



<http://sparkglobal.uk/>

# COMMUNITY MARKETPLACE PLATFORM

FOR LOCAL AUTHORITIES, INCLUDING LONDON BOROUGHS,  
COUNTY COUNCILS, UNITARIES AND DISTRICT COUNCILS ACROSS  
THE UK TO DIGITALLY ENGAGE WITH THEIR LOCAL COMMUNITIES  
(RESIDENTS & LOCAL BUSINESSES)

Information, data and drawings embodied in this proposal are strictly confidential and are supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of Simera Ltd.

# THE JOURNEY...



The Platform is fully mobile and accessible via any device. It is fully customisable to slot into your existing online/digital strategy and website. It enhances your brand reach and brand satisfaction.

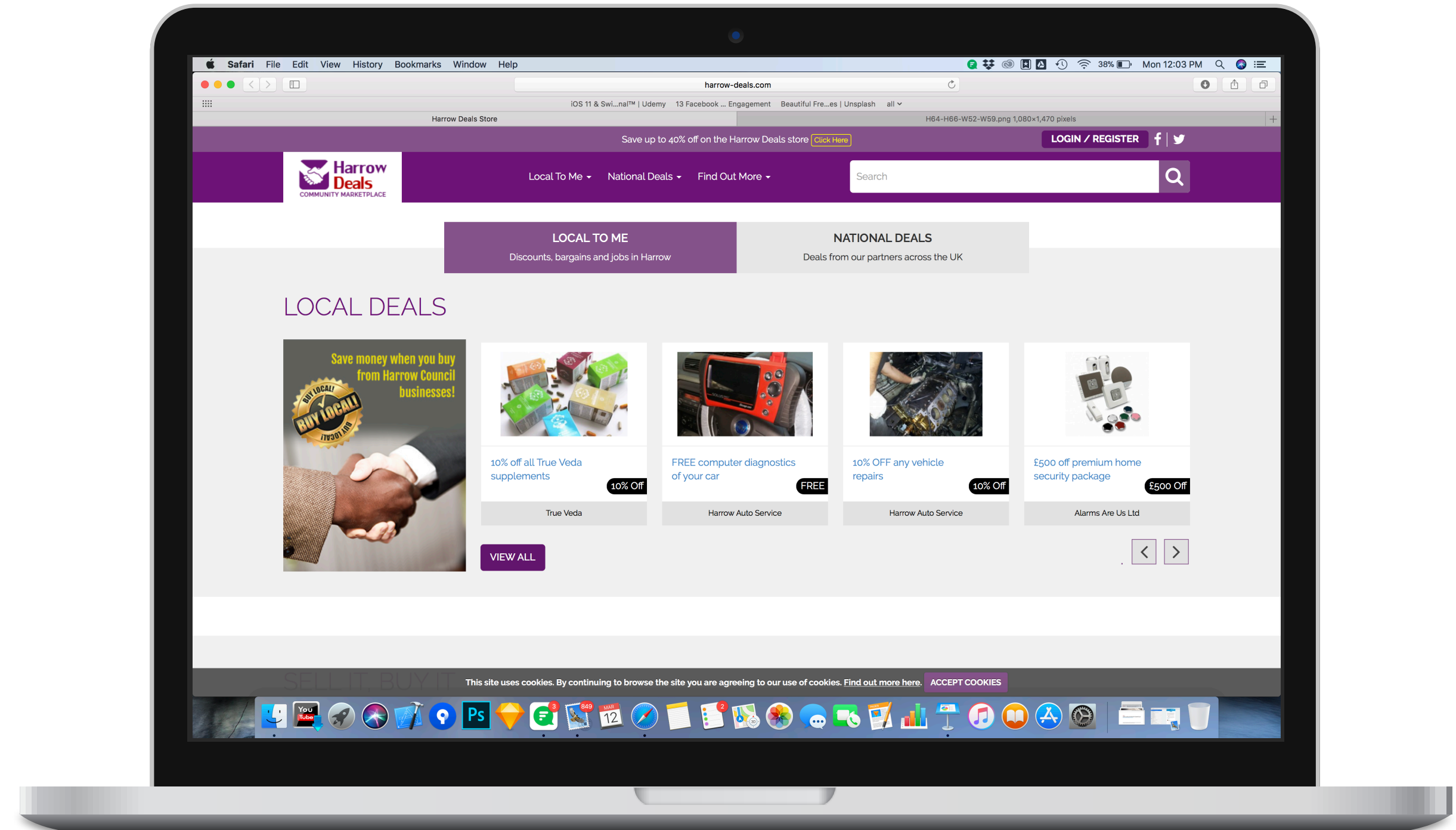
Using an innovative platform like this will strengthen your relationship with your residents, help you engage with hard-to-reach groups, including young people and those from minority groups and help to increase overall satisfaction levels with council services.



