



DC10 - Empowering Communities, Connecting People

Project Initiation Document

Project Title	Community Capacity Building, Mentors and Champions
Lead Partner	CIRCUIT, Birmingham and Shropshire
Active Partners	Birmingham, Bristol, Ealing, Norfolk, Shropshire and Sunderland
DC10 Observers	Hull, Manchester, Nottingham

Version Control:

Version	Date	Last updated by	Changes Made
Initial	11/09/2007	Paul Nash	Initial outline
Initial v1.1	14/09/07	Paul Nash	Work Package Added
Initial v1.2	24/09/07	Paul Nash	Work Package Outlines Added
Initial v1.3	26/09/07	Paul Nash	Current Work Packages Completed with available information
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Second v 2.1	30/09/07	Chris Price	General following discussion with Stephen Hilton
Second v 2.9sh	01/10/07	S Hilton	General revisions and comments
Final Draft v1.1	01/10/07	Paul Nash	All changes incorporated, needs agreement on comments from SH and SD
Final Version	03/10/07	Paul Nash	

Signed off by Project Owner	<name><date>
Agreed by DC10 Board	<date>

1. Vision / Aim

Describe the high level vision or aim of this project and how does it meet the DC10 vision objectives as highlighted in the Business Delivery Plan?

The vision is to create sustainable and cohesive digitally enabled communities which include those currently excluded. The solution involves creating a framework to support exchange between Community and Voluntary organisations, other partners and Local Authorities through a living lab approach to test proven practice in different contexts to demonstrate robustness. The aim is to demonstrate how brokers and champions can be fully supported by technology to build local capacity and service access. The outcome will be an ongoing network of effective practice exchange.

2. Living Lab Vision / Aim

Adopting a common framework around each of the DC10 projects ensures that there is a sense of cohesion and common purpose across the programme. Collective representation of DC10 work at a national, European and global level will be greatly enhanced by a common terms of engagement.

The table below highlights the guiding principles of the DC10 Living Lab framework. Your project should show how these principles will be manifested in practice.

<p>User Centred Design & Production</p>	<p><i>e.g. How will users be integral to all phases of the project? How will the project give incentive to real world participation in its design, delivery and sustainability? Discussion of examples will be provided at the Living Lab workshop.</i></p> <p>Engaging with communities lies at the core of this project. Following from the initial research into both Learning Communities and User Archetypes this project seeks to work with the ways in which members of communities seek to access services through friends and trusted agents and attempts to harness those social networks to facilitate wider service access through channels which are familiar to the user group</p>
<p>Open and Creative Innovation Processes</p>	<p><i>e.g. How will the project demonstrate that it is responding to demand-driven requirements in real world settings? How will the project ensure that it is flexible enough to maintain an open and creative approach to new ideas throughout all phases of the project?</i></p> <p>The project is both iterative and responsive to the needs of the communities in which it will work. The process of engagement involves regular workshop activity and creates local steering groups with as wide a community representation as possible in partnership with service providers.</p>
<p>Demonstrate social innovation</p>	<p><i>e.g. Where is the step-change in patterns of behaviour (of living and/or working) occurring?</i></p> <p>The step change in living is the promotion of community activity that supports service delivery. Community action is seen as both desirable and has a value in society. Service delivery is perceived as having a local rather than a centralised focus. Networks of people are understood and their role in service delivery can be harnessed for both wider good and assured delivery of important support mechanisms</p>
<p>Value Creation</p>	<p><i>e.g. employee/organisational value, citizen/user value, alliance partner value, societal value etc</i></p> <p>This activity supports the Transformational Government agenda, it takes an innovative approach and seeks to understand the needs of the citizen in terms of service access and provision and then to promote direct action to facilitate local delivery of services.</p> <p>Individuals and families have a preferred route to services that can be accessed locally and their capacity to access services through a variety of channels.</p> <p>Participation in local networks is valued by both individuals and the wider community and is seen as making the community a better place to live and work.</p> <p>Individuals skills and abilities are brought to bear on real situations and that capacity is increased to the benefit of the individual and the community.</p> <p>Service provision is made more efficient because it is targeted</p>

