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e-citizen LIVE - 'Product Brief'

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What is e-citizen LIVE?

Whilst Local Authorities have been working hard over the last 4 years to get the e-channel infrastructure in place, citizen take-up of these e-services has been very low.

The e-citizen project, led by Norwich City Council, was designed to inform the national approach towards the marketing of local authority e-channels; marketing designed to really drive up take-up. The e-citizen project undertook a comprehensive programme of research including commissioning large scale research projects to identify what citizens want, how ready local authorities are, the role of intermediaries in accessing e-channels for their clients, and a look around the world for best practice examples of e-channel marketing. There was also an in-depth testing phase where the outputs from the research studies were validated in 13 live marketing campaigns in selected English local authority areas.

This substantial body of market research and tried and tested Proof of Concept tests have been widely used and have contributed to the basis of the ODPM national take-up campaign. e-citizen LIVE, phase II of the project, was launched in September 2005 and takes these valuable tools to create an updated toolkit. This toolkit, when used alongside the website www.e-citizen.gov.uk, will provide Local Authorities with valuable resources to assist in the running of successful communications and marketing campaigns. The website also provides Local Authority staff with the take-up business case, as well as real case studies, to help make the case for investment in marketing in order to drive up take-up. The full body of research as well as the Proof of Concept tests, along with customisable campaign materials, and other free 'off the shelf' products which can be adapted to individual needs and branding make this toolkit a valuable resource to any Local Authority.

End of document
