



Building Closer Relationships with Citizens

How to engage now and in future.

**COMMUNITY
IS
KINDNESS.**

BE KIND. LET'S LOOK OUT FOR ONE ANOTHER.

JACKARTS

Introduction

 **logiva**



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Introduction



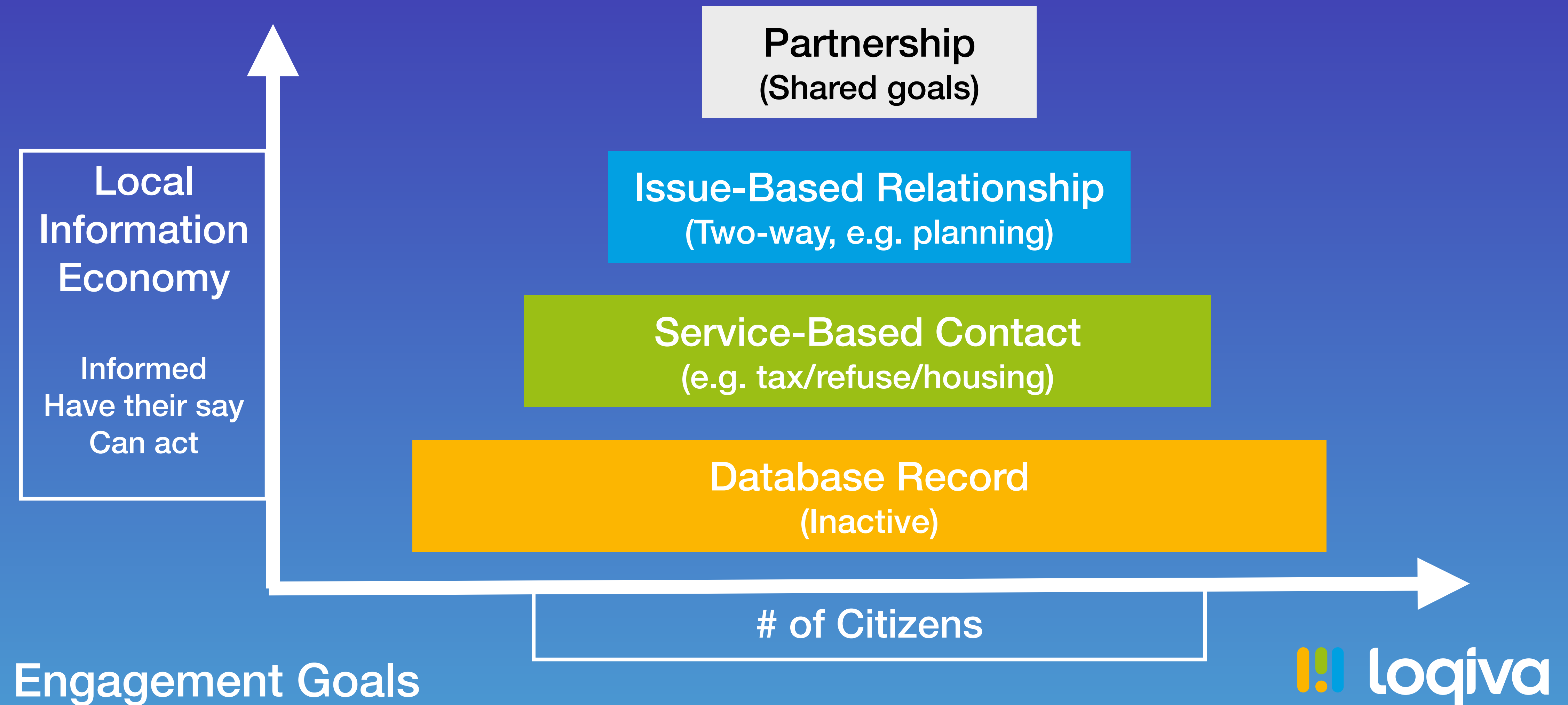
Why build closer relationships with citizens?

- Grow local pride
- Build community
- Work in partnership

Happier, more vibrant places.

Engagement Goals

What do closer relationships look like?



People aren't as well informed about where they live

	2007	2012	2017
Number of Daily National Newspapers	10	11	10
Number of Local and Regional Newspapers measured by ABC	1,303	1,086	982
Newspaper Advertising Expenditure (£m)	£4,625m	£2,651m	£1,432m

DCMS: Overview of the Press Market, April 2018

“Thirty-three local newspapers have closed in the UK in the last year”

August 20th, 2020

“Over half of Parliamentary constituencies - 330 out of 650 - are not covered by a dedicated daily local newspaper.”

Is there an emerging local democratic deficit in the UK due to the decline of local newspapers?
Ramsey and Moore, Kings College London, 2016

The Challenges

 **Logiva**

High Streets are disconnected from consumers. Businesses are data-poor.

Organic Facebook posts typically reach only 5-7% of page followers.