	more effectively.
Scalability	<p><i>e.g. What is it about the work-stream/project which is likely to scale? What's the process for how this might be achieved?</i></p> <p>The project lends itself to being mainstreamed as part of local authority service obligations. In this way it can be used to deliver a variety of increasingly complex services by extending the social networks model and creating networks of networks focussed on the role of local brokers who understand local need and local facilities.</p>
Commitment to share information and experience	<p><i>For detail see section 9. Provide an overview here</i></p>
Genuine cross-sector collaboration	<p><i>e.g. What is it about the structure and process of the project which will encourage genuine collaboration across sectors?</i></p> <p>E-champion and e-mentoring resources already exist in all participating DC10 areas. However, the picture is fragmented between a range of providers including UK On-line, Citizens on Line, Scarman Trust, libraries, extended schools etc The challenge within this work stream is to create a more cohesive model, where different organisations and agencies buy in to a set of shared aims.</p> <p>It is a core tenet of this project that it brings together local people, existing community and voluntary delivery organisations and local authority statutory service providers. The creation of local steering groups and the mechanism for experience sharing through workshops seeks to build capacity and widen participation. By establishing a route to services through social networks the social networks have a direct connection to both CVS and statutory service provision which can be made robust and effective.</p>
Inclusion	<p><i>e.g. How will the project contribute to improving social inclusion and the empowerment of users through a more open and creative approach to innovation?</i></p> <p>The project seeks to put people in touch with services at the local level but also to move people on so that they can become self serving and in turn can help others.</p> <p>People will demand the services that they want, to be delivered at the local level in a way that is appropriate to their life style and circumstances.</p> <p>Service providers will have more appropriate routes to market based on the expressed needs of local people informed by local facilities.</p>
Collaborative networking	<p><i>e.g. How will the project ensure that its work is made available and accessible to other related projects and networks, including what form of licensing arrangements, such as Creative commons, would be used to support this?</i></p> <p><i>The primary method of dissemination will be virtual through the project forum but also there will be reports and events aligned within the DC10 programme</i></p>

3. Opportunities & links to government policy

What links this project to local, regional or national policy objectives – for example how does it contribute to Regional Economic Strategy or to the implementation of Community Empowerment or LGWP?

Power of Information	<ul style="list-style-type: none"> Digital Inclusion Team to promote digital and social inclusion
Government White Paper	<ul style="list-style-type: none"> Responsive Services, empowered communities, involve service users. Local Government as a strategic leader and place shaper, Align services provided by a number of agencies focusing on the needs of citizens. Increasing CVS sector in identifying local priorities especially through Sustainable Communities Strategy and establishing Local Area Agreements.
Varney Review	<ul style="list-style-type: none"> develop better coordinated and focused face-to-face services, through a cross-government estate strategy, <i>underpinned with departmental plans for increased third sector delivery of these services</i> and more mobile working engaging citizens and businesses more fully in the design and delivery of public services - multi channel approaches and contributing to Customer Insight Forum http://www.cabinetoffice.gov.uk/public_service_reform/delivery_council/workplan.asp
Lyons Review	<p>Gov't in 21st Century</p> <ul style="list-style-type: none"> Pursuing the well being of citizens: Use of public funds for well being of citizens, need not be publicly owned, but must be capacity for collective action and choices Importance of engagement: Ensure transparency and accountability to local people Services: Local government as a convener, joining up services to meet local need and focusing the efforts of all agencies. Local Government contribution to reform: Local government as a convener, joining up services to meet local need and focusing the efforts of all agencies.
Transformational Government	<ul style="list-style-type: none"> Services Enabled by IT must be designed around the citizen or business, not the provider.
Inclusion Through Innovation	<ul style="list-style-type: none"> Services Enabled by IT must be designed around the citizen or business, not the provider. Services Enabled by IT must be designed around the citizen or business, not the provider. Alignment with Digital Inclusion Team initiatives.
Digital Strategy	<ul style="list-style-type: none"> Tackle social exclusion and bridge the digital divide Inform future iteration of Digital Strategy
Local Performance and Delivery Programme Board	<ul style="list-style-type: none"> Digital Inclusion Capacity Building: Generate Capacity Building Support, KE and networking
W M Rural	Strategic Objective 4: To reduce poverty, value diversity and promote social

Regeneration Zone Implementation Plan 2007 – 2010	inclusion and community cohesion by allowing full access to services and opportunities
Shropshire County Council Corporate Plan 2006 - 2011	Improving the quality of life for rural communities by facilitating access to services locally.
Shropshire Partnership Community Strategy 2006 - 2010	We will build communities that are strong and safe for everyone and that encourage and support cultural diversity, leisure, pleasure, lifetime education and fulfilment. We will make sure Shropshire continues to be one of the safest areas to visit, live or work in by further reducing crime and anti-social behaviour and increasing public confidence. We will encourage and support the voluntary sector to develop innovative services to meet local needs and work to make Shropshire welcoming to all.
Birmingham Sustainable community strategy	Working in partnership to deliver social inclusion and cohesion
Aston Pride New Deal for Communities Partnership	Improving the economic, social, health, housing, safety and environmental well being of the people of Aston
Digital Birmingham	Creating the digital city of the future, today

