

O₂ customer story

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Helping everyone to benefit from the digital revolution

More people are getting online with the tablet
lending scheme from Leeds Libraries.



Leeds
CITY COUNCIL

State of the art tablet lending scheme is driving digital inclusion for the community of Leeds.

As part of the 100% Digital Leeds agenda, Leeds Libraries' aim was to drive digital inclusion to as many citizens as possible, including those who traditionally struggle to get online.

Current stats show that over 50,000 adults in Leeds have never used the internet or last used the internet more than three months ago. Almost 100,000 Leeds residents do not have the five basic digital skills. The city council's library service is leading a programme to help those digitally excluded residents become digitally included. As well as benefiting individuals, their families and the wider community, the economic benefits of digital inclusion to the Leeds economy have been estimated at £45m over ten years.

"We want citizens to have the skills and the confidence to get online," says Jason Tutin, Digital and Learning Development Manager for Leeds Libraries. "When we ask people who are offline what's stopping them from getting online, the same things come up again and again:"

Access to – and cost of – technology and connectivity;

Confidence and knowledge of how to use that technology; and

Motivation – some people don't really see the benefits.

The tablet lending scheme was designed to address all three of those issues and initially Leeds Libraries engaged with three main groups: care leavers, refugees and older people.

“O₂ were a really good fit for us. They looked at what we wanted, came up with suggestions, and then refined their offering to suit our needs.”

Ian McArdle, Communities Librarian, Leeds Libraries



“The best thing about working with O₂ is that it doesn't feel like we've been working with an organisation, it feels like we've been working with people.”

Jason Tutin,
Digital and Learning Development Manager,
Leeds Libraries

A man and a woman are standing in a library, looking at a tablet together. The man is holding the tablet, and the woman is pointing at the screen. They are both smiling and appear to be engaged in a collaborative activity. The background shows bookshelves filled with books.

“Digital inclusion is massively important to local communities. At O₂ we believe it should be a right, not a luxury, and to see the affect this is having on end users has been absolutely phenomenal.”

Annie Burton,
Public Sector Client
Manager, O₂

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Tablets, security and data management – all part of the service

From previous trials it was clear that managing the devices was a labour-intensive experience for library employees.

To safeguard customers' data, it was necessary to factory reset each tablet between each loan. This also meant that the team had to continually reinstall the apps. The process was very time consuming and would become unmanageable as the number of tablets increased.

“We needed to find a partner that could make the process seamless,” says Jason Tutin. “When we spoke to O₂, the thing that appealed to us was that they didn't present us with a one-size-fits-all, take-it-or-leave-it solution. They wanted to understand what we wanted to get out of the tablet lending scheme, and how they could tailor a solution that met our needs.”

O₂'s solution means that Leeds Libraries now have control of their tablets. When a tablet comes back, they can factory reset it to wipe that person's data before lending it to someone else. All the popular apps and ebooks are automatically highlighted and sorted into folders, with the ones people are most likely to need right at the front.

So the next person to borrow the tablet, who might not have any digital skills, gets something that's really easy to use, and they can get online straight away.

“O₂ have a solution that enables filtering and throttling of mobile data to make sure that no single user can deliberately or accidentally use up the devices' data allowance.”

Jason Tutin,
Digital and Learning Development
Manager, Leeds Libraries

Helping digitally excluded groups get online

O₂ worked closely with Leeds Libraries to identify what the community actually wanted, and how they could best meet their needs. Together, they reached out to local charities and community support groups to identify some of the people most at risk of being digitally excluded, including care leavers, refugees (RETAS) and older people (OPAL).

The response was impressive, and where previous schemes had enjoyed modest enthusiasm, people were now actually “clamouring” for the opportunity to get online and keep in touch with family and friends. As the scheme develops, people are getting more adventurous and are now using the tablets to search for jobs,

watch English tutorials, stream YouTube videos, take photographs, book doctor appointments and search for news and content. There seems to be a 50/50 split in usage between weekends and weekdays, with an average data usage per person of 2.5GB.

Leeds Libraries tablet lending scheme with O₂ includes:

Apple iPad Air 2: Users have been impressed by the experience of using such a high-quality device and they’ve been constantly in demand, leading to early delivery of ROI.