 Advertising

“A net total of 9,877 chain outlets and 1,442 independent retail, restaurant and leisure premises closed their doors in England, Wales and Scotland in 2020”

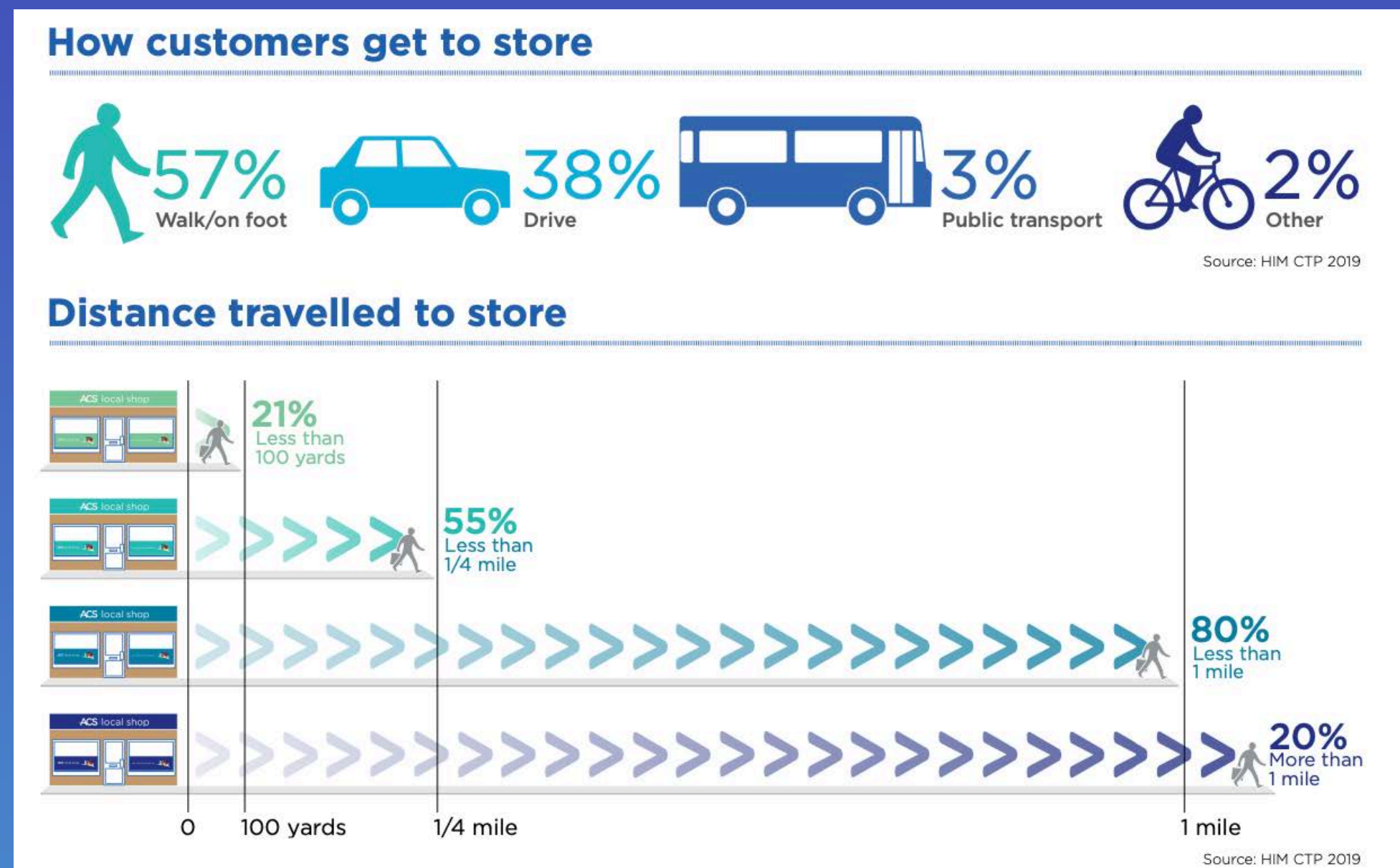
The Local Data Company, 2020

Leo Kelion, a UK journalist requested his personal data file from Amazon to find over 150,000 data points collected from his family’s use of Amazon.com, his Alexa device and his Kindle.



The Challenges

Customers for local businesses are often located within a radius of a few miles



ACS supports over 33,500 local shops and comprises of a diverse range of convenience store retailers, from stand-alone family run independent stores to symbol groups to multiple convenience stores.

The Challenges



What's changed in the last 10 years?

Tech Progress

- Distributed systems where APIs can provide all sorts of local data
- Sensors which can be placed in the physical environment
- Connected digital displays in public spaces through to which content can be pushed
- AI as a service

Data Ethics

- Data generates wealth
- Local data should generate wealth for local people.
- Local data should be owned and overseen by the community it's being collected from.



