



Make It Click Fund 2019/2020 - National

Introduction

Good Things Foundation is delighted to invite Online Centres from across the UK to apply for funding to deliver the Make It Click project in partnership with Google.org.

This opportunity is open to Online Centres but additional weighting will be given to those in the following areas. This is because they've been highlighted through Good Things Foundation as areas with the highest levels of unemployment and training opportunities:

- *Liverpool*
- *Manchester*
- *Hull*
- *Sheffield*
- *Nottingham*
- *Leeds*
- *Middlesbrough*
- *Bradford*
- *Doncaster*
- *Wolverhampton*

Delivery for this round of funding runs from **Monday 19th August 2019 to Friday 14th August 2020**, and we'll be offering three contract sizes that Online Centres can apply for: *£1,250, £2,500 and £5,000*.

Currently 11.3 million adults in the UK lack one or more of the basic digital skills, and 7.4 million of these have some skills but are considered limited users of the internet. Good Things Foundation, funded by Google.org, are creating a new programme of work to help 30,000 individuals who **use the internet in a limited way gain** the confidence and digital skills they need to 'thrive online' - becoming regular, confident, capable and safe users of digital technology.

The 'Make It Click' programme aims to help adults achieve positive life and work outcomes, particularly around employment, by supporting them to understand how digital skills can change their life, and give the practical skills and knowledge to build their confidence to do so.

We're seeking Online Centres who currently support unemployed, socially excluded learners, or those who run small businesses, to deliver projects that help people progress in their career to realise positive life and work outcomes through a programme

of tailored support. Online Centres will be expected to engage learners, assess their skills gaps and provide face-to-face and online support.

If you're interested in applying for grant funding, please read the following guidance. Applications will **open at 9am on Monday 15th July 2019 and close at 5pm on Friday 26th July 2019** [via the Online Centres Network website](#).

To support delivery Good Things Foundation launched the new learning platform earlier in the year, the '[Digital Skills Directory](#)'. Learners accessing the website will find a variety of reliable, free resources from around the web, made up of guides, videos, blogs, news articles and much more. These are split into six areas:

• Email	• Documents
• Spreadsheets	• Presentations
• Social media	• Online security

NB: Over the course of the project the Digital Skills Directory will be continually updated based on feedback from Online Centres and learners about the types of resources learners require.

We'll also be adding additional functionality and resources - eg. resource 'playlists' based around a specific outcome or theme (eg. *applying for a job*) rather than subject.

Learners can be supported on the Digital Skills Directory in a group setting or on a one-to-one basis.

Alongside the grant funding and new website Good Things Foundation will also launch a new two-year awareness raising and engagement campaign, which will run for defined periods in different areas of the country, to engage and inspire individuals to change their lives by developing their digital skills and confidence. Linked to the campaign and grant programme we'll be providing resources for Online Centres to support your project delivery.

As part of this project, Good Things Foundation will also work with Google.org to launch and open a number of new Digital Garages in high street locations across the UK, employing skilled trainers to help people boost their career through digital skills. We'll be working with Online Centres in each area to create a legacy where Garage customers can still benefit from support once the Garage has moved on.

This is an experimental programme for Good Things Foundation - we'll be developing our approach and resources during its two year delivery with Online Centres and Google to enable us to scale and maximise impact.

The project

On application, candidates will be expected to pick which of the following contract sizes they would like to deliver. If successful, based on the score of an application, a higher or lower contract size may be offered. It is then up to the Online Centre whether to accept.

<u>Contract Size</u>	<u>£1,250</u>	<u>£2,500</u>	<u>£5,000</u>
Total number of people logging into or registering on Learn My Way, engaging with the Digital Skills Directory and completing the learner survey	31	63	125
<p>To be counted as a fundable 'completion', each registered learner would be expected to fulfill one of the following criteria.</p> <p>There will be a check box next to each resource that learners can tick once they have finished with it, and a way for tutors to feedback how much time was spent on each via a Capture IT tool.</p>			
<p>1) High level of engagement with resources <i>Engage with at least 2 resources for 30 minutes or more</i></p>			
<p>2) Medium level of engagement with resources <i>Engage with at least 5 resources for more than 30 minutes or more</i></p>			
<p>3) Low level of engages with resources <i>Engage with at least 10 resources for more than 30 minutes or more</i></p>			
<p>NB. This is an experimental project for Good Things Foundation, allowing us to create and test brand new resources and approaches to reaching and delivering learning for this new audience - <i>limited</i> users of the internet.</p> <p>We'll be reviewing the success of all elements of the project at regular stages - including the delivery model, learning resources, centre training and more. As such, the nature of the above deliverables may change during the duration of the contract.</p> <p>You will be fully informed by a member of the Good Things Foundation team should what you are being asked to deliver as part of the project change.</p>			
<i>Number of longitudinal case study leads to be provided about learners supported through the project</i>	1	1	2
<i>Number of training sessions or events staff have attended at the Google Digital Garage (if one is within close proximity)</i>	1	1	2
<p>All successful organisations will also be required to:</p> <ul style="list-style-type: none"> Participate in Get Online Week 2019 which is 14 - 20 October, and promote the Digital Skills Directory to the learners over the course of the week. 			