4. Overall objectives

List the key objectives that would meet the project vision/aim

- To facilitate knowledge exchange and best practice transfer between community and voluntary organisations and Local Authorities.
- To create a support framework for best practice transfer.
- To highlight existing best practice in DC10.
- To distribute and publicise emerging learning materials in different formats (online/offline, print, video...)
- To build a network of collaboration across authorities and organisations.
- To support implementation of best practice.
- To identify and align to existing core funding streams and attract additional funding
- To identify and align to existing core funding streams and attract additional funding
- To build local capacity in local communities through a living labs approach

Detailed scope of work packages

<i>Work package name</i>	<i>WP 1. Employ Project Coordinator</i>
<i>Work package lead</i>	<i>Birmingham City Council</i>
<i>Detailed Scope of work</i>	<i>Source project coordinator using BCC processes</i>
<i>Key foci for project collaboration</i>	<i>building links between the programme's activities and creating external alliances ensure achievement of outcomes</i>
<i>Delivery Partners</i>	
<i>Outputs for other DC10 members and wider community</i>	
<i>Data being bench-marked & measured</i>	
<i>Anticipated impact/measures of success</i>	<i>Delivery of project plan and outcomes</i>
<i>Overall Work-package cost</i>	<i>£30,000</i>
<i>Cost breakdown</i>	<i>£25,000 Salary (part-time) £5,000 On Costs</i>
<i>Sources of external funding (if applicable)</i>	
<i>Interfaces with other DC10 work-streams/packages</i>	<i>Potential to share project management resources with other themes/activities</i>
<i>Interfaces with other projects/initiatives</i>	<i>Drawing emerging practice from partners</i>

<i>Work package name</i>	<i>WP 2. Best Practice Research Project</i>
<i>Work package lead</i>	<i>Birmingham City Council</i>
<i>Detailed Scope of work</i>	<i>Source consultancy for short term research project in order to identify existing good practise, signpost to known good practise case studies and toolkits, establish literature review</i>
<i>Key foci for project collaboration</i>	<i>Shared methods for using social networks to facilitate access to services for communities most in need of support.</i>
<i>Delivery Partners</i>	<i>Bristol, Ealing, Norfolk, Shropshire and Sunderland</i>
<i>Outputs for other DC10 members and wider community</i>	<i>Reference document and case studies for wider distribution Recommended content/locations for inter authority visits Analysis of models for delivery of effective brokerage services and reported benefits Identification of useful existing toolkits\ A-Z guide to e-mentoring resources</i>
<i>Data being bench-marked & measured</i>	<i>Review of current projects within “Communities Building Capacity. Estimate benefits of practise from one geographic area to another Identify effective interventions such as the take up of new learning materials and use of collaboration space, Effectiveness of accreditation Identify extent of mainstreamed activity arising from pilots</i>
<i>Anticipated impact/measures of success</i>	<i>Members of a community able to access a wider range of services because of new found confidence, skills and knowledge and established local community capacity.</i>
<i>Overall Work-package cost</i>	<i>£15,000</i>
<i>Cost breakdown</i>	<i>Payable in 3 parts: £5,000 on award of contract £5,000 on presentation of draft report £5,000 on presentation and sign off of final report</i>
<i>Sources of external funding (if applicable)</i>	<i>Potential congruence with existing studies to raise further funding/reduce work demand</i>
<i>Interfaces with other DC10 work-streams/packages</i>	<i>DC10 Marketing strategy.</i>
<i>Interfaces with other projects/initiatives</i>	<i>Using DC10 partnerships, bids and contacts to collect evidence and case studies Link to DCLG and other digital inclusion stakeholders to collect existing research</i>

<i>Work package name</i>	<i>WP 3. Building the mentoring network</i>
<i>Work package lead</i>	<i>Birmingham City Council</i>
<i>Detailed Scope of work</i>	<i>Organise exemplar events in the communities, funding community organisations to prepare the events and organise visits to establish knowledge exchange and build relationships to enhance ongoing collaboration. . Organise Follow Up Event for all participants</i>
<i>Key foci for project collaboration</i>	<i>Sharing experience amongst sub regional communities, showcasing local projects on a National platform. Presentation of research and final report Celebrating success of participants Demonstrating local projects Knowledge exchange</i>
<i>Delivery Partners</i>	<i>Bristol, Ealing, Norfolk, Shropshire and Sunderland</i>