A Digital Town Hub

The Solution

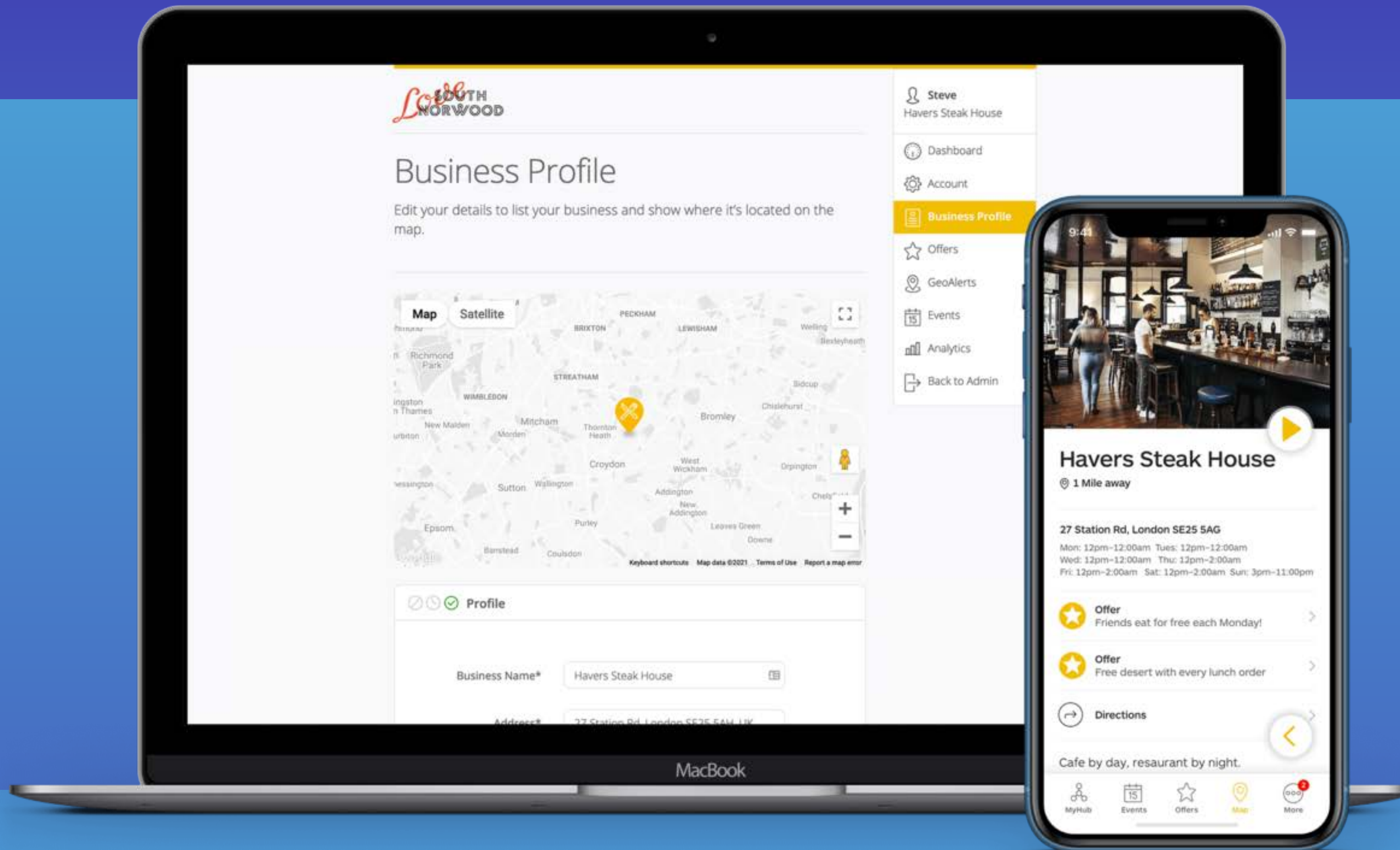
What's our approach at Loqiva?

A town hub platform for town managers, local businesses and residents which links to sensors, open banking and digital displays - and can be deployed from £25,000 per annum.

“The Wordpress of Smart Cities”

The Solution

 loqiva

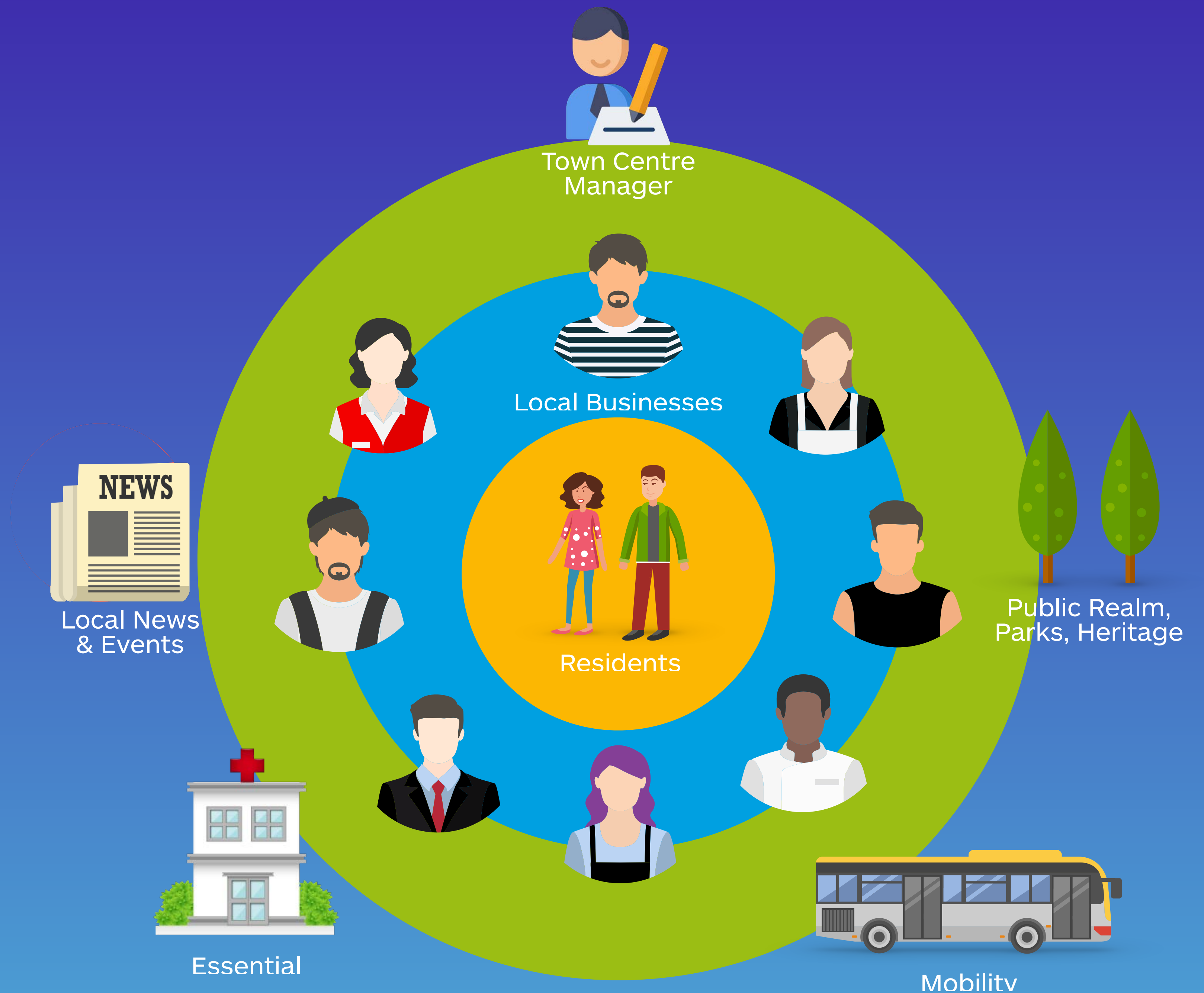




Communities have key stakeholders - town managers, businesses / community groups and residents.

