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#Bucksdigital



“Bridging the Digital Divide”

Buckinghamshire Digital Summit

Aylesbury – 19 October 20126

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Digital capability – why this is the foundation of the modern town centre experience

- ❖ ***how to enable businesses to leverage digital opportunities***
- ❖ ***to embrace new marketing, communications and sales channels***
- ❖ ***and to participate in community-wide marketing schemes***



Why do Digital Places matter for Business?

The UK's urban centres (high streets, towns, cities) are home to:

- **824,000 businesses, 25% of UK total**
- **10.7m employees, 32% of UK workforce**
- **£568bn in GVA, 36% of UK total**
- **Shop windows for local community and visitor activity**

Source: Geofutures / TBR / ATCM (2016)

But...

- **50% of the UK's SMEs and VCSEs have no web presence**
- **1.7m, or 31%, lack basic digital skills and confidence to make an online impact & take advantage of potential digital growth opportunities**

Source: Lloyds Banking Group (2014)

Why do Digital Places matter for Communities?

The UK is becoming a society of 'connected consumers'...

- 38 million British adults use the internet daily.
- Smartphone use rose from 24% in 2010 to 58% in 2014.
- 60% of UK online adults has a current social networking site profile and use these more than once a day.
 - A substantial number, particularly young adults, seek information and recommendations from YouTube, user reviews and closed Facebook groups - 'digital recommendations' and lifestyle content.

Source: Ofcom (2014)

But...

- **20% of all adults in the UK (10.5m people) do not have 'basic' digital literacy skills**

Source: BBC Learning (2014)

Digital High Street 2020 Report

Digital High Street Advisory Board
March 2015



ClockworkCity

Connected Places UK

THE HIGH STREET DIGITAL HUB

REVIEWING THE POTENTIAL
PROVISION OF A DIGITAL HUB
PROGRAMME TO SUPPORT
HIGH STREETS, TOWNS AND
CITIES IN THE UK

February 2016



Innovate UK



Argos

BIS
Department for Business
Innovation & Skills

British
Council

Department for
Communities and
Local Government

Google

GOV.UK

Innovate UK

LLOYD'S
BANKING
GROUP

POST
OFFICE

Telefonica

O2 IBM

@BOXPARK

**INSTORE
ONLINE
MOBILE**

#FREEWIFI

The modern connected consumer
expects....

(sorry, it's a terrible word....)