<i>Outputs for other DC10 members and wider community</i>	<i>Reference document and case studies for wider distribution# Records of visits and identified key areas Networking communities of interest Sharing experience</i>
<i>Data being bench-marked & measured</i>	<ul style="list-style-type: none"> • <i>Number of CVS representatives involved at start and end of year 1</i> <i>Personal development of representatives; establish facilitated focus groups validated by one to one sample interviews conducted by third party. Use initial event then a final event as a location with opportunity for follow up at individual locations.</i>
<i>Anticipated impact/measures of success</i>	<i>Confidence in local initiatives. Benefiting from shared knowledge. Understanding that own knowledge has a value. Engagement with event Mainstreaming of activity Creation of replicable projects</i>
<i>Overall Work-package cost</i>	<i>£37,000</i>
<i>Cost breakdown</i>	<i>£3,000 per community event x 5 £3,000 for each partner(x5) to support visits and pay travel/time (including focus groups and interviews) £7,000 Final Event</i>
<i>Sources of external funding (if applicable)</i>	<i>Leverage anticipated including free provision of resources Sponsorship including potential support from CofL</i>
<i>Interfaces with other DC10 work-streams/packages</i>	<i>DC10 Marketing strategy. Potentially part of wider dissemination events</i>
<i>Interfaces with other projects/initiatives</i>	<i>Digital Inclusion Network Regional Engagement</i>

<i>Work package name</i>	<i>WP 4. Local demonstrators for communities building capacity through testing shared models</i>
<i>Work package lead</i>	<i>Shropshire</i>
<i>Detailed Scope of work</i>	<i>Activities in partnership areas to apply emerging best practice, collaborations and training</i>
<i>Key foci for project collaboration</i>	<i>Local communities, community organisations and frontline services as appropriate</i>
<i>Delivery Partners</i>	<i>Birmingham, Bristol, Ealing and Norfolk.</i>
<i>Outputs for other DC10 members and wider community</i>	<ul style="list-style-type: none"> • <i>demonstrate need</i> • <i>showcase what works and what doesn't</i> • <i>apply models emerging from research</i> • <i>identify successful common approaches</i> • <i>maintain exchange and collaboration</i>
<i>Data being bench-marked & measured</i>	<i>Use of technology to support information access and delivery Capability in use of ICT Changes in services demand and response Levels of local engagement</i>
<i>Anticipated impact/measures of success</i>	<i>Increased local capacity: Numbers engaged Take up of services Sustainable activity</i>
<i>Overall Work-package cost</i>	<i>£100,000</i>
<i>Cost breakdown</i>	<i>Will vary depending on individual projects, see 4a over.</i>
<i>Sources of external funding (if applicable)</i>	<i>Local resource input in each locality will be a requirement of each sub package</i>

<i>Interfaces with other DC10 work-streams/packages</i>	<i>Sunderland to align aspects of their programme and share successes with the project Digital switchover, independent living, home working</i>
<i>Interfaces with other projects/initiatives</i>	<i>Local initiatives in the area of focus</i>

<i>Work package name</i>	<i>e.g.WP 4a. Using ICT to Remove Barriers and Build Confidence</i>
<i>Work package lead</i>	<i>Shropshire exemplar</i>
<i>Detailed Scope of work</i>	<ol style="list-style-type: none"> 1. Adult Learning opportunities <ul style="list-style-type: none"> • Develop the existing learning that is already happening • learner-led learning • training co-ordinators and key volunteers to lead training sessions. • Supporting learners to support others. • Information about other courses or opportunities to access more training. • Fill gaps in provision • Focus on older people 2. Pre-school IT training <ul style="list-style-type: none"> • Making pre-school staff aware of the IT facilities available. • Giving staff/volunteers the confidence to use equipment • Give young people greater opportunities to use equipment • Offer facilities/training to parents and carers. 3. Homework clubs – young people <ul style="list-style-type: none"> • Project delivery support staff a couple of hours a week at some of the Broadplaces • Partnership with local schools, extended schools, youth service and libraries. • Offer opportunities to young people who don't have access to a computer or internet at home. • Offer tuition to pupils who find completing homework difficult. • Active citizenship • Young volunteers, MV Duke of Edinburgh • Future funding. 5. Final Workshop and experience sharing
<i>Key foci for project collaboration</i>	<i>Extended Schools, Independent Living, Shared methods for using social networks to facilitate access to services for communities most in need of support.</i>
<i>Delivery Partners</i>	<i>Adult and Community Learning, Voluntary and Community Sector organisations.</i>
<i>Outputs for other DC10 members and wider community</i>	<ul style="list-style-type: none"> • demonstrate need • showcase what works and what doesn't
<i>Data being bench-marked & measured</i>	
<i>Anticipated impact/measures of success</i>	

<i>Overall Work-package cost</i>	£28,000 (£15,000 plus £3,000 materials plus £10,000 coordination)	
<i>Cost breakdown</i>	<i>Local Events</i>	£1,000
	<i>Coordination across projects</i>	£5,000
	<i>Travel</i>	£5,000
	<i>Training Volunteers</i>	£2,000
	<i>Local Evaluation</i>	£1,000
	<i>Materials Production and Delivery</i>	£14,000
	<i>Total</i>	£28,000
<i>Sources of external funding (if applicable)</i>	Possible ERDF = £19,000 Local resources Futurebuilders LTD ? http://www.futurebuilders-england.org.uk/content/Funding.aspx	
<i>Interfaces with other DC10 work-streams/packages</i>	Extended Schools, Home working, Digital Switchover.	
<i>Interfaces with other projects/initiatives</i>	Shropshire Broadplace, Shropshire Learning Communities	

