Training & connecting a community of digital talent

The Toolkit

Partnered with LIVITY
Introduction

“Digital Neighbourhood helps to narrow the skills gap amongst communities, whilst helping young people to be confident, express themselves and become work ready.

Aligned with the Local Digital Skills Partnership, the Digital Neighbourhood programme aims to give people and organisations the skills they increasingly need to thrive in a digital world. Whether you are a local training provider, youth organisation or regional business looking to deliver immediate and effective community impact, this toolkit is designed to provide all of the information and guidance you need to successfully deliver the Digital Neighbourhood programme yourself.”

Eleanor Bradley,
Chief Operating Officer, Nominet
Who we are

**Nominet** is the official registry for UK domain names, using technology to create a future which is connected, inclusive and secure. As a Profit with a Purpose business, Nominet’s aim is to improve the lives of 1 million people a year, supporting efforts to tackle the digital skills gap and digital exclusion.

**Livity** is a youth-led creative network, helping to create a more positive life for young people. Livity is not only a partner for brands, a talent accelerator and a media publishing house, but also works alongside young people day to day.

In addition, training delivery partners **Spiral** and **Upskill Digital** provided hands-on facilitators to ensure quality learning experiences from start to finish.
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A word from Nominet
Three years ago, Nominet partnered with Livity to develop a three year plan to meaningfully reduce the digital skills gap in the UK. Small businesses are not technologically advancing at the rate that they should be, which not only means reduced business growth, but also less opportunity for upcoming talent.

The younger generation (18-25) is at a huge advantage in the technological age, having been educated in a time when having a digital presence is not optional for businesses and is assumed at every level. The majority of millennials have been developing their personal ‘online brands’ and curating content across several platforms from an early age. The Digital Neighbourhood programme encourages young people to use their skills and market themselves to provide value to small business owners who may be getting left behind in the digital age.

The Digital Neighbourhood programme is mutually beneficial for business owners and young digital natives and draws a direct parallel between the needs of small businesses and the need for opportunities for young people in digital. The programme is localised to provide deep impact within communities and involves face to face digital training before matching young people with small businesses in their local areas.
The mutual benefit propelling SMEs & young people

**Young People**

- Looking to professionalise digital skills
- Connect with SME
- Build network, experience and confidence
- Aim of moving into employment / building CV

**SME**

- SME wants to achieve more online
- Matched with a trained young person
- Growing understanding of digital
- Confidence in using digital grows
- Online business & profit growth

**Why it works**
The Programme

DIGITAL NEIGHBOURHOOD

2 days digital training

Matching event to connect small businesses with young people

Work Experience
In its last 3 iterations, Nominet Digital Neighbourhood has had over 650 positive impacts in 7 regions across the UK; Cardiff, Birmingham, Preston, Exeter, Glasgow, London and Leeds. These locations allowed us to reach and represent a broad range of communities, whilst focusing on areas with a significant concentration of SMEs and young talent with a need for opportunities.

Impacts include young people and SME training attendance, and Young People and SME matches.
Practical Guide

The following section will include everything you need to know and clear steps to delivering a successful programme, including programme preparation, logistics and training schedule.
Focus of the Training

While today’s young people have grown up as digital natives they often don’t know how to present themselves professionally. The training helps to enhance young people’s skills in digital, but also focuses on soft skills such as career readiness and confidence, which equips them for the world of work.

<table>
<thead>
<tr>
<th>Young People</th>
<th>SMEs</th>
<th>Community</th>
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<tr>
<td>The programme helps to tackle youth unemployment, through providing young people with greater networks within their communities, confidence in their skills and abilities, and provides them with direct access to opportunities and work experience.</td>
<td>The programme helps small business owners who lack digital skills, but understand the benefit of them. Through being matched with a young person, they are given direct access to digital support, they are more confident in an understanding of the digital landscape, and experience greater income opportunities as a result of being more visible online.</td>
<td>The programme has a greater impact in areas of deprivation, helping to improve employment statistics, social cohesion, and an increase in opportunities for young people.</td>
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<tr>
<th>The ideal candidate</th>
<th>The ideal SME</th>
<th>The ideal location</th>
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<td>A young person aged 18-25 who is passionate about digital marketing and wants to kick off their freelance career. They want experience in the fundamentals of digital media, but also lack soft skills like confidence.</td>
<td>A small business owner who has a great business model but is unsure when it comes to digital. They may have been unable to find a digital solution for their business challenge such as development of a website or establishing a social media channel to drive growth.</td>
<td>A city or town with a dense population of young people and small businesses, there is a greater need for programmes like this in feeder towns such as; Preston, Exeter and Bradford - that are typically less prioritised for nationwide initiatives.</td>
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Programme Logistics

The Digital Neighbourhood programme can be adapted to suit a number of different formats, however the below is the model that was used for three years of delivery.

**Recruiting Young People**

Recruiting through networks helped to deliver maximum reach and engagement. If you are not a youth partner yourself and do not have your own network, work with youth partners.

**Recruiting SMEs**

Finding dedicated business networks helped to aid recruitment. Find Facebook groups for small businesses owners in your local area, or online small business forums.

**Time of year**

Recruiting for this programme during college / university term time and delivering the workshop during the holiday periods allows young people to participate in the entirety of the programme.

**Training Days**

Training took place across two days, from 10am - 3pm. Delivery worked well in a classroom style venue, with access to a projector to view the training materials. All young people had access to laptops to run through the training materials.

