

Introduction: The Digital Knowledge Exchange (DKE)

What is the Digital Knowledge Exchange?

The Digital Knowledge Exchange (DKE) business support programme is jointly funded by the European Regional Development Fund Programme 2014-2020, as well as City of Bradford Metropolitan District Council, Calderdale Council, Craven District Council, Harrogate Borough Council, Kirklees Council, Leeds City Council, the Department for Communities and Local Government, City of York Council, Selby District Council, Wakefield Council and the West Yorkshire Combined Authority (as the accountable body for Leeds City Region Enterprise Partnership).

Our aspiration is to support small firms to achieve digital maturity as they scale up and grow. The service will offer entrepreneurs and managers access to knowledge, expertise and advice on deploying digital solutions to help them develop their business via workshops, digital advisor support, mentoring, large conferences and access to our business community.

The programme offers 12 hours of FREE business support to eligible businesses in a range of ways to suit individual needs. As a result of businesses participating in the Digital Knowledge Exchange, businesses will become much more aware of how to use digital channels and solutions to grow their business and will become more confident about making an investment in the most appropriate digital solution/s that support their development goals and aspirations.

Meet the team



Muz Mumtaz
Programme
Manager



Beth Hewitt
Senior Project
Manager



Mel Coupland
Digital
Advisor



Kanta Mall
Marketing and
Events Manager



Gareth Beddoes
Service
Investment
Executive



Karen Lilley
Service
Investment
Executive



Eligibility criteria and how to apply?

To qualify for the Digital Knowledge Exchange, businesses must:

- ✓ Be located in and trade from an address within the Leeds City Region (the Leeds City Region covers the local authority districts of Bradford, Calderdale, Craven, Harrogate, Kirklees, Leeds, Selby, Wakefield and York (but excludes Barnsley in this case as it falls within Sheffield City Region for the purpose of EU Structural Investment Funds.)
- ✓ Have fewer than 250 employees (full time equivalents).
- ✓ Have an annual turnover of less than €50 million (around £43 million).
- ✓ Have not received State Aid (funding from a national or local public-sector scheme) in excess of €200,000 over the previous three financial years.



We cannot support:

- ✗ Non Small and Medium Enterprises (SME) businesses outside of the Leeds City Region.
- ✗ Businesses in the banking and insurance sector.
- ✗ Businesses in the nuclear or nuclear decommissioning sector.
- ✗ Businesses in the agriculture and fisheries, coal, steel, ship building and education sectors.



What can I access?

Businesses will be able to access at least 12 hours of free fully funded business support over the life of the programme. The ideal customer journey will consist of a digital audit, attendance at our events, conferences and access to mentoring. You'll also be able to access on-going support and networking as part of our dedicated business community.



Digital Audits



Events



Mentoring



Conferences

All businesses will need to complete a short eligibility check before submitting a full application form.



Digital Audits and Google Analytics Review



The Digital Audit starts with a self-assessment of your confidence levels in 13 different areas. These areas include; business intelligence and analytics, cloud computing, content marketing, customer relationship management, cyber security, digital marketing strategy, governance and risk, managing ICT projects, search engine and mobile optimisation, social media, video marketing and web design and conversion.

It will take five minutes to complete your self-assessment. Once you've completed this step, your dedicated digital advisor will contact you and ask if you'd like to grant us read only Google analytics access, this allows us to do a more in-depth review but is not essential. Your digital advisor will spend time reviewing your answers and will start working on your bespoke report and recommendations.

You'll then get a second call to go through your report and discuss which events might be good for you to attend or whether further mentoring with our digital champions and technology experts is right for you.

"The Digital Audit self-assessment was easy to use, and the feedback was very thorough. The feedback is explained in such a way that makes it easy for me to know what I need to do next."

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Melissa Mountford, Melon Holidays



A range of events

As part of the programme we offer a range of events from full day workshops to co-working, masterminding, large conferences and mentoring days. Most of our workshops are a full day and include lunch and refreshments, starting at 9:00am and closing at 16:30pm.

Our events take place across the whole of the region and include subjects such as; Digital Marketing Strategy, Search Engine and Mobile Optimisation, CRM and Automation, Social Media for Product and Service based businesses, Video Marketing, Content Marketing, Google Analytics and Web Design and Conversion. We also occasionally deliver half day workshops on Google Analytics, GDPR and Customer Service in a Digital Age. We are continuously developing new and exciting workshops based on the findings of your audit and what businesses tell us they would like to find out more about.