Communities are living information exchanges.

The Solution

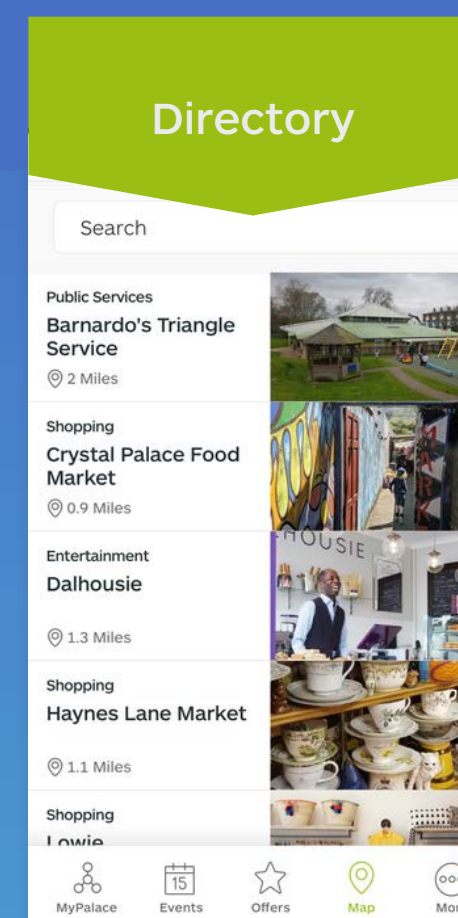
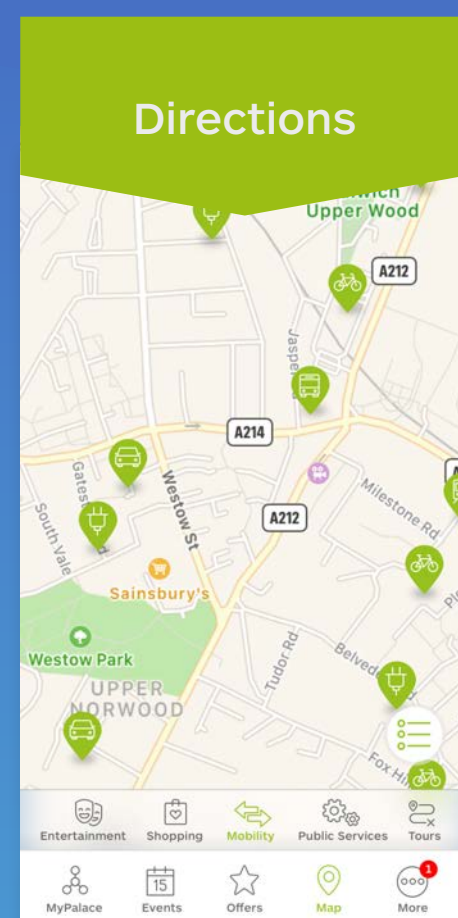
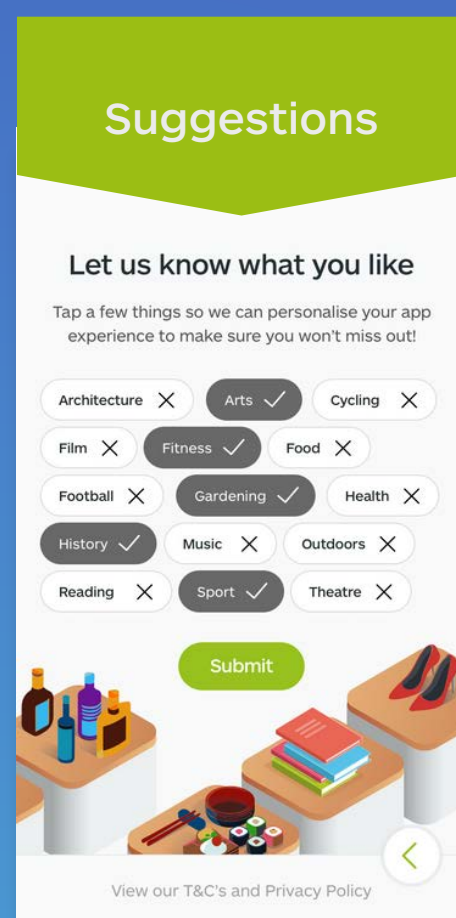




