

Appendix B

Citizen Coin

Citizen Coin Bradford project sits within the Stronger Communities Partnership's Strategy and Delivery plan under Pillar Three: Getting Involved which focuses on increasing *civic participation. Activities under this outcome are to ensure that 'more people from all backgrounds will connect with others, participate in civic life and get involved in their own communities. The project intends to bring local residents of different backgrounds together to engage in local activities. This is captured via the Citizen Coin scheme which enables people to earn digital discount coins when undertaking social value activities, such as volunteering, that they can then use to get discounts off goods and services. Those earning the digital discount coin can also opt to donate their coins to other people and organisations.

Bradford is proud to be a social coin city where we embrace pioneering technology to involve all our citizens in the opportunities our district offers. Through an app based technology, our Citizen Coin scheme rewards people for doing social good, connects our voluntary organisations with their neighbourhoods and our communities with businesses, just when our economy needs it most. We believe in the power of sharing kindness, creating a culture where people help each other to feel safe, get along, get involved and get on.

The project is 'holistic'; underpinning our Council plan by promoting better skills, creating more good jobs and better health. It supports us to ensure we create safe, strong, active communities, whilst helping to grow our economy, sustainably.

Organisations, charities and projects rely on local people giving up their time to get involved in all sorts of activities. Not only does Citizen Coin gives these groups/organisations a free platform to advertise and recruit people - its gives them a unique way to say 'Thank you'. The platform also creates an innovative 'social CV' for each user by recording what they've done and what they've earned. As a local authority we can, for the first time, evidence a broad range of social value activity, via collecting valuable transactional data. For example, the social value generated and recorded in less than 12-months equates to £103,968.

The positives for Bradford's businesses are many, for example; it's helping to keep spending local, connecting businesses with local citizens and helping retailers meet corporate social responsibility goals allowing them to reward customers. In a time of increased uncertainty for high streets Citizen Coin has helped get customers through the door with bespoke offers, giving retailers freedom to tailor promotions to increase consumption of specific stock or incentivise an additional snack to go with that free coffee. Unlike other schemes there is no deficit in the amount of voluntary skills on offer or available opportunities. Ultimately Citizen Coin

offers businesses the flexibility to do what they need to do to increase their customer-base and give back to the community, all at zero cost.

Citizens - we have already started to see some positive behaviour change and good outcomes achieved. People are volunteering more, up-skilling, getting into paid or better jobs, more footfall for businesses, and we see more active and healthier communities.

Future plans

We are now working on our end report as part of our evaluation process for the Bradford for Everyone Programme, this will evidence the early behaviour change, learnings and impact we see.

Plans and work in the pipeline

- Citizen Coin Recruitment Officer leads on project until the new team is recruited within the Stronger Communities Team; the five new Community Engagement Officers for each constituency will then pick up on this work as part of their KPIs, coordinated by the Volunteer Co-ordinator post.
- Citizen Coin will be rolled out to encourage more volunteering from Bradford Council staff, who can, as part of their paid employment, volunteer 2 days per year. Supporting colleagues to volunteer is fundamental to fulfilling a key objective within our Equalities Plan, which is to enable and empower all staff to understand better the communities we serve. The volunteering policy within Bradford Council is being refreshed to include information about Citizen Coin; A council-wide campaign will be launched in late spring. Citizen Coin information, encouraging volunteering will become part of the induction information for all new staff.
- Citizen Coin will also help strengthen our local democracy by rewarding all those who take the time to make their voices heard in council surveys and consultations. By doing so they help inform our decisions and shape our services. We are currently working with our IT colleagues on how our surveys / systems can be updated to include this.
- We are working with the Living Well programme to see how the app can be further utilized.
- We explore ways where Bradford can lead on the development of the 'Academy of Social Value' partnership with Citizen Coin. This will engage and educate other Local Authorities across the UK in the understanding, integration and implementation of social value ecosystems
- We hope to present Citizen Coin Bradford at the LGA Conference 'Innovation Zone' in June 2022, Harrogate.
- A submission has been made for the Innovation category for the LGC Awards 2022.

More Information

Download Citizen Coin app from the App Store, Google Play or use our website: <https://bradford.citizencoin.uk/>

Watch a short video showing how the scheme works <https://www.youtube.com/watch?v=-FuLc5VTw0I>

A promotional graphic for the Citizen Coin Bradford scheme. The background is pink with faint white line art of people. On the left, the 'citizen coin bradford' logo is at the top. Below it, the text 'Have you signed up?' is in large pink letters, followed by 'Rewarding & recognising all the great things our volunteers do!' in smaller pink letters. Two paragraphs of text in pink describe the scheme: 'People who join the scheme are rewarded with Citizen Coins for completing activities of their choice.' and 'They can then use these earned Citizen Coins to get discounts off in participating local shops, services and businesses.' At the bottom left, it says 'Find out more: www.bradford.citizencoin.uk'. On the right, a smartphone displays the app interface. The app shows a 'Welcome back' message, a balance of '11' coins, buttons for 'payment' and 'manage activities', and a list of 'My upcoming activities' including 'Litter Pick' and 'Activity group'. To the right of the phone are logos for 'People Care', 'Bradford everyone', and a QR code. Below the QR code is the text 'scan this code to watch the video & signup'.