

How O₂ helped LGBT Foundation go nationwide



A story of scaling up

During lockdown, LGBT Foundation needed to find a new way to support their local LGBT community, who were no longer able to visit their headquarters. But they turned this challenge into an opportunity. By expanding their remote workforce, they went from being a Manchester-based charity to a charity that supports people everywhere in the UK.

Access to O2's network, voted the UK's Best Network for Coverage*, added technical support, a dedicated account manager and flexible tariffs meant they were able to quickly expand and evolve their organisation at a time when people needed more support.

Established in Manchester, LGBT Foundation has been supporting the needs of their local LGBT community for over 40 years



Nationwide network quality

Employees and volunteers from LGBT Foundation attend events all over the UK and rely on their devices to connect with event goers. So O2's network quality across the entire country is vital.



Dedicated account manager

The organisation's dedicated account manager helped to manage big changes to their ways of working. From ensuring they get the right packages to providing training on digital tools, this was paramount in helping LGBT Foundation expand.



Technical support and user training

When LGBT Foundation went remote, they relied on O2's digital experts to get the most of Microsoft apps (like Teams). This made their move to remote working a lot smoother.



Flexible contracts

The growth in scale of the volunteer network, including students, has been facilitated by O2 Business sending Sim cards out quickly and offering 30-day rolling plans.

Watch the full film [here](#)

*Best Network for Coverage: Uswitch 2021 Awards. [uswitch.com/telecoms-awards](https://www.uswitch.com/telecoms-awards)

From a Manchester-based charity to a national charity

The problem

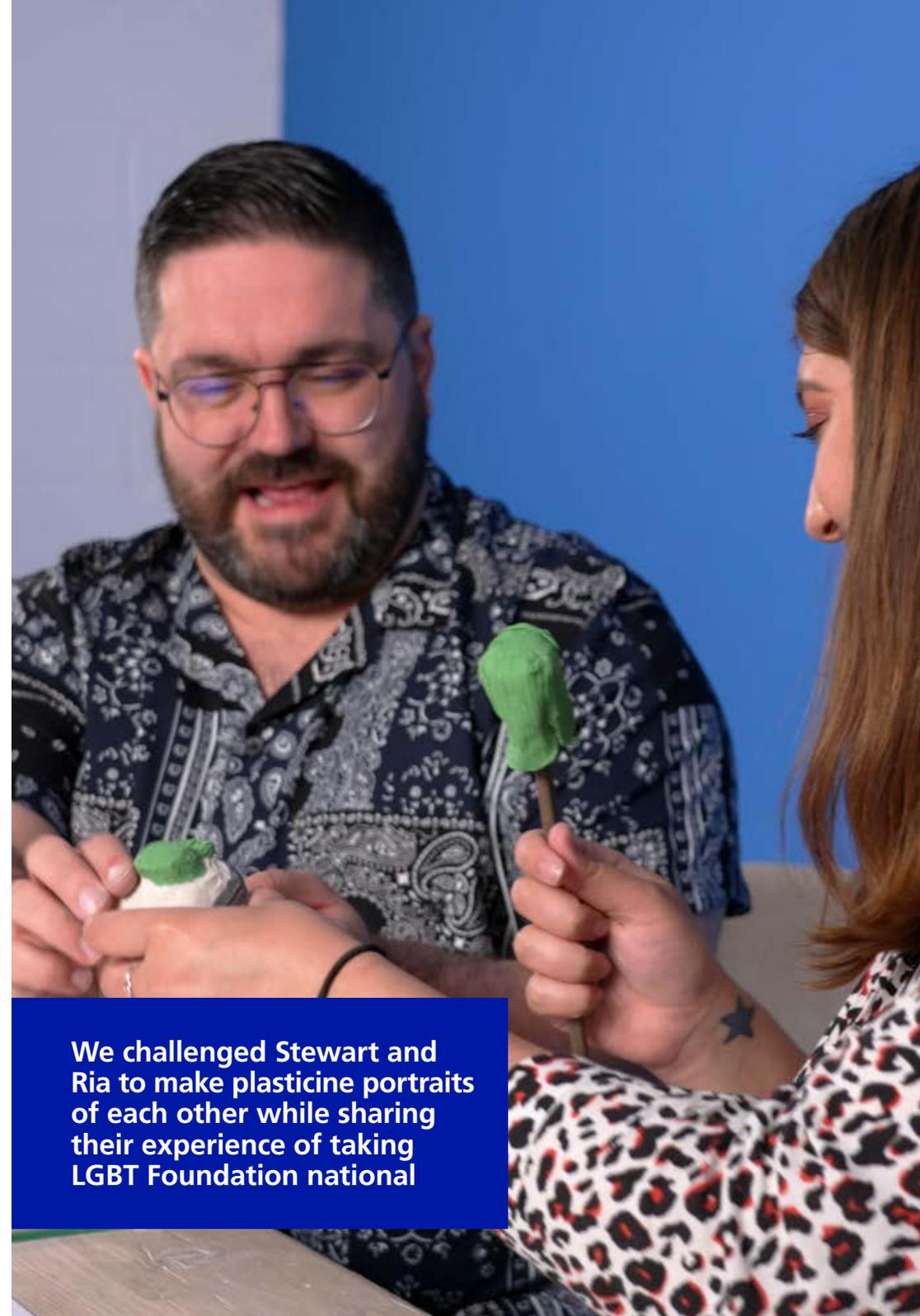
Established in Manchester, LGBT Foundation has been supporting the needs of their local LGBT community for over 40 years. Before the pandemic, they served about 40,000 people each year, and provided information to over 600,000 individuals online.