A platform where data is owned by the community

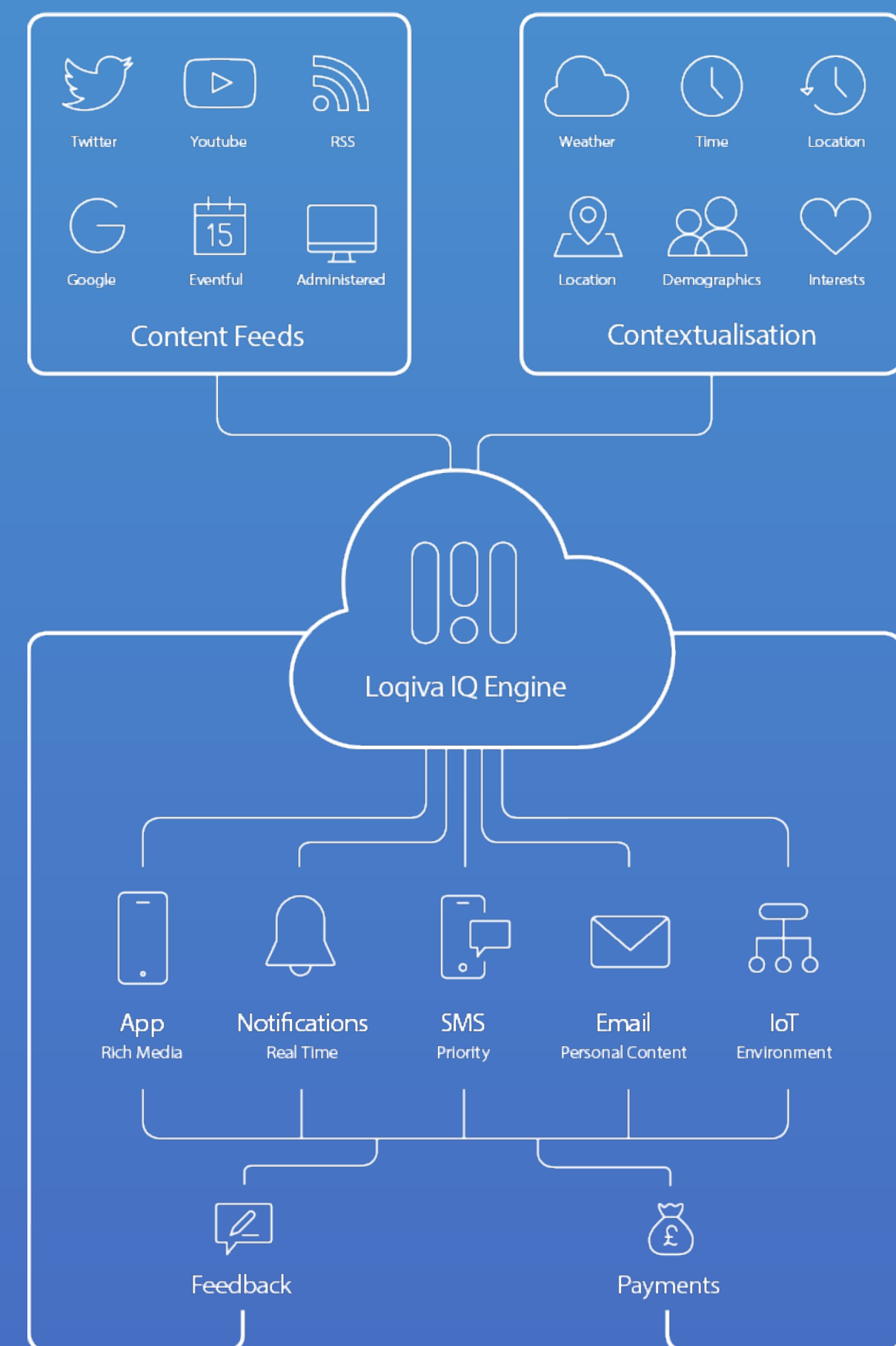
#1

Trusted by residents & visitors, managed by local businesses.



#2

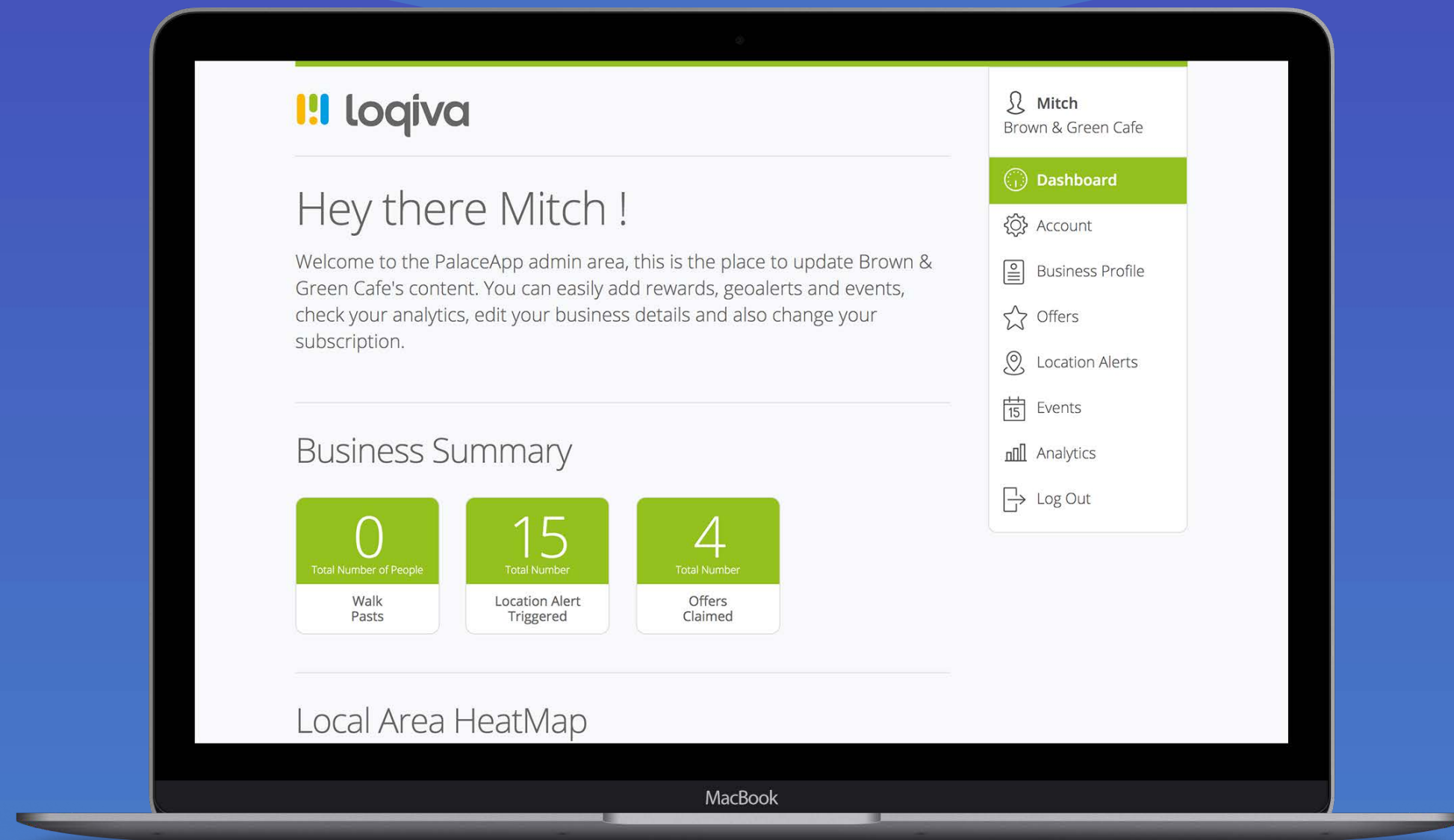
Changing behaviours in places and at times that count.