<i>Work package name</i>	WP 5. Digital Virtual Exchange
<i>Work package lead</i>	Birmingham City Council
<i>Detailed Scope of work</i>	Creation of a shared project space where participants can share knowledge, ask questions and receive answers, promote activities and publicise demonstration activities and materials.
<i>I don't think ths Key foci for project collaboration</i>	Use of collaborative space by practitioners and communities involved in the project. Examination of effectiveness of on line collaboration for people in most need of support.
<i>Delivery Partners</i>	Bristol, Ealing, Norfolk, Shropshire and Sunderland
<i>Outputs for other DC10 members and wider community</i>	Exemplar project on the effectiveness of on line collaborative space for engaging disengaged citizens. Reference point for materials throughout the project Living Lab activity to promote innovative approaches Ongoing support to continued links across partnerships
<i>Data being bench-marked & measured</i>	
<i>Anticipated impact/measures of success</i>	Use of facility by delivery partners and by other interested parties
<i>Overall Work-package cost</i>	£5,000
<i>Cost breakdown</i>	Fee for 12 months activity
<i>Sources of external funding (if applicable)</i>	Shared costs with other projects Moderation through partnerships
<i>Interfaces with other DC10 work-streams/packages</i>	Preference to use common tools with other DC10 and digital inclusion projects to encourage interconnection, interoperability and save costs
<i>Interfaces with other projects/initiatives</i>	DCLG/local authority solutions and wider market

<i>Work package name</i>	<i>WP 6. Accreditation and Learning for frontline workers</i>
<i>Work package lead</i>	<i>Birmingham City Council</i>
<i>Detailed Scope of work</i>	<i>Identify and apply potential routes for training for local brokers, champions and community organisations, funding and accreditation</i>
<i>Key foci for project collaboration</i>	<i>To bring existing training routes and funding to bear on this project</i>
<i>Delivery Partners</i>	<i>Bristol, Ealing, Norfolk, Shropshire and Sunderland</i>
<i>Outputs for other DC10 members and wider community</i>	<i>Potential wider application to other themes and existing projects</i>
<i>Data being bench-marked & measured</i>	
<i>Anticipated impact/measures of success</i>	<i>Training provided, funding achieved and organisations/individuals reaching accreditation</i>
<i>Overall Work-package cost</i>	<i>£8,000</i>
<i>Cost breakdown</i>	<i>£4,000 for consultancy £4,000 to pump prime training</i>
<i>Sources of external funding (if applicable)</i>	<i>Contributions from existing European, national, regional and local schemes</i>
<i>Interfaces with other DC10 work-streams/packages</i>	
<i>Interfaces with other projects/initiatives</i>	<i>Link to CLG 'Skills gapping research' currently under commission</i>

<i>Work package name</i>	<i>WP 7. Final Evaluation</i>
<i>Work package lead</i>	<i>Birmingham City Council</i>
<i>Detailed Scope of work</i>	<i>Source consultancy for evaluation of project in order to ensure VFM and identify lesson's learned plus document good practise and make links to other projects</i>
<i>Key foci for project collaboration</i>	<i>Local area projects</i>
<i>Delivery Partners</i>	<i>Bristol, Ealing, Norfolk, Shropshire and Sunderland</i>
<i>Outputs for other DC10 members and wider community</i>	<i>Validation of activities of local projects Collection of project activities into one place Lessons learned, what worked well, what didn't work well. Recommendations for next stages</i>
<i>Data being bench-marked & measured</i>	<i>Local project activities and overall project impact</i>
<i>Anticipated impact/measures of success</i>	<i>Evaluative report Final workshop/input to conference</i>
<i>Overall Work-package cost</i>	<i>£0</i>
<i>Cost breakdown</i>	
<i>Sources of external funding (if applicable)</i>	<i>Provided by DCLG as overall evaluation of DC10</i>
<i>Interfaces with other DC10 work-streams/packages</i>	<i>Evaluation in parallel with other themes and activities</i>
<i>Interfaces with other projects/initiatives</i>	<i>Part of wider digital inclusion agenda</i>

5. Exclusions

This project does not include funding for current mainstreamed activities and approaches. Nor does it include activities relating to other DC10 projects in which the participants are currently engaged. However alignment will be an aim.

