - we host regular celebration events for clubs to come together and see what everyone's been up to. This is also an opportunity to make LINKS awards and to showcase particular talent or National activity, e.g. BAFTA Young Games Designer

Equipment sponsor - laptop refresh and capacity increase roughly £2000 per 'pack' of 5 laptops.



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Possibility - running Corporate Social Responsibility programmes for companies to engage with communities and develop new activities :

1 programme per month, nominally £3000 per course (up to 12 people, or 6 companies (2 ppl ea) per course - £500 ea)

Start with one programme, build to potentially 10 courses per year = £30k = most of the salary for DigiLocal Manager