

# Liverpool City Council

Helping build stronger communities,  
not just stronger networks



When Liverpool City Council awarded us the contract to continue providing its connectivity services, the team weren't just looking for a network provider. They wanted a partner that would help bring meaningful social value to the city.

From day one we've been working together to support local people, investing in skills development and giving back to the community in ways that matter.

## Adding value beyond connectivity

Our contract with the council started with a software-defined wide area network (SD-WAN) and internet connectivity – a vital upgrade for its digital infrastructure.

But what set us apart was our commitment to delivering local social impact on top.

We ringfenced time, funding and resources to focus on three key areas:

1. Employment and skills
2. Community volunteering
3. Digital inclusion

## Investing in local employment skills

As a large employer, we pay into the government's apprenticeship levy.

But we don't stop there. We gift some of our unspent levy to organisations that need it most. In the case of our work with Liverpool City Council, we did just that.

We worked closely with the team to identify local organisations in need of support, such as those working in sectors like social care and early years education.

By gifting almost £80,000 in apprenticeship levy, we've helped 14 people train for qualifications that will build their careers and support vital services in the region.

That includes:

- Adult social care workers
- Children, young people and families managers and practitioners
- Early years educators



“

Your funding support has made a significant difference to our organisation. It's enabled staff to obtain training to develop the knowledge, skills and behaviours required to progress their careers.

”

**Donna Mitchell**

Manager, Inspirational Care Services, Liverpool

## Brighter futures for young people

We've partnered with The School Outreach Company to deliver career workshops in 10 schools across Liverpool.

These in-person sessions are tailored to each school's needs, from mock interviews and CV writing to exploring jobs in science, technology and telecoms.

It's all about making career paths visible to children who might not otherwise see them. For many students, this is their first real-world exposure to a national employer and the chance to hear from real people in real jobs.

The workshops promote more than just us – they open doors to opportunities beyond university such as apprenticeships and challenge assumptions about who belongs in tech.

“

Thank you for supporting our students this year. It was a fantastic opportunity to introduce our younger pupils to the wide range of careers available in the engineering sector with Virgin Media O<sub>2</sub> Business.

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**Anja Koermer**

Childwall Sports & Science Academy





## Digital skills for everyone

Digital inclusion is a growing challenge, particularly for older residents and those without regular internet access.

To help close the gap, we launched monthly support sessions at Sefton Park Library as part of our [Connect More digital skills programme](#).

These relaxed drop-ins are designed for people who aren't confident with everyday tasks such as online banking, sending emails and completing online job applications.

Attendees are supported by our trained volunteers who give them one-to-one guidance at their own pace.

“

We have over 2,000 food club members, with about 130 people using it in just five hours a week. Without support from companies like Virgin Media O<sub>2</sub> Business, we wouldn't be able to do what we do.

”

**Karen Mower**

Director, Incredible Edible Knowsley



## Supporting sustainable community work

As part of the council's new contract, we committed to 225 hours of local volunteering. One of the most rewarding initiatives has been our work with Incredible Edible, a grassroots project that grows food for the local community while

offering therapeutic horticulture and wellbeing support.

Nine of our volunteers have already spent 54 hours doing everything from weeding and planting to painting and composting.



## Strong collaboration has been key

What's made our social value programme with Liverpool City Council such a success isn't just the hours volunteered or the funding transferred – it's the teamwork behind it.

We've worked hand-in-hand with the council's social value team from the start, identifying local priorities and connecting with the right partners.

From digital skills to food clubs, we've tailored support to what the community actually needs.

“

This has been such a seamless social value programme to deliver. The council has been proactive and collaborative from day one, helping us connect with the right people and make an impact where it matters most.

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**Evie Metcalfe**

Social Value Lead,  
Virgin Media O<sub>2</sub> Business

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Our ambitions for social value in Liverpool are bold and forward-thinking. We want to focus on delivering outcomes that align with council priorities and the evolving needs of our communities. That's where Virgin Media O<sub>2</sub> Business' support in aligning delivery with these ambitions is key to achieving lasting impact.

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**Olivia Hughes**

Social Value Manager,  
Liverpool City Council



## What's next?

The council wants to drive even greater outcomes for its neighbourhoods and residents that are closely aligned with its priorities and the evolving needs of its communities.

This means deepening stakeholder engagement, co-producing solutions with its partners and fostering stronger collaboration across the supply chain.

And we're just getting started.

The seeds we've planted in Liverpool (quite literally in some cases) are part of a bigger, growing commitment to doing business the right way.

Whether it's through digital inclusion, skills funding or local volunteering, we'll keep showing up and playing our part.



## Want to unlock new possibilities for your organisation?

We can tailor connectivity solutions to fit your needs.

Call us on **0800 064 3790** and let's have a conversation.