6. Project Plan

<gant chart or similar>

What	How	When	Who
1. Setting up the project	Bringing together the delivery partners with the project coordinator	Nov 2007	Project Coordinator
2. Identify existing best practice in DC10 that is most suitable for sharing	Desk top research mainly using full DC10 network and especially partners	Jan 2008	External researcher/group with DC10 and DCLG
3. Engage with community sector and other partners to identify the wider collaborative network	Focused on local pilot areas in creation of living lab.	Start November then ongoing	Delivery partners, DC partnerships, Citizens Online, Scarman Trust
4. Designing and building the exchange framework including: a. physical (visits, workshops) b. virtual (online forum) c. social networking opportunities	Project coordinator to organise with local partnerships	Start February 2008	DC10 with community sector partners
5. Follow-up: a. Offering opportunities for accreditation b. Link participation to future commitments e.g. participants agree to write a plan how to implement/ apply the new knowledge	Project coordinator and local living labs	Start after first visits and workshops have taken place, moderate and support virtual exchange, create rolling programme of visits/events and follow-	DC10, education partners like LSC

		up	
6. Identify legacy & sustainability opportunities		Oct 2008	DC10 with community sector partners
7. Evaluating and establishing the achieved benefits		By end 2008	External researcher and DCLG

7. Evaluation

Specification of the DC10 programme evaluation is yet to be scoped. However it is likely to incorporate at a minimum all points mentioned on Page 5 of the Business Delivery Plan. Data gathering and analysis is not restricted to these areas and will be expanded by you depending on the focus of your work-stream

1. *List the all the data which you will be gathering.*

- When good practice from one geographic area has been successfully transferred and implemented into another area.
- When the learning materials are being requested by X number of people / organisations.
- When the online exchange platforms are being used by X number of organisations.
- When X number of individuals have achieved an accreditation linked to / encouraged through their involvement in the framework.
- When knowledge exchange has become part of the mainstream and funding is found through core funding or self-financing.

2. *Cite (if any) existing research or data has informed this work-stream focus?*

For workstream 4a

- Barriers to Learning in Highley, Rubus Research, August 2006
- Learning Communities in Craven Arms, Redbrick Enterprises, April 2007
- Digital Challenge Archetypes, Rubus Research, November 2006

3. *Are there already academic or other organisations keen to be or are already involved in the evaluation of your work-stream?*

Existing organisations involved in this work are:

The Scarman Trust, Kemp House, 152 - 160 City Road, London, EC1V 2NP
Ability Net, AbilityNet, c/o IBM United Kingdom Ltd, Weybridge Business Park
Addlestone Road, Weybridge, Surrey KT15 2UF

Bristol Partners who are involved are - Hartcliffe and Withywood Community Partnership, Knowle West Media Centre, Green Bristol, Future Learning & ABC Network, Scarman Trust South West, Bristol City Council Extended Schools and library service

4. *What research and evaluation methodologies are most appropriate for your work-stream? (quantitative/qualitative/action research/complex narrative etc)*

The most appropriate research and evaluation for this workstream would be complex narrative based on one to one interviews, focus groups and opinion based questionnaires.

Within the timeframe it may be possible to track levels of accreditation or numbers moving on to other learning opportunities.

8. Knowledge Exchange

Commitment to the Living Lab framework means commitment to sharing knowledge, information and experience.

- *What activities will your work-stream undertake to achieve this?*
- *How will these activities interface with wider knowledge exchange networks and with DC10 collective activity in this area?*

Digital Environment
Delivery of local solutions to local service needs Use of green technologies
Flexible Working
Links to local solutions for employment
Using money to get money
Demonstration of replicability of brokerage model and business case
Delivery and Sustainability
Networks of volunteers and Brokers & Champions with existing funding will support sustainability. Demonstrable achievements will encourage mainstreaming of approaches
Education & Capacity Building
Training Brokers & Champions linked to AE, FE Trainees becoming Brokers will build capacity
Convergence/Single Authentication
Common approaches to emerge from the living labs

- *What kind of resources and assets will be available for a wider audience? (learning histories, case studies, stories, video etc)*

The local living labs will generate case studies and through local evaluation a body of evidence. This will be qualitative and quantitative and will use virtual tools, video and reports

- *How will the work-stream articulate their ongoing project progress to a wider audience in an accessible and useful way? (ideas for this may well be adopted for all DC10 work-streams)*