#3

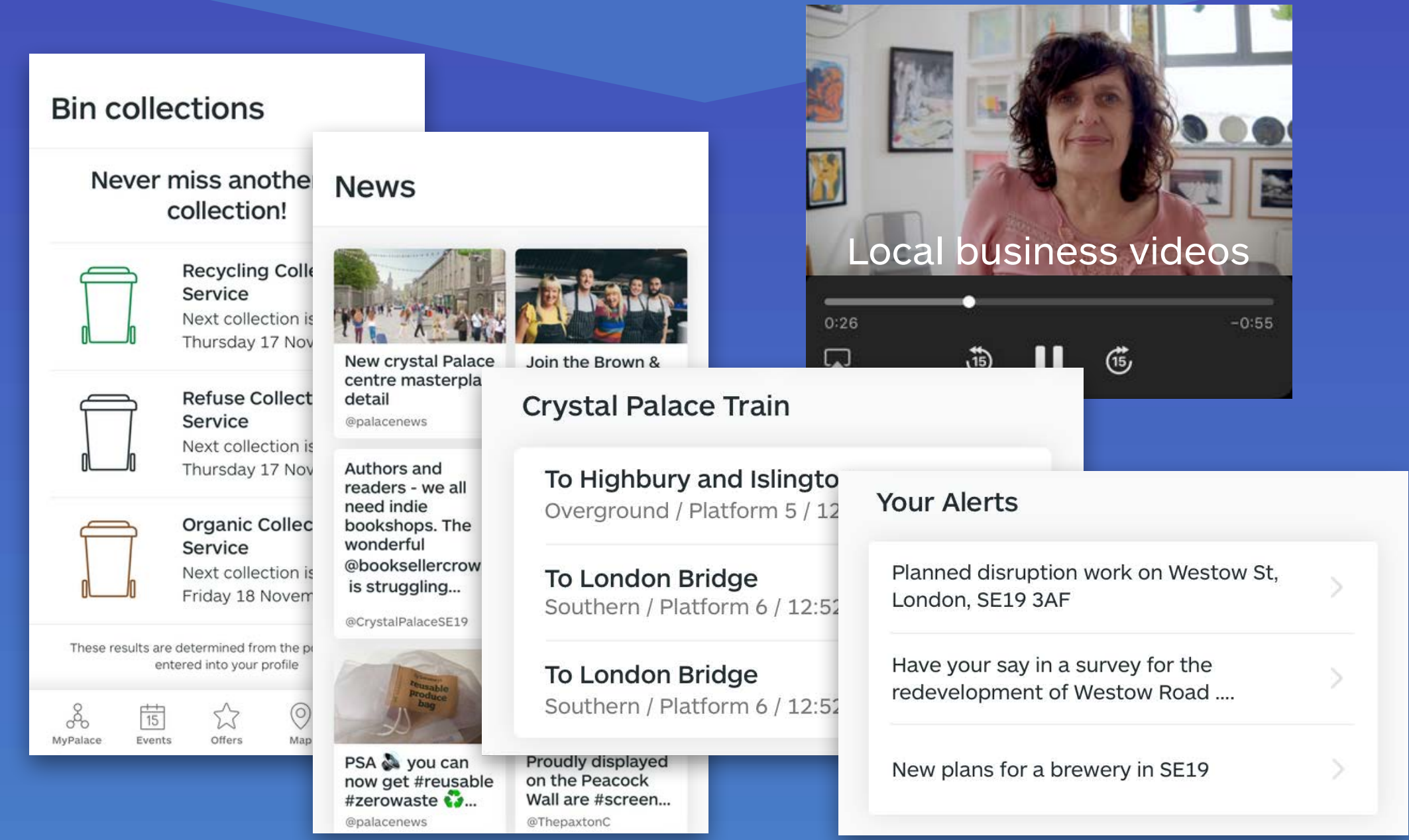
Incentivising key stakeholders in the community.