With lockdown and the ongoing mental health challenges that ensued, their role in society became more important than ever. But with their headquarters closed, they needed to find a new way to support their community.

The solution

By flexing their way of doing things and moving to remote working, LGBT Foundation were able to expand their workforce and volunteer base at a national level. In fact, the foundation is now able to reach and provide support to more people, more frequently, in more remote places, than ever before. As they told us:

“Flexibility from O2 has enabled us to expand our volunteer workforce because they’ve been able to volunteer from anywhere in the country. We were a national charity based in Manchester, and now we’re a national charity based everywhere.”



We challenged Stewart and Ria to make plasticine portraits of each other while sharing their experience of taking LGBT Foundation national



How flexibility is shaping the future of LGBT Foundation

Technical support and user training

O2 have been working with LGBT Foundation to ensure they can continue building on the scale and influence they've already achieved. With new hybrid ways of working, they've relied more than ever on mobile devices and digital tools for internal communications, but also to manage their huge network of helpline volunteers.

By accessing O2's team of digital experts, they were able to get training on how to make the most of their Microsoft Apps (like Microsoft Teams). This ensured that their transition to remote working went as smoothly as possible.

"When we moved to being remote, O2 were able to offer us training opportunities, to understand how to use Microsoft Apps, like Teams. This enabled us to be more flexible and productive in everything we do."

Network coverage

Historically, the LGBT Foundation have wanted to have a presence at a lot of events but they haven't had the staff. O2 offers their customers access to a hardware fund that can be used to purchase tablets and phones.

"We're able to get in touch with O2 and use our hardware fund to purchase tablets that we're able to send out to staff members with the SIM card in there, so they can use GPS to relocate themselves. That means we can have a presence at all of these events, without necessarily having to have a physical presence there."

Ensuring they had access to a reliable network became vital. While before they were limited to where they could be present, now they can recruit volunteers across the UK, from the bigger cities all the way to Penzance and the Isle of Wight.