Through the virtual forum

Encouraging visits from DC10 and other digital inclusion organisations

Regular updates through programme director

As part of DC10 end of stage dissemination

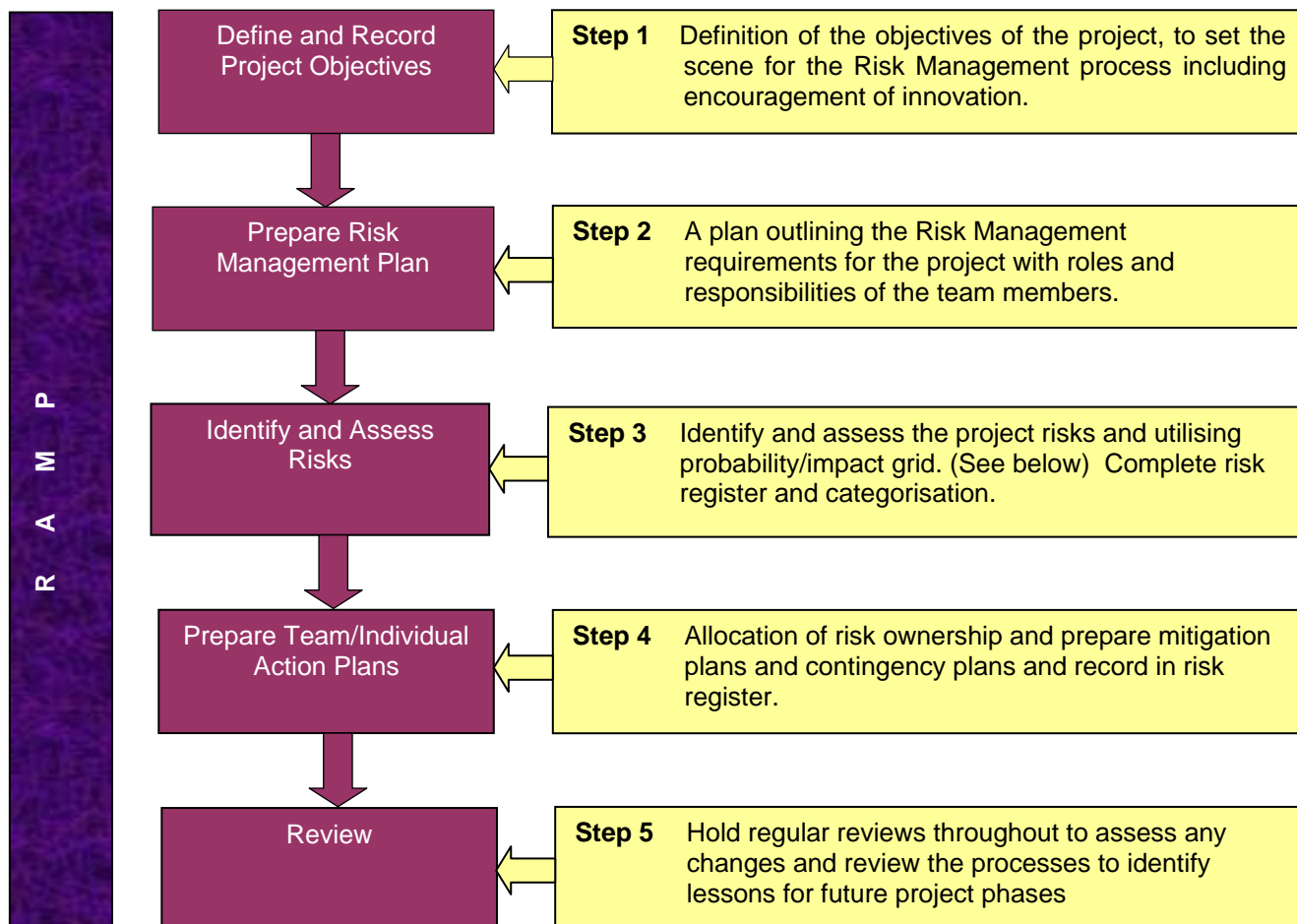
10. **Marketing & PR**

<A separate Marketing and Communications guidelines and interface to the PID is to be issued>.

11. Risks

How will risks be identified and managed

The approach to risk is based upon Risk Analysis and Management for Projects (RAMP)



Risks will be prioritised based on the weighting and rating of likelihood and impact. Risks will be reviewed regularly and the risk log updated with appropriate actions relayed to the project delivery team. The risk log will be a regular item on the project board agenda and issues will be reported with an action plan and resolution schedule to the board as required.