■



#4

Mobility updates, pollution, bin alerts & other info.



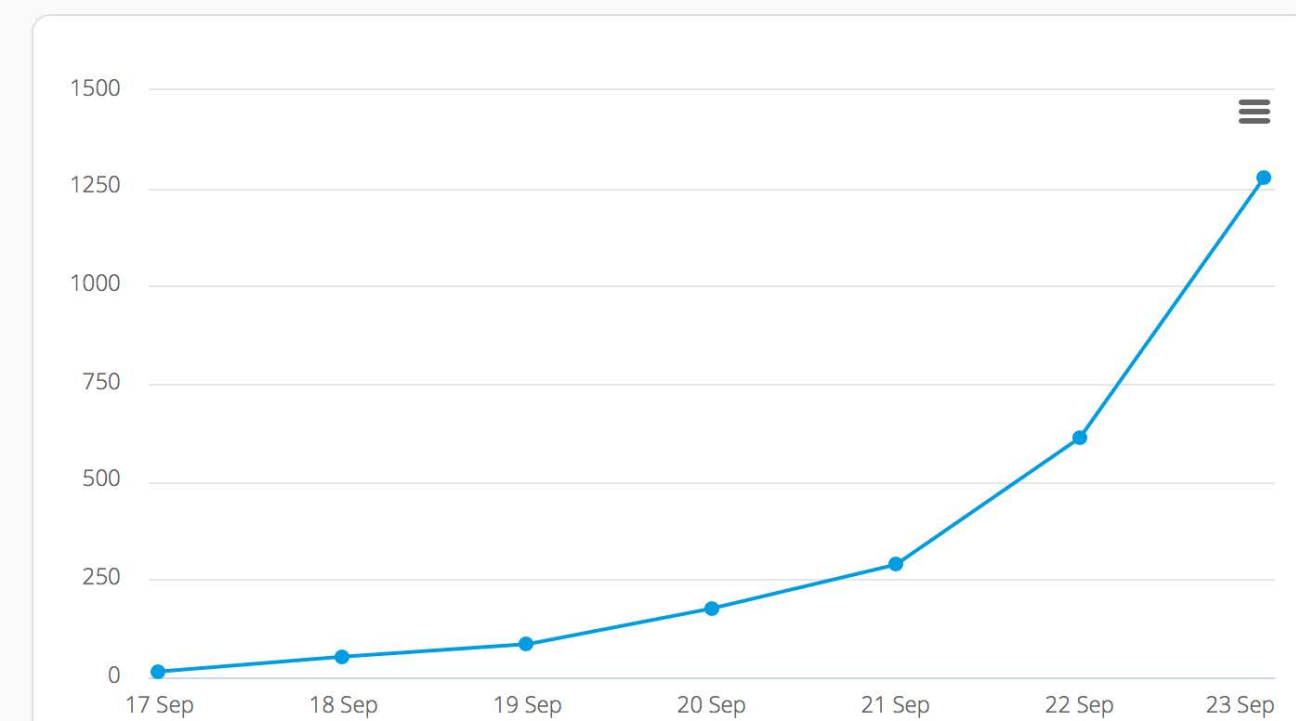
#3

Detailed place analytics for place managers, businesses and residents to share.

More than 30 graphs integrated with IoT Footfall Counters.

What's the overall trend for town centre visits?

Users entering at least once per day



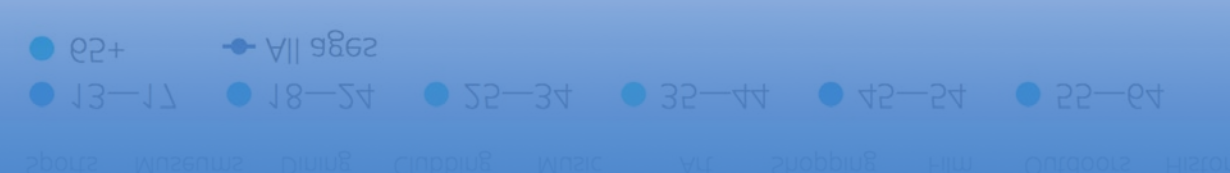
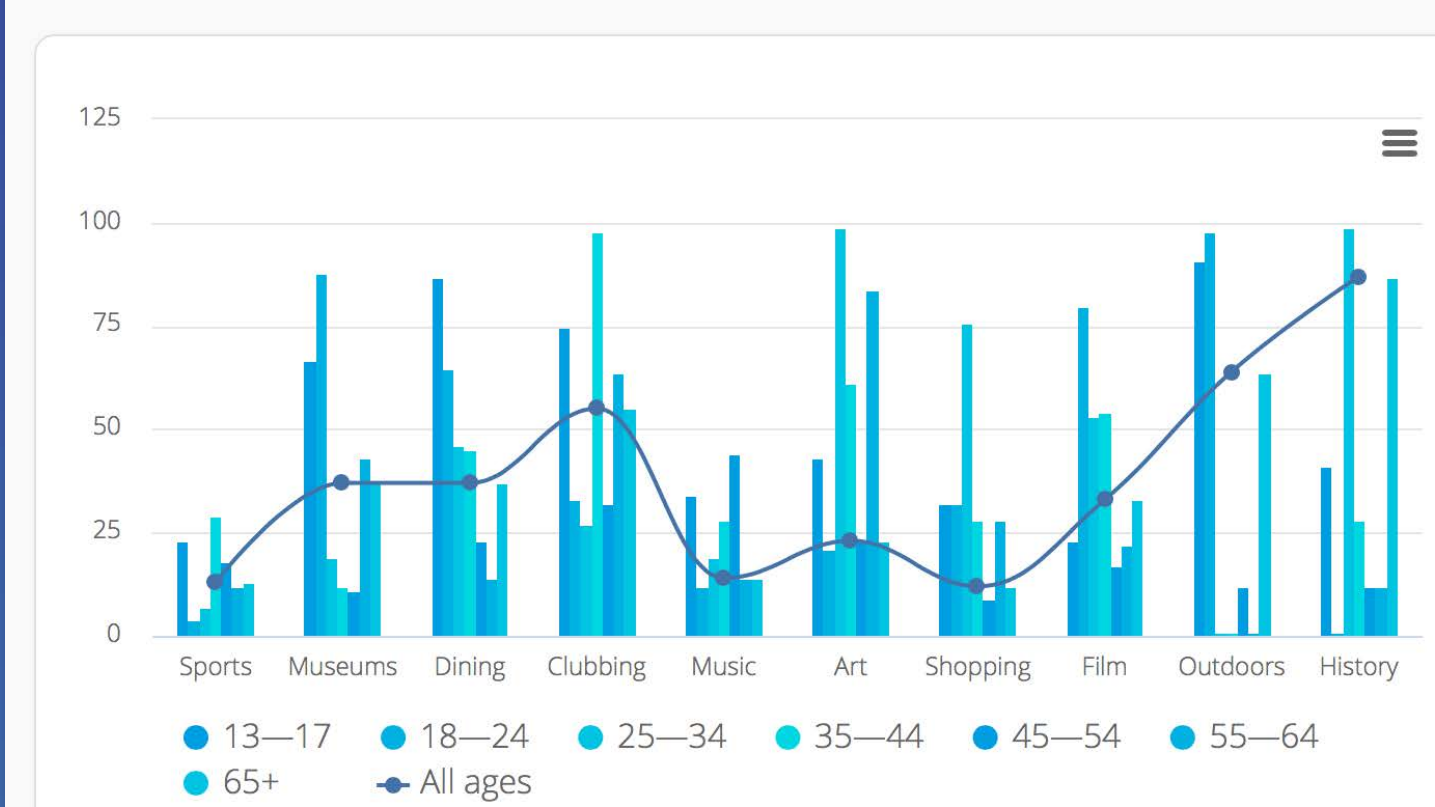
17 Sep 2020—23 Sep 2020