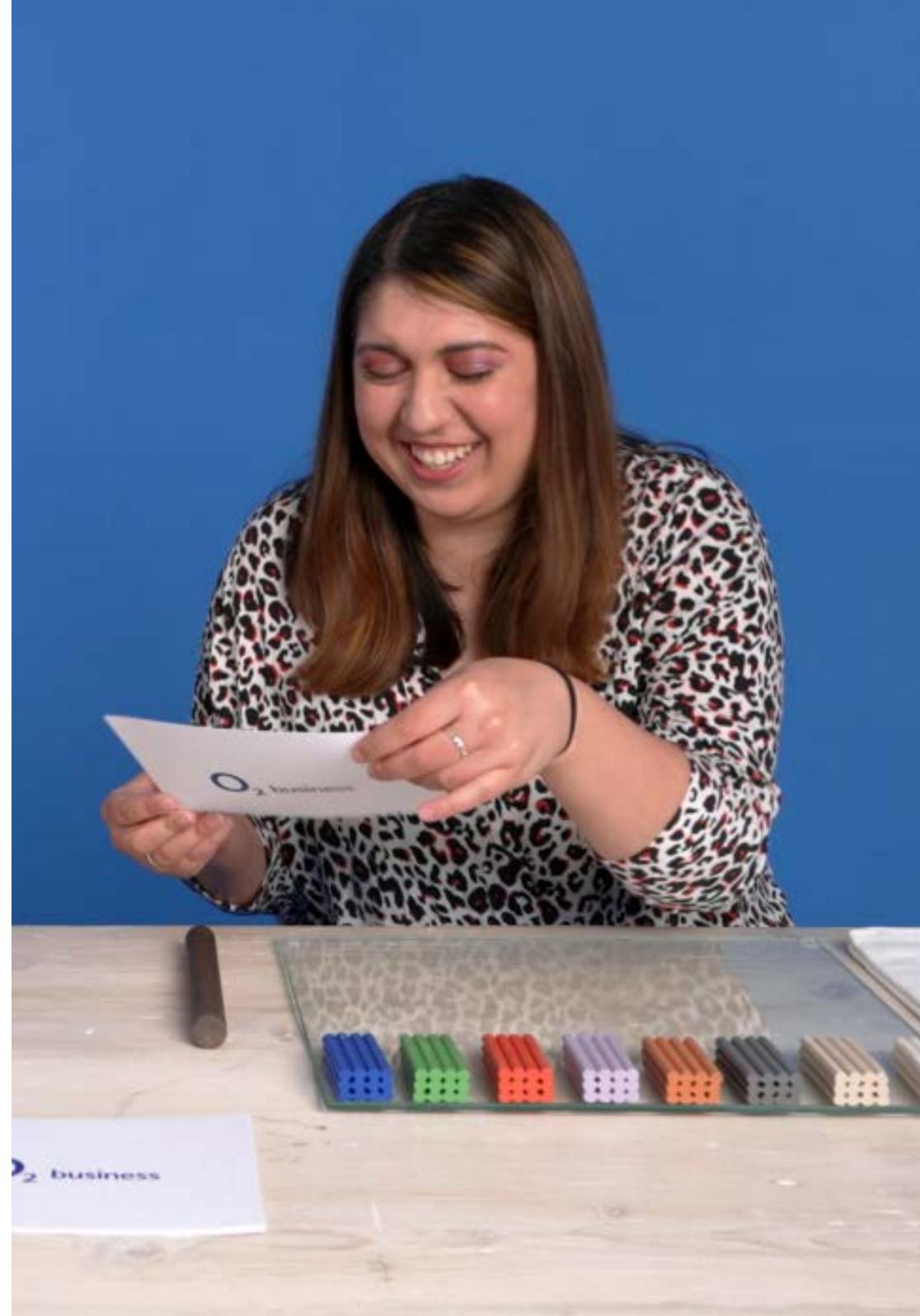
Dedicated account manager

In times of extreme change, the right partners can be the difference between surviving and thriving. Thanks to their access to a dedicated O2 account manager, LGBT Foundation have been able to transition their ways of working, and ensure they have the right packages and service options at the right time.

Flexible contracts

LGBT Foundation managed to grow their volunteer network, and took on a huge percentage of student volunteers as well. This meant they needed a data plan that could suit flexible working hours. This made O2's 30-day rolling plans and flexible tariffs the perfect solution to accommodate this period of huge growth.

“Having a flexible data plan with O2 enables us to increase our data at periods where there are lots of events. In the winter that slows down a little bit, and what we’re able to do is switch it on and off whenever we need to, just by calling our O2 account manager.”





81% of customers asked would recommend O2 for flexibility.*

LGBT Foundation see themselves continuing with their hybrid model, and becoming a more fluid and flexible organisation. And as they continue to become more technology-driven, O2 will be a key partner on that journey.

But as business changes, we change with you too. Every year, O2 helps many organisations like LGBT Foundation stay flexible in how they respond to present needs, and future opportunities. How can we help you flex your business too?

[Get in touch with us today to find out how we can help your business.](#)

Under 10 employees? 0800 783 2133
10 or more employees? 0800 298 8848



*YouGov, Dec 2020. 172/212 (81%) O2 business customers.

Published in June 2021. All information is correct at time of going to print.