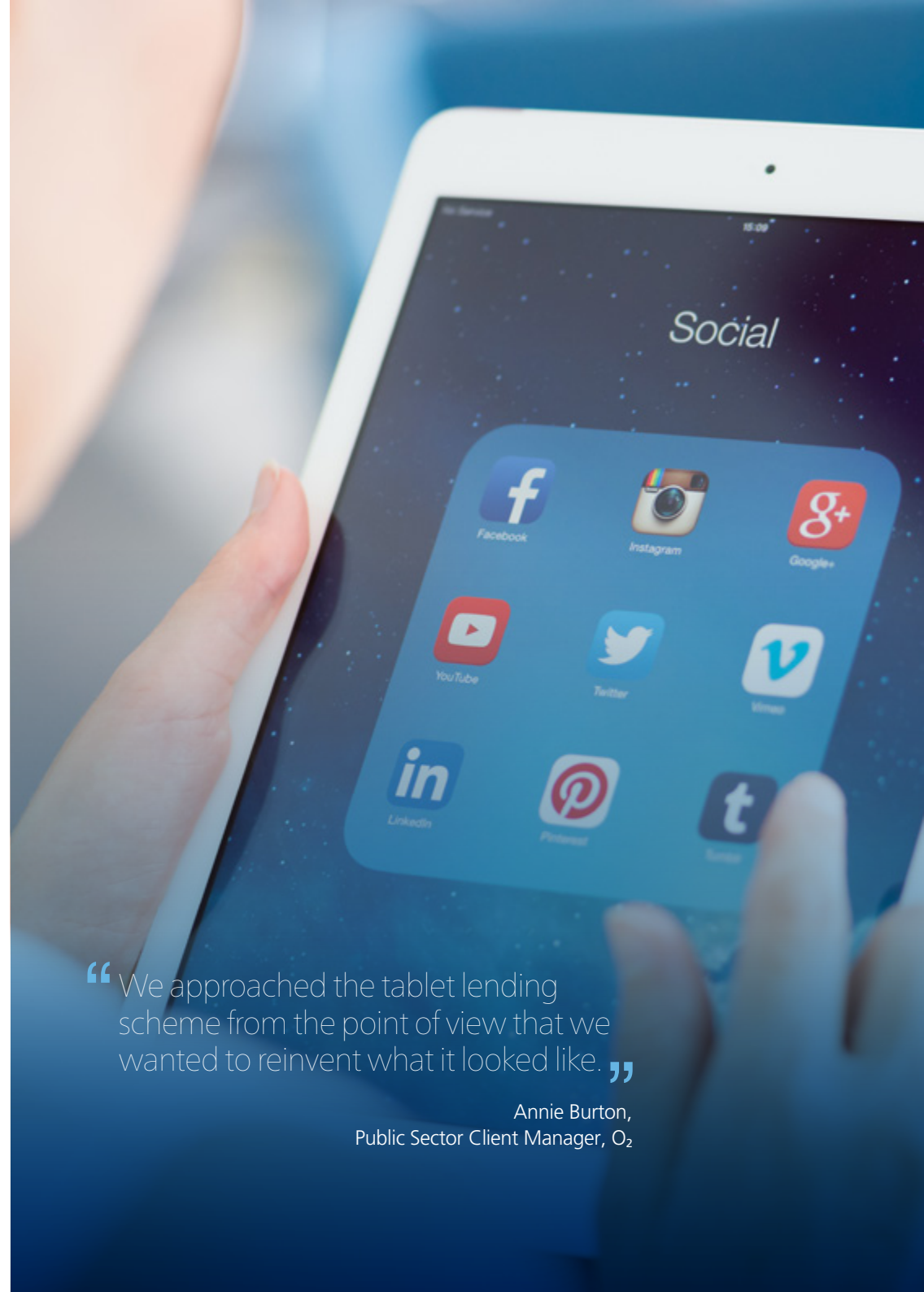
Managed logistics: Including asset tagging, image and app loading, SIM insertions, screen protector application, case loading and database management.

Mobile device management (MDM): Tablets can be tracked and controlled to maintain service and security, even remotely locked if needed.

App Catalog: a scaled-down version of the Apple Store allows users to access some of the most popular apps without having to set up an Apple ID.

Mobile Data Optimisation (MDO): Data usage can be tracked and throttled back if necessary. MDO also produces comprehensive usage data to help measure human impact.

O₂ Wifi: All devices are pre-whitelisted to automatically connect to O₂ Wifi without end user authentication. O₂ Wifi is the UK’s largest non-residential hotspot network.



“We approached the tablet lending scheme from the point of view that we wanted to reinvent what it looked like.”

Annie Burton,
Public Sector Client Manager, O₂

“Leeds will be the best city in the UK to grow old in, and we’re going to make that happen by working directly with older people to design technology solutions that they actually want and which can help them.”

Dylan Roberts,
Chief Digital & Information Officer,
Leeds City Council & NHS CCG Group

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About Leeds Central Library

One of the organisations at the forefront of helping to make Leeds '100% digital'.

Leeds Libraries includes the city's largest general lending and reference collection. The main site is a Grade II listed building in Leeds city centre which offers an Art Library, a Central Children's Library, a Central Lending Library, an Information Centre (Business and Research Library), a Local Studies Library, Studio12 media production centre and a Music and DVD Library.

As part of an overall drive to improve digital access for the Leeds community, the tablet lending service has proved to be a strong foundation for future development. The success of the scheme is expected to be expanded in the near future with more tablets and outreach to more organisations representing digitally excluded groups of people.

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www.o2.co.uk/enterprise/insights

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