...Omnichannel Experience



'Alive after Five' Kingston Night Market



Services: Market Rasen



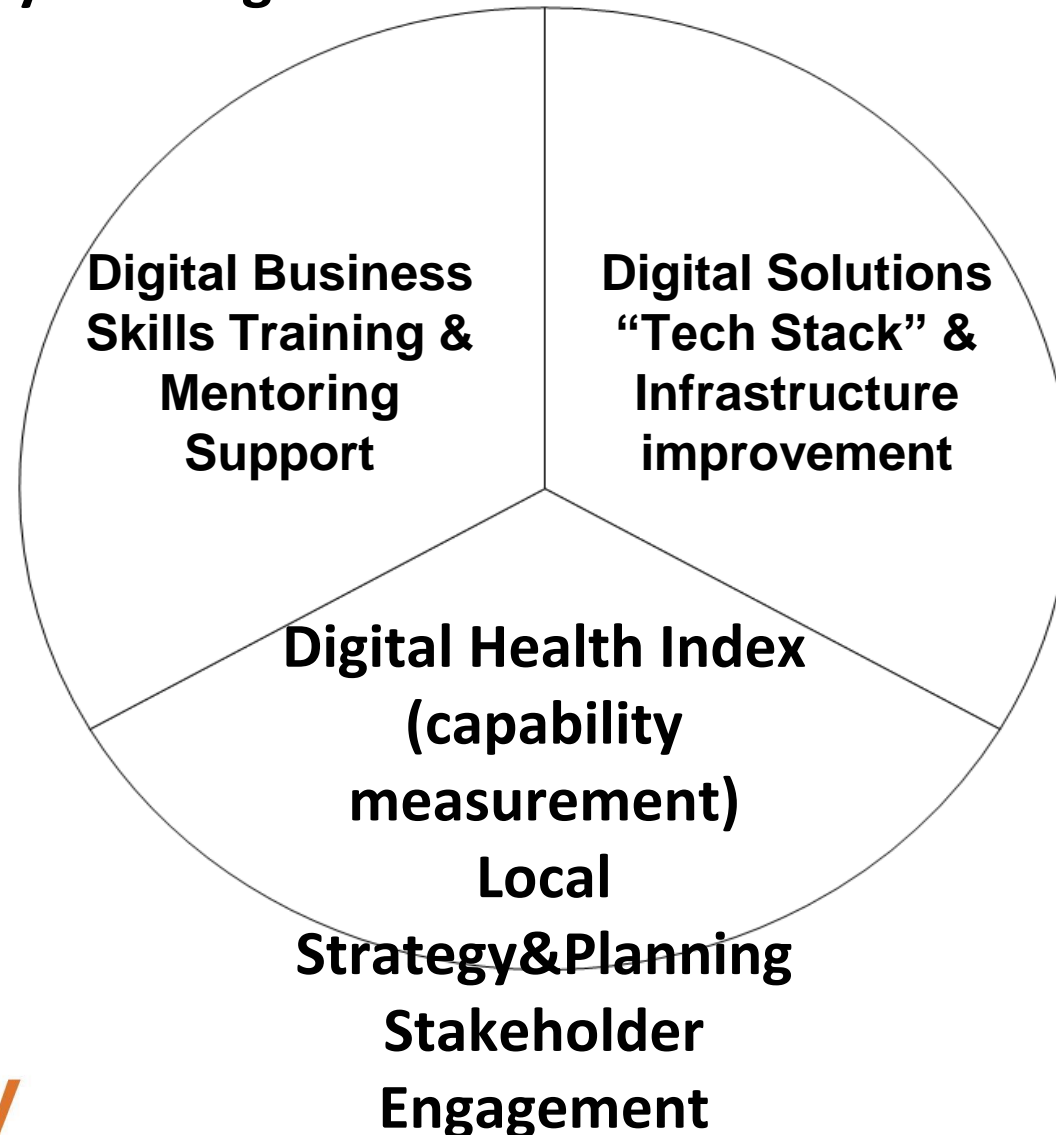
Experiences Poole Film Day





Leisure & Social

Clockwork City takes an integrated approach to digital capacity building



“Skills”

(ie: digital business skills)

Training and 1-to-1 Support



A coordinated approach

To take advantage of ongoing investment in digital infrastructure, businesses and local organisations must have basic and eventually more advanced digital knowledge to be able to benefit. A coordinated approach to rolling out digital training will greatly enhance the 'stickiness' and implementation of these skills.

First - train the Place Managers and leading small businesses

Skills training would start with raising the digital maturity level of the local partnership teams including economic development and regeneration officers, town centre and BID managers, markets managers and tourism managers.

Then - help them engage with their SMEs and non-profits

By raising their level of digital confidence and know-how, 'Managers' can then start on-boarding local business and community organisations to benefit from the same training. Without this training input, digital outputs for a place will be patchy at best.