11 Sep 2020—17 Sep 2020



What are different ages interested in?

Percentage of users registered with each interest broken down by age



Who is the best at promoting offers?

Total offers claimed

Business Name	Offers Collected
Hoxton Bar and Grill	1346
Cargo	1332
Tayyabs	1299
Mick's Flowers	253
DumSim	232
Vintage Variables	213
The Old Bill Pub	191
Concerto	100
Happy fish	98
Krazy Kidz	53

First 1 2 3 4 Last

1 2 3 4 5

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Proven Launch Methodology & Materials



love SOUTH NORWOOD

Discover local offers, events, news and much more

Search in app stores for Love South Norwood

GET IT ON Google Play

Download on the App Store

love SOUTH NORWOOD

Get your free trial today!

If your business is in South Norwood or neighbouring areas then Love South Norwood is for you. Join Love South Norwood for free today and promote your business to local residents and the community.

In association with: WE LOVE SE25 South Norwood Business Network CROYDON www.croydon.gov.uk

love SOUTH NORWOOD

Love South Norwood?

Find local businesses and get alerts on offers, rewards and events in your community

GET IT ON Google Play Download on the App Store

Search "Love South Norwood" in the stores

Download the app today

If you live in South Norwood or neighbouring areas then Love South Norwood is for you

All this, plus much more...

- Get all the latest local news direct to your phone
- Find events created by the local community
- Get access to exclusive offers from local businesses
- Have your voice heard on issues that matter to you
- Keep your data safe within your local community
- Support your local independent businesses

Download the app today Search "Love South Norwood" in the stores or scan the QR code

lovesouthnorwood.app

love SOUTH NORWOOD

love SOUTH NORWOOD

Love South Norwood?

Discover local offers, events, news and much more with the Love South Norwood app

GET IT ON Google Play Download on the App Store

Search "Love South Norwood" in the stores

Engage with your community

Love South Norwood is a local app platform which allows businesses to connect directly with potential customers - no extra ad spend required.

Boost trade and footfall by marketing to your local community

- List your business profile on Love South Norwood
- Create offers and advertise these on the App
- Notify customers about your promotions when they are nearby
- Add your events so they appear on the events calendar
- Get insights in to how well your campaign has performed

Join Love South Norwood in 5 simple steps

- Go to southnorwood.logiva.com and click "Join as a business"
- Click "Try Love South Norwood for free"
- Enter your email address and create a password
- Enter your company name, contact details and postcode
- Finally, enter your card details, you will not be charged during your free trial*

lovesouthnorwood.app

*Just £5 per month after your 12 month free trial, cancel at any time.



CROYDON | Delivering for Croydon
www.croydon.gov.uk

We envisage a future where every town has a digital town hub.

- Citizen engagement is personalised
- Data is owned by the community
- Loqiva provides a joined up data-driven interface for digital displays, bus stops, apps, voice and more.

The Future

 Loqiva

A vibrant night scene of a city park. In the foreground, several people are sitting on the grass, some with their backs to the camera. A bicycle is parked nearby. In the middle ground, a large group of people is gathered around a carousel with red umbrellas. The background features illuminated city buildings, including a prominent domed structure. A large, glowing pinkish-purple canopy hangs from the top of the frame. The overall atmosphere is lively and social.

“A good city is like a good party – people stay longer than really necessary because they are enjoying themselves.”

Jan Gehl, Danish Architect

The Future

 **Loqiva**



Thank you

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