## CASE STUDY

- Over **40,000 local users** within 6 weeks of launch
- Over **240 local businesses** signed up and providing local residents with offers & jobs
- **Exclusive offerings from national brands** - Event tickets, train tickets, insurance & more
- Average user time spend on the site is **3 minutes**
- **Single sign-on** functionality making the platform seamlessly integrate to your Council platform
- **Integral** part of Council's digital innovation and commercialisation strategy
- **Money saving** offers for your **residents** and **staff** allowing your **local businesses** access to local customers.

<https://www.harrow-deals.com>

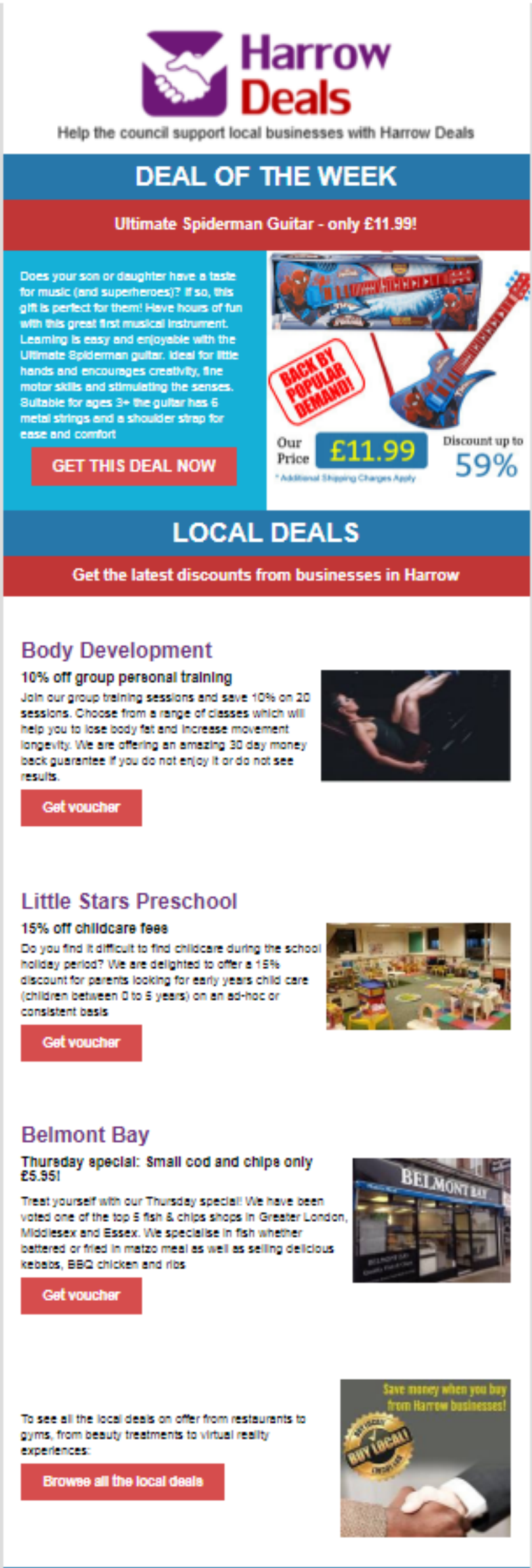


*“We are very excited by what the platform can achieve for our locality. Not only does it generate us revenue as a Council, but it also adds value to our local people. We already have over 110 local businesses on the platform providing local offerings.”*

Harrow Council –







Increase in local business engagement supports the upcoming localisation of business rates agenda

Fully supports the council's digital aspirations

DASHBOARD - DATA SET

Local Deals (Vouchers)

Total Deals  
558

Total Dealers  
257

Vouchers Downloaded  
16049

Expiring Deals in 7 day(s)  
0

Total Local Deals Vouchers Downloaded by the Residents

Local Jobs

Total Jobs  
41

Total Job Applications  
113

Total Job Applications by the Residents

Sell It,Buy It (SIBI)

Total Products  
768

Total Live Products  
162

Total Interest Send(Sold)  
311 (84)

Total Interest Generated / Items Sold by Residents trading their used items

SURVEY 2017

1) Which of the following words do you think best describes the Harrow Deals website?

