

Appendix A

Case Studies for Citizen Coin

Who	What they said
Volunteer	<p>I am a child of asylum seekers, and I am an immigrant. I am black and I am a woman.</p> <p>I have had to work nights in very poorly paid jobs as a carer and a cleaner during the day.</p> <p>Why, because that's all that is and was available to a person like me...</p> <p>I have so much potential and so much to offer but feel people like me just get left behind.</p> <p>I worked day and nights to fund my university education and survive.</p> <p>Then I was given an opportunity to volunteer for Bradford Council, which opened up so many doors for me.</p> <p>It gave me confidence, it gave me skills, gave me strength and the opportunity for growth and development.</p> <p>Three years on... I am now working for Bradford Council, as a senior officer.</p> <p>And this would have never happened if these opportunities to volunteer weren't here in the first place. My life has changed.</p>
Volunteer	<p>Citizen Coin is a brand-new scheme in the Bradford district that has allowed me to earn discounts in local businesses just by volunteering my time, I have earned Citizen Coins on the app by taking part in canvassing days in Ilkley and Keighley (Places I've never been to before so I'm exploring new places) and taking online surveys. The app is really simple to use and displays many discounts with new ones popping up all of the time. It is a great way for local businesses.</p> <p>to give something back to volunteers in their local area and to increase their sales too. It's a great scheme which will for sure encourage more people to volunteer for things they might not have ever done before, I have!</p>
Volunteer	<p>Citizen Coin is easy to sign up to in the first instance. It connects me to others who are like-minded, allows me visibility of volunteer opportunities in my area (locality or volunteering type or volunteering group, etc), shows me how much I already do! and opportunities or gaps that can be filled in as a community. It gives back to those who volunteer but never thought of getting anything in return, but also incentivises volunteering across those who are not currently engaged in this. Ultimately, Citizen Coin increases community engagement and a sense of community and offers holistic help to everyone involved.</p>

	<p>For businesses, it offers the opportunity to increase marketing without impacting a limited marketing budget, in a time where we need to increase high street footfall post-COVID-19 whilst bringing in atypical footfall (i.e.: getting in customers that you wouldn't otherwise) and tailoring incentives to increase consumption of slower moving items and/or items that incentivise other purchases e.g.: buying an accompanying snack or meal to go with a free coffee. Best of all it offers the business flexibility in doing what it wants to do to increase customer-base and give back to the community.</p>
Retailer	<p>Here at Bread + Roses we rely heavily upon support from volunteers. It is wonderful to be able to offer a reward that has real value, we are proud to be Citizen Coin retailers.</p>
Rewarding Agency	<p>The English Language Advice Hub have been using Citizen Coin as a reward for English Language learners in the district as they improve their digital skills and integrate more through its use. While learners are happy to share their experiences with us, being able to reward the time it takes is an added bonus. It also gives the learners a sense of pride in having accomplished something that helps the district as a whole and not just them as individuals. The app is helping people feel more connected and people are really interested in being involved with and using it.</p> <p>For a lot of our learners the process of improving digital skills is not easy and there are many digital barriers, so they are not only sharing their voices to improve ESOL provision in the district they are also highlighting where the digital device gap and digital skills divide exists as well. This means that the uptake is slightly slower than in other areas. Many of our users need quite a lot of support with the app and with digital device use as well. They are, however, willing to learn and the app is encouraging and supporting them to improve their digital skills. As an organisation the app is a great way that we can reward the learners helping us while also helping people improve their skills and their integration and connectedness to the district as a whole.</p>
Volunteer	<p>I have used the app consistently since it was released. I love how it makes it easier to participate in local voluntary activities as previously I struggled to find any online. The bonus of coins as a small reward for volunteers is unique and appreciated and is obviously a positive for retailers who will hopefully receive extra customers and free advertising. I have found the app simple and easy to use and am excited to see how it will be further developed.</p>