<Insert initial risk log>

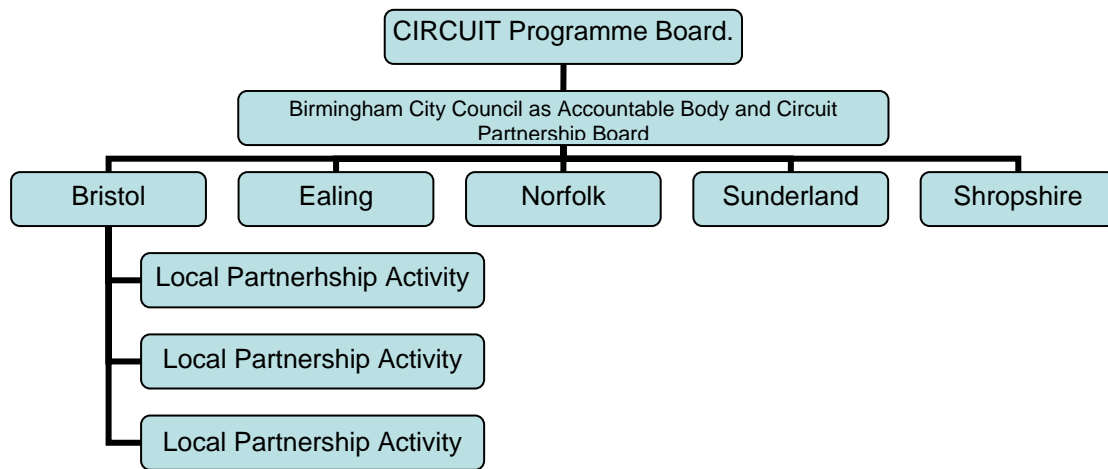
Table 1 Risk Log



Microsoft Excel
Worksheet

12. Governance

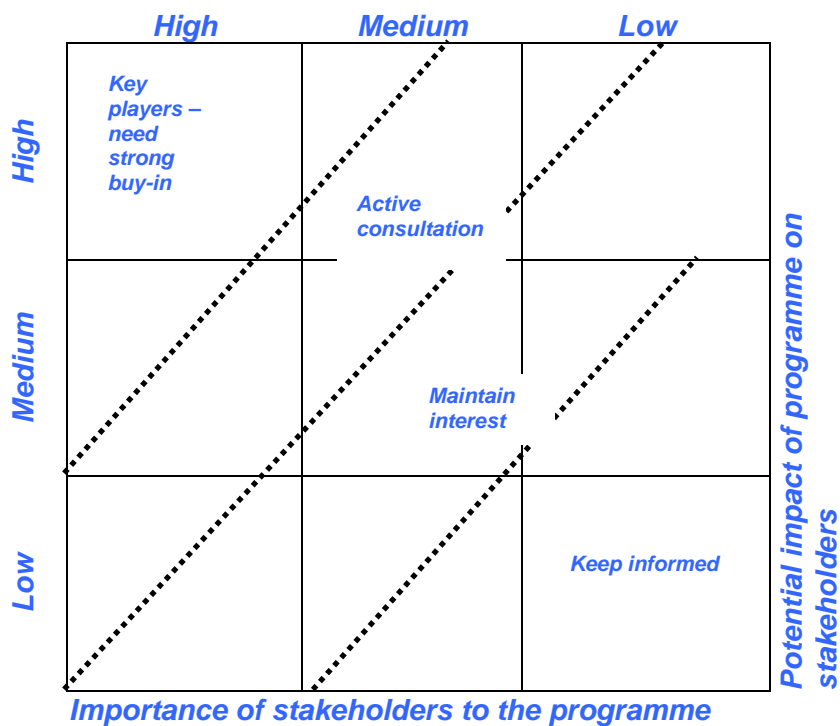
How are decisions made for the delivery of this project?



Note: CVS Representation is being sought from Regional Action West Midlands who have recently appointed a new coordinator.

13. Stakeholders

A stakeholder matrix is desirable. A table is included below to provide a guide to how these might be mapped. This data will also inform marketing activities.



Influence / Impact Matrix

Table 2 Stakeholder Map



Microsoft Excel
Worksheet

14. Outline Exit strategy & Ongoing Sustainability

Outline exit strategy – covering the following areas:

- *Likely End Date:* Dec 2008
- *Final Accounts Due:* March 2009
- **Sustainability:** *What is the expected route to sustainability and how might this relate to sustainability of the DC10 network as a whole.*

The sustainability strategy depends on mainstreaming of the approach by local authorities and adoption by community groups and local providers. This is in line with the DC10 Network philosophy of creating an awareness of the importance of Digital Inclusion and promoting its development through exemplars of good practice. Key activities from this project will be the sharing and celebration events and the publication of the evaluation and case studies. In addition the publication of activities and regular PR activity will add to the general awareness of digital inclusion activity.

15. Outputs/Products

Where there are likely to be tangible products emerging from this work-stream and associated projects, please list below.

Product Type	Product Ownership/Licensing etc	Access
<p>Project Evaluation and Lessons Learned</p> <p>Case studies of activity for each project</p> <p>Materials generated through the project:</p> <ul style="list-style-type: none"> • How to guides • Case studies <p>Improved community capacity in local living labs</p>	<ul style="list-style-type: none"> • IPR of local activity remains the property of the local authority undertaking the activity (an approach of creative commons is likely in line with wider DC10 approaches) • IPR of research, review and products lies with DC10 (if legal entity) or DCLG 	<p>Products are available from individual local authorities from the end of project date</p> <p>Overall products are available through the forum established (preferably as part of wider DC10)</p>

<ends>