

# Nottingham Homeshoring Pilot

**Peter Goodwin**  
**27<sup>th</sup> November 2008**

# DC10plus Network

- **Born out of the Digital Challenge competition 2006/7**
- **10 National finalists identified**
- **Overall winner Sunderland**
- **Ministers/CLG resourced the finalists to form a network**
- **Take forward key digital inclusion themes**

# DC10plus

## DC10plus Founder Members:

- **Birmingham & Shropshire**
- **Bristol**
- **Ealing**
- **Hull**
- **Manchester**
- **Milton Keynes**
- **Norfolk**
- **Nottingham**
- **Stratford-upon-Avon**
- **Sunderland**



# DC10plus

## DC10plus Workstreams

- **Flexible working**
- **Independent Living**
- **Community Capacity Building**
- **Next Generation Access**
- **Digital Env Green ICT**
- **Digital Switchover**



## Regional Engagement

# DC10plus

## DC10plus Workstreams

- **Flexible working**
- **Independent Living**
- **Community Capacity Building**
- **Next Generation Access**
- **Digital Env Green ICT**
- **Digital Switchover**



## Regional Engagement

# Background

- **Came out of Nottingham Digital Challenge consultation**
- **Response to changes in the call centre sector**
- **Taking the opportunity those changes create for reaching excluded groups**
- **Pilot to test the technology and identify issues**

# The Pilot

- **Partnership between BEST, Boots, UKVCC, Greater Nottingham Partnership**
- **45 potential call centre agents identified to deliver Advantage Card services from home**
- **6 months pilot**
- **No concessions from Boots to service standards or recruitment criteria**

# Process

- **GNP funded community call centre to enable training and possibly deliver future contracts**
- **Intensive work by BEST with potential agents to get them job ready**
- **Applicants put through normal Boots selection process.**
- **12 Agents appointed.**

# Process

- **Batch of 6 trained for 2 weeks in BEST community call centre (CCC)**
- **One week taking live calls under supervision in the CCC**
- **Agents sent home to take live calls**
- **Process repeated for second batch**

# Outcome

- **1 agent left quickly (got a job) the remaining 11 stayed for the 8 month pilot**
- **All Boots standards were achieved or exceeded.**
- **At the end of the pilot 4 took up full time employment with Boots.**
- **3 others got jobs with City Homes contact centre**

# Outcomes

- **Boots very happy with the process and will use it again**
- **Other recruitment links established between Boots and BEST**
- **Nottingham City Council, in partnership with Bristol City Council, looking at public services through Homeshoring**
- **Best practice web site etc about to be launch**

# Lessons learned

- **Very achievable, good outputs**
- **Won't work everywhere, attention to detail needed**
- **The key factor is close one to one work with potential agents**
- **Needs strong local leadership**
- **Every one wins!**

# Nottingham Homeshoring Pilot

**Peter Goodwin**