All events are free of charge to attend for eligible businesses on the Digital Knowledge Exchange business support programme.

"The event featured some fantastic speakers covering a range of topics; from the range of support available to digitally transform businesses, to inbound marketing tactics and how to start introducing video content into our business.

Thanks to this event, we're placing a special focus on increasing our efforts across digital platforms and will be supporting our customers with the wealth of new information we learned."

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Nathan Thomas, Ginger Design & Print



"As a result of our new digital requirements, we attended your Digital Knowledge Exchange event on Thursday the 28th of September and we wanted to extend our thanks for offering such a fantastic event at the Life Church in Bradford."

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**Nathan Thomas,
Ginger Design & Print**

What are Co-working and Masterminding Events?

As well delivering classroom style workshops, we also deliver co-working and masterminding events which are a collaborative style of workshop. Allowing you to network and brainstorm ideas with other businesses with similar challenges and needs. You'll walk away from the event with a clear action plan that you can implement once you are back in your business. Both the co-working and masterminding days include a mixture of practical training, action planning and collaboration with other businesses. You'll also have access to digital champions, mentors and expert trainers throughout the day, to support your businesses specific needs.

What are Go Digital Live Conferences?

We are committed to delivering several large events as part of the programme which include a mixture of seminars, mentoring, exhibitions and networking opportunities. These events are a great opportunity to meet other businesses and to find out about new and emerging digital technology and services. The full day event starts at 9.30am through to 16.30pm with up to 200 businesses attending from across the Leeds City Region. We are currently planning our next event, which is due to take place in the early autumn of 2018 and we'll let you know when we have more details. However, you might want to check out our last event at <https://www.godigitallive.co.uk>, to get a flavour of what we offer and to find out what other businesses thought about our March 2018 event, 'Go Digital - Live!'

"I just wanted to say a big thank you from myself and my interns who attended the conference on Friday. It was so insightful and we all really learnt a lot. Working today to get it all implemented."

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**Sarah Agar-Brennan,
Love Bomb Cushions**

Access to Digital Champions and Mentors

We have a pool of digital champions and mentors who are experts in their specific areas and who offer their time to support businesses on the Digital Knowledge Exchange Programme. Digital champions can spend one-to-one time with your business and help you with specific challenges and areas of need.

Your digital advisor will talk to you about the mentoring opportunities as part of the digital audit, or you could attend one of our upcoming mentoring days to book appointments with your chosen specialist. These are just a few of the areas we can offer mentoring in:

-  Digital Marketing
-  **www.** Web Design
-  Search Engine Optimisation
-  Customer Service
-  Cloud Computing
-  Sales and Marketing
-  Networks and Connectivity
-  IT
-  Cyber Security
-  Support and Resilience
-  Branding
-  Governance
-  Webinars/Conferencing
-  Broadband
-  Lead Generation
-  Social Media
-  Video
-  Analytics
-  Mobile Optimisation
-  Content Marketing
-  Telecoms/VOIP
-  Marketing Automation
-  Mobile Apps
-  Google Sprint

“Just a note to thank you for your help and for setting up my mentoring. I have no idea how long Jackie has been working with you – but recommend you hold on to her.

Jackie was a great listener and provided me with very good leads and plenty of food for thought. I also appreciate the time Jackie has spent following up on our session with further recommendations. Thanks for taking the time to make a thoughtful match.”

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Andy Turner, English with an Expert



Funding your Digital Transformation Project

As well as providing businesses with the opportunity to access knowledge and expertise, Digital Enterprise also provides a number of financial support programmes for businesses who are looking to grow by investing in digital technology.

Our £1,000 Connectivity Voucher can be used towards the cost of upgrading to faster broadband (over 30mbps), whilst our Digital Growth Voucher can be used to purchase IT hardware and software, and to upgrade digital connectivity, so that businesses can achieve greater profitability and reach their full potential.

For further information, please visit www.digitalenterprise.co.uk

Funders and partners:



European Union
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If you would like to register for the Digital Knowledge Exchange please visit: www.digitalenterprise.co.uk/digital-knowledge-exchange-service/ to complete the eligibility checker. Then select the Digital Knowledge Exchange green button to complete your full application when prompted.

We look forward to seeing you on the programme soon.

Contact details:



Telephone: 0113 426 0535



Website: www.digitalenterprise.co.uk/digital-knowledge-exchange-service/



Email: knowledge@digitalenterprise.co.uk