Reliable (14.04%)	High quality (5.26%)	Useful (60.53%)	Unique (6.58%)
32	12	138	15

OVER 85% OF RESIDENT & LOCAL BUSINESS COMMUNITY IN HARROW RESPONDED THAT THE COMMUNITY MARKETPLACE PLATFORM WAS RELIABLE, OF HIGH QUALITY, USEFUL & UNIQUE.

https://www.harrow-deals.com

# BENEFITS

## COUNCIL

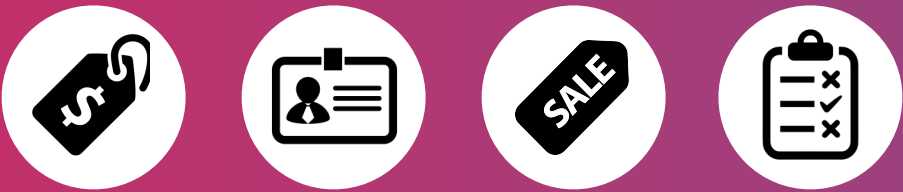
- Innovative new way to engage with staff, local residents, national brands, local businesses & employers
- Collect key information which can help you enhance your digital engagement with the local community
- Upload your jobs, apprenticeships and volunteering opportunities onto the platform, for free
- Will help on reducing costs for landfill, as residents trade their used/unused items via the platform
- Opportunity to consolidate specific Council services to the digital platform reducing costs & saving time
- Strengthen and collaborate with national brands / employers who want to engage with your local residents
- Increase resident and local business satisfaction scores

## COMMUNITY

- Residents can browse local jobs, apprenticeships and volunteering opportunities and apply via the platform
- Opportunity for local businesses to get direct access to local residents to market their products or services
- Local residents can trade used items within their community thereby reducing waste
- Easy to access platform which is mobile friendly, and optimised to fit any screen size or device
- Charities and third sector organisations in the area can use the platform to source donations / volunteers
- Single sign-on (SSO) functionality to engage with targeted offerings and Council services
- Exclusive discounts negotiated just for your local community

# ENGAGEMENT MODULES

## LOCAL FEATURES



### LOCAL DEALS

Allows local businesses to provide unique deals & discounts for local residents. Keeps the local £ turning over locally, benefitting the local economy.

### LOCAL JOBS / OPPORTUNITIES

Feature to allow local and national employers to upload jobs & opportunities for local residents. These could be local SME's, charities, larger multinational companies or even the council itself.

### SELL IT / BUY IT

Local residents upload and trade their used and unused items with other local residents. Less waste, more engagement in the community.

### USER SURVEY

Use targeted surveys to gain feedback from users at anytime. [Engagement can be higher from a portal that is already in use for other things]

## NATIONAL FEATURES



### DEALS STORE

Our flagship eCommerce feature which allows specially selected and relevant products sourced from established online sellers/merchants

### MOBILE PHONES DEALS

This feature allows local residents to search specific mobile phone deals across all networks, makes, models and brands

### VOUCHER CODES

Exclusively negotiated deals & offers just for your local residents from leading online Product & Voucher sites.

### CASH BACK

Unique Cash Back offers for both your residents and staff.

### FASHION DEALS

Latest offerings from leading online fashion brands including accessories.

### DAILY DEALS

Deals from leading National Product sites across the UK.

### GIGS & EVENTS TICKETS

Purchase Gigs & Event tickets using our price comparison engine

*Community Platform as a service*





# PLATFORM INFRASTRUCTURE & DASHBOARD

## SERVER

The platform will be hosted in the UK on our Dedicated / Cloud servers which are ISO 27001 and 9001 accredited with complete backup from our dedicated tech support team.

## REPOSITORY SYSTEM

Our secure Repository system helps you to enter and upload data necessary for your platform to go live, all at one place.

## ADMINISTRATIVE SYSTEM

Your designated council admin can register, approve, upload deals and jobs on behalf of local businesses and view reports ensuring you stay in complete control of your platform.

## FULLY CUSTOMISABLE

You choose from a range of varied features, colours, templates and other key options to make your platform truly yours, and customisable to your local community.

## LOCAL AMBASSADORS

Setup a network of ambassadors who could lead on driving the platform to your local community. Incentivise ambassadors by gamifying their actions.





# THANK YOU FOR THE OPPORTUNITY

To arrange a product demo and to receive further  
information, please contact us at

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Or call Neil Mehta at  
**+44 (0) 7850275609**