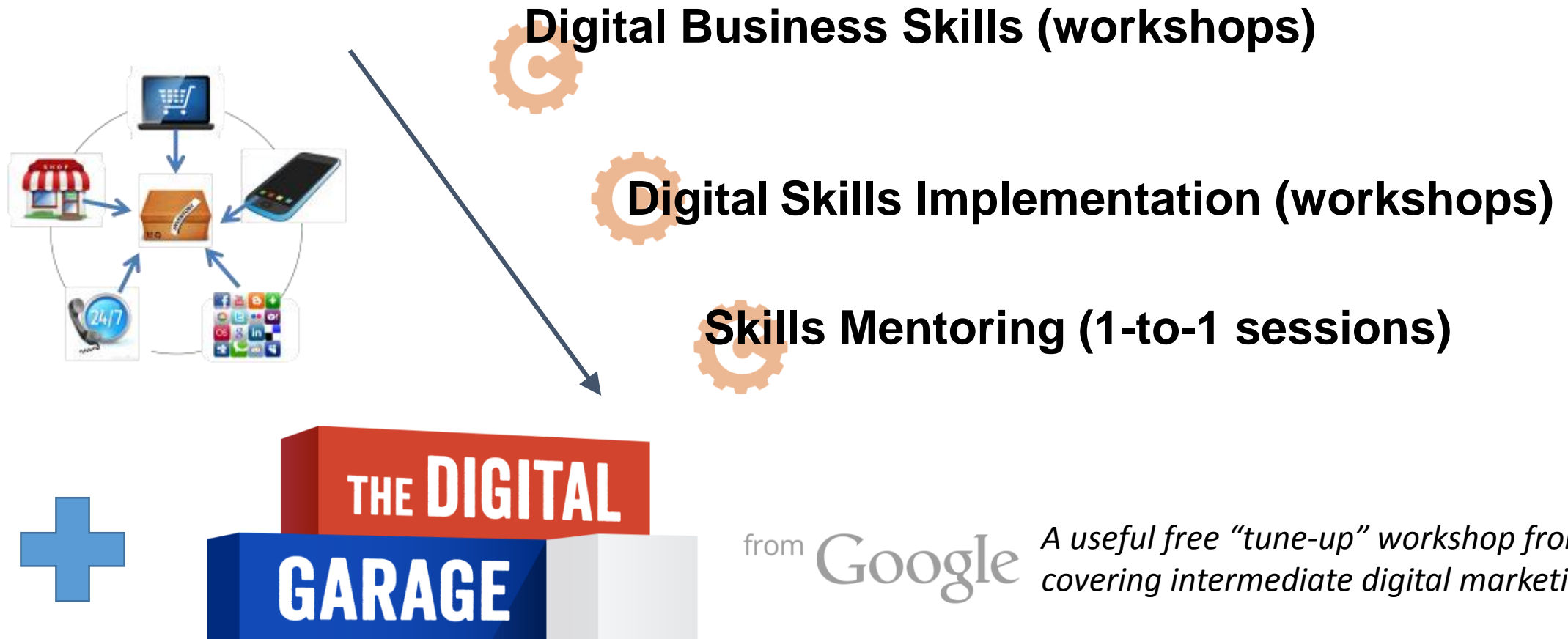
Provide 1-to-1 mentoring support

Skills training is highly perishable. Following the initial training workshops, 1-to-1 visits would provide additional support and enable more advanced digital solution implementation. This also create a local network of digitally confident businesses, able to support one another and build further community links.



Clockwork City's “Omnichannel Pathway” ©

Components of the Digital Skills Toolbox





Digital Business Skills (under license from People 1st / National Skills Academy for Retail)

Module 1: Understanding Customers and Digital Marketing

Module 2: Developing Business Online

Module 3: Growing Business through Social Media

- Groups of 8-15 business
- 3.5 hours per module
- Essential to ensure businesses, or place-managers, have the depth of basic digital knowledge to engage effectively with their target customers or markets







Digital Skills Implementation



Module 4: Google for Small Businesses



Module 5: Twitter for Small Businesses



Module 6: Facebook, Instagram and other Social Creatures

- Groups of 8-12 business
- 90 minutes per module
- Follow on from Digital Business Skills, emphasising putting theory into action





1-to-1 Skills Mentoring sessions

Mentoring



- Dedicated **individual support** sessions for businesses
- Scope broadened from pure digital skills to **practical business support**
- Ensuring the daily use and '**stickiness**' of digital marketing skills
- **Integrating** digital skills into their respective business plans
- **Engaging** with the 'modern connected consumer'
- Acts to create a **local support network** within business community
- Involving place managers as **digital ambassadors**





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