<p>Rewarding Agency / & USER</p>	<p>Citizen coin has been a brilliant experience as an individual and citizen of the district it is a great imitative which allows me to save money in difficult times but also support business and allows me to participate in different activities whereby being rewarded I feel valued. I believe this initiative if pushed more will have great results and I have told most of my friends and family members who have also signed up as they see it as a great opportunity.</p> <p>In terms of a provider, we see this platform as a really useful tool in terms of participation and being able to reward all those who have participated with our activities. It is also great to know by doing this we are helping boost the economy of the city by encouraging individuals to shop and spend within the city.</p>
<p>Quotes</p>	<p>Shabana says “we love what we do here at The Cutting&Colour Room. We offer razor cuts and normal cuts and colours. We work with all kinds of hair types and thrive on challenging hair. Having Citizen Coin is such an amazing idea, helping to reach out to the wider community bringing people back into Bradford.</p> <p>Citizen Coin is opening up opportunities for communities to help support local businesses. In return we as small local businesses will help support communities.”</p> <p>Farah from Academia-Apparel says “this is a revolutionary scheme for Bradford District, not only does it help local small businesses with a free publicity platform, it also gives us the opportunity to really thank all those kind people in our communities who give up their time to make positive differences for others. We are proud to be a legacy business that supports such a gratifying initiative”.</p> <p>Ursula at Plant one on me says “Fantastic idea – celebrating those doing good for community”.</p> <p>Natalia from Glamour Style says, “brilliant idea, young people helping out the community and businesses”.</p> <p>Tanveer, from Tech Bitz said “we have been part of this journey for a couple of months and I am seeing significant changes for communities and businesses. Great Stuff.”</p>
<p>Free2b-Me- (Rewarding Agency)</p>	<p><u>Free2b-Me-Wendy Lewis (Rewarding Agency)</u></p> <p>We are Free2b-me and we support people with their various needs such as mental health and wellbeing, physical activities, people seeking asylum, 24-hour WhatsApp support, social hubs, we support people with phone data, food, raising voices</p>

	<p>and challenging procedures especially for marginalised groups.</p> <p>We joined Citizen Coin because it helps with people seeking asylum, coins give them a little something where they can get food and stuff. We like Citizen Coin because it supports everyone, the people get the benefit, organisations benefit, businesses benefit. It's a win win all round.</p> <p>It's also good for our organisation because we give the CC. We've had people who want to join us because we are on CC, once they come, they get to know people and it's good for their mental wellbeing and getting people out there. While on Citizen Coin, they also look at other things that other organisations are offering. With the current economic crisis, Citizen Coin will help a lot of people, like my asylum group gets the coins and use them to get food. It is always beneficial for everyone. If you join CC, you get people coming to your restaurant or shop, this helps you survive as well. Everywhere I go I tell people about Citizen Coin; it has gotten us new members and it gets us out there.</p>
<p>Kondwani Chikuwi (New Joy Gospel Church) Member-Consumer)</p>	<p>I joined Citizen Coin because I am involved in community work. For example, I currently help youths at New Joy Church where I mentor them and help them learn how to play different musical instruments. New Joy Church recently joined Citizen Coin and I registered myself onto the platform because there are good deals on there, deals such as the one by Bradford City and deals from food places like from La Crepe House.</p> <p>As a consumer, I can get discounts and great deals if on Citizen Coin. This has helped me save my money and find fun activities for my 3-year-old daughter who is full of energy. I particularly like the Climbing Hub place which has recently opened, I know my daughter would love that! When I visit The Climbing Hub, I will not only go with my daughter, I might invite some of my friends who also have children, we could have a play date. Citizen Coin is not just helping me and my friends and family save money, it's also helping me to be more active and connect with my loved ones. If everyone had the app, we could all connect a little more and have lots of activities to do while saving money.</p>
<p>Bradford East Africa Community (Rewarding Agency)</p>	<p>We are a community group and our aim is to engage African communities and encourage them to engage with activities in the local area, including explore pathways to employment, learn more about local authorities, support new people by getting them out and getting them familiar to new facilities and places. We want to build confidence.</p>

	<p>Citizen Coin is a fantastic project which encourages local people to support their local area, at the same time, they are promoting the economy and our local area, if someone gets a coin they can be encouraged to spend their coin. For the African Group, we use Citizen Coin to get different adverts and it brings all information together where the members get to know what is happening. It's a platform bringing people together, its new and when people get used to it, it will help the community even more. People can get news easily and can know where to go and have fun. Citizen Coin is helping us to encourage people to get involved and to stay motivated. There is a bright future in Citizen Coin, this would connect people, businesses, locals to connect ever stronger. We currently use the platform to advertise activities and advertise our work. When we do this, it goes wider, people then know the where, where and when it's all happening.</p>
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