- Take part in up to three short phone calls with a member of our research team to help evaluate the projects impact and develop the Digital Skills Directory.
- Help facilitate the Good Things Foundation Research team to communicate with learners to help us better understand their experience and challenges, either through a focus group or an informal interview.

Online Centres in areas near the Google Digital Garage locations may also be invited to help test how we can encourage organisations to work collaboratively with the high street space. This will be in the form of a separate 'engagement grant'. Successful organisations will be expected to undertake an activity that will help create a mutually beneficial relationship between Online Centres and the Digital Garage. One example of something we may be able to fund is for an Online Centre to hire a minibus to take a group of learners to the Garage to benefit from the training available. More information will be communicated out [via our Network Newsletters](#) when the funding becomes available.

Payment Schedule

Payments will be released in four equal stages during the course of the project. These are as follows and are dependent on performance:

August 2019 - 25% of total contract

November 2019 - 25% of total contract (subject to performance)

February 2020 - 25% of total contract (subject to performance)

June 2020 - 25% of total contract (subject to performance)

Eligibility Criteria

- Organisations applying for this funding round can be located anywhere in the UK, but weighting will be given to applications from Online Centres in Liverpool, Manchester, Hull, Sheffield, Nottingham, Leeds, Middlesbrough, Bradford, Doncaster and Wolverhampton.
- To be eligible for funding organisations must be members of the Online Centres Network at least three days prior to the application deadline. To allow time to process your application please make sure your application has been submitted [via the Online Centres Network website](#) one week prior to the application deadline.

If you have any questions about whether you meet the eligibility criteria contact the Network team on 0114 3491666 or by sending an email to hello@goodthingsfoundation.org.

Project timeline

Below are the key milestones of the project:

1	Launch of online application	<i>Monday 15th July 2019</i>
2	Deadline for applications	<i>Friday 26th July 2019</i>
3	Application assessment period	<i>Monday 29th July 2019 to Thursday 8th August 2019</i>
4	Communication of results to applicants	<i>By Friday 9th August</i>
5	Mandatory one hour training webinar	<i>Wednesday 14th August</i>
6	First payment awarded	<i>August 2019</i>
7	Project start and finish	<i>Monday 19th August 2019 to Friday 14th August 2020</i>

The above dates are subject to change but should this need to happen we will communicate it to Online Centres by email with as much notice as we can give.

Application: Questions & guidance

To apply to deliver the Make It Click - National project you'll need to be able to answer the following questions.

1. Governance

- 1.1. Who should we record as the key decision maker?
- 1.2. Has this person been in post for more than 12 months?
- 1.3. Is your organisation registered with Companies House?
- 1.4. If yes, please tell us your Companies House number or registered charity number.
- 1.5. Has your organisation been incorporated for more than a year?

2. Contract options

- 2.1. Which of the three contract sizes would you like to apply for? (£1,250, £2,250 or £5,000)
- 2.2. If you are unsuccessful with your preferred contract would you be prepared to receive a lower one?
- 2.3. Please give us a description of where the learning will take place.

3. Audience

3.1. Please tell us which of the following groups you will support during the project (*'Unemployed learners who are looking for work', 'Employed learners who are looking to progress their career' or 'Combination of the above - currently unemployed and employed learners'*)

3.2. What experience do you have in supporting this particular group of people? Think about the following in your answer:

- *Provisions that are already in place at your Online Centre to engage this group.*
- *Any real life examples or case studies of people you have supported.*
- *Relevant evidence or statistics to demonstrate your experience.*

4. Delivery

4.1. Please tell us more about how you will deliver the project, and exactly how the funding received from Good Things Foundation will be spent and what it will allow you to do? We want to know:

- *What you plan to do (outputs) and what the effect will be (outcomes).*
- *Who will benefit from your project?*
- *Who, if anyone, will you work with to deliver the project?*
- *How will you use and embed the Digital Skills Directory at your Online Centre?*
- *How will you spend the funding, giving estimate amounts where possible.*
- *How you plan to engage with the Google Digital Garage if there is one close to you?*

4.2 Thinking about how you'll engage with new learners, what methods do you plan to use? Think about the following:

- *What marketing strategy you will use and what activities you plan to do?*
- *Which partners do you work with, or which partnerships will you form, to help deliver this project?*
- *Which networks or organisations will you work with to engage new learners?*
- *How you plan to take part in Get Online Week in October 2019 to help you engage new learners?*
- *Are you planning to run any of your own campaign to engage with this audience?*

4.3 What do you think the challenges will be when encouraging learners to engage with the Digital Skills Directory, our new learning platform?

Review, submit and confirmation

Before submitting please review the information you've provided and ensure it's in line with the guidance. You can save your application before submitting by selecting 'Save and Continue'. Once you have done this and are happy that your application is ready to

submit, scroll to the bottom of the page and click the Submit button. *Please note, once you have submitted your application you will be unable to edit the content.*

You will get confirmation on this page that your application has been submitted and when you can expect to hear an outcome. To review your submission by visiting the 'Manage Your Funding' page and selecting 'Your Applications'. If you need to contact a member of the team about the questions or application process please email grants@goodthingsfoundation.org or call 0114 349 1632.