**Matching Event**

The workshop style event was 2-hours, and was tagged on to the second day of training.

**Work Experience**

Young people completed 10 hours of work experience over a 2-week period, which gave them enough time to work on a single business challenge. All young people were paid National Living Wage for their time.
The Digital Neighbourhood programme was delivered as a two-day digital skills course, followed by a placement with a small business. The training materials could be altered to fit in to a one day session, or delivered as smaller evening sessions.

**Day 1**

A foundational introduction to digital marketing encouraging young people to see the digital landscape from a consultant/professional perspective, rather than a digital consumer. They will cover the digital marketing landscape and also build on their soft skills through role playing.

**The following areas are covered:**
- Digital Marketing
- Social Media Marketing
- Setting objectives and responding to a brief, how to design a basic website, SEO and SEM, Google Analytics and AdWords.

**Day 2**

A technical introduction to website development and SEO. Young people will use a real case study to identify a challenge and create an online strategy in response to this. This includes; creating a website with digital assets and optimising the website by learning SEO and SEM tactics.

**The following areas are covered:**
- Website design for businesses
- Designing adwords for SEO and SEM
## Learning outcomes for both days

<table>
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<tr>
<th>Activity</th>
<th>Learning Outcomes</th>
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<td>Intro / Objective setting</td>
<td>Participants understand the structure of the session, course objectives, the subject matter the session deals with and how the course will focus on work readiness.</td>
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<td>Ice Breakers</td>
<td>Designed to equip young people with the soft skills they will need for their work experience, and also warm up the group for the discussions and activities ahead.</td>
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<td>Digital Training Content</td>
<td>The material runs through the foundations of digital marketing, and provides participants with a contextual understanding of the landscape of the world of work. The training also includes references to real world case studies, providing a practical approach to learning. All areas of the training syllabus includes external links for further development.</td>
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<td>Role Playing</td>
<td>Training involves role play at several stages, to help participants develop soft skills required for their placements.</td>
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Facilitating the Sessions

Sessions are based on a number of basic principles designed to make them engaging, enjoyable and memorable.

1. Discussion-based
The content of these sessions shouldn’t be delivered in a lecture format, but through discussions accompanying the activities. As such, all of the activities are accompanied by a series of questions that can be explored with the group.

2. Real World
The training material uses real businesses, and real world examples, so that young people are able to adapt their learning to the workplace. You can adapt the examples in our training materials to your location to make it as relevant as possible for the young people.

3. Interactive
Involving all the participants in the session, including some who might be reluctant, is important in creating the positive atmosphere that makes these sessions really work.

As such, these sessions are designed to be physical, and these toolkits contain a number of ideas for warm-up games and ice breakers that keep participants engaged and energised.

4. A respectful, safe space
The sessions work best when the participants feel free to speak their minds, even if what they say might be controversial or not fully formed. If anyone has any misconceptions or misunderstandings, it’s best that they are expressed and then respectfully discussed.

All contributions and perspectives should be respected. It’s important to be explicit at the beginning of the session about the need to respect others’ opinions, about not speaking while others are speaking, and about being honest if you don’t understand something.
Communication Icebreaker

1. Line up in two lines (like queues) so that you are standing opposite each other.

2. One line will be shown a sentence.

3. They must then act out this sentence to their partner (they cannot speak, or mouth the answer).

4. Challenge yourself!
Networking Icebreaker

1. You will be given a topic of conversation to discuss.
2. You must try and speak for the whole minute.
3. Give each other an opportunity to talk.
4. They should think for 10 seconds about what they are going to say, then GO!

Questions to ask!

What do you do in your spare time and why? Why did you choose to get involved in the programme? What digital channel did you pick for your channel and why?
Training Materials

You can access the required training materials in more detail via the links below:

Day 1 curriculum

Day 2 curriculum
Small businesses owners from the local area are invited to present their business challenges. Following this the young people huddle together and come up with a quickfire digital strategy.

They present the strategies back to the business owners in a Dragon’s Den format. This is a great way for the young people to not only increase their confidence in public speaking, but also build rapport with their future employers.

The matching event is a two hour session that was delivered as part of the second day of training, but it could also be a stand alone event.

**Learning Outcomes for Young People**

- Building confidence in public speaking
- A chance for business owners and young people to meet and build rapport for one another
- To challenge young people to practice the training in real life before their work experience begins
Work Experience

Young people are matched with a small business in their local area and are expected to help to solve one digital challenge over the course of their placement. The pairs have an initial kick off meeting, and then deliver the bulk of their hours remotely, before having a closing meeting to review the work.

Work experience is paid and set at 10 hours, which allows young people to work on one specific business challenge with their partnered business. This could be adapted to suit budgets and timings.

Learning Outcomes for Young People

- Practical work experience, which is often hard to find for many young people
- Participants are able to build their professional network
- Experience of freelancing and making decisions, providing a sense of agency at work that would come from the first or second job
- Provides a first leg up into the industry

Outcomes for SMEs

- Provides support in digital which is unavailable in most communities
- Strengthens freelancer network
- Supports social and community cohesion
“Digital Neighbourhood brings the principles of Digital Skills Partnership to life. It is targeted, localised and innovative. It supports small businesses to embrace technology and become more productive, while equipping our future workforce with the skills and experience they need to thrive. It sets a great example and will help us meet our aim - to create a world-leading digital economy that works for everyone.”

Margot James, Minister for Digital and the Creative Industries
Social media
Training & connecting a community of digital talent

Thank you

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