

e-Services: Local e-Government, Kiosks and Partnerships

Graham Jordan
Tyne & Wear ICT Partnership
November 2004



Overview

- Background
- E (Government) Services
- Case Study: Tyne and Wear Portal
- 'Smarter' thinking
- Links with Transport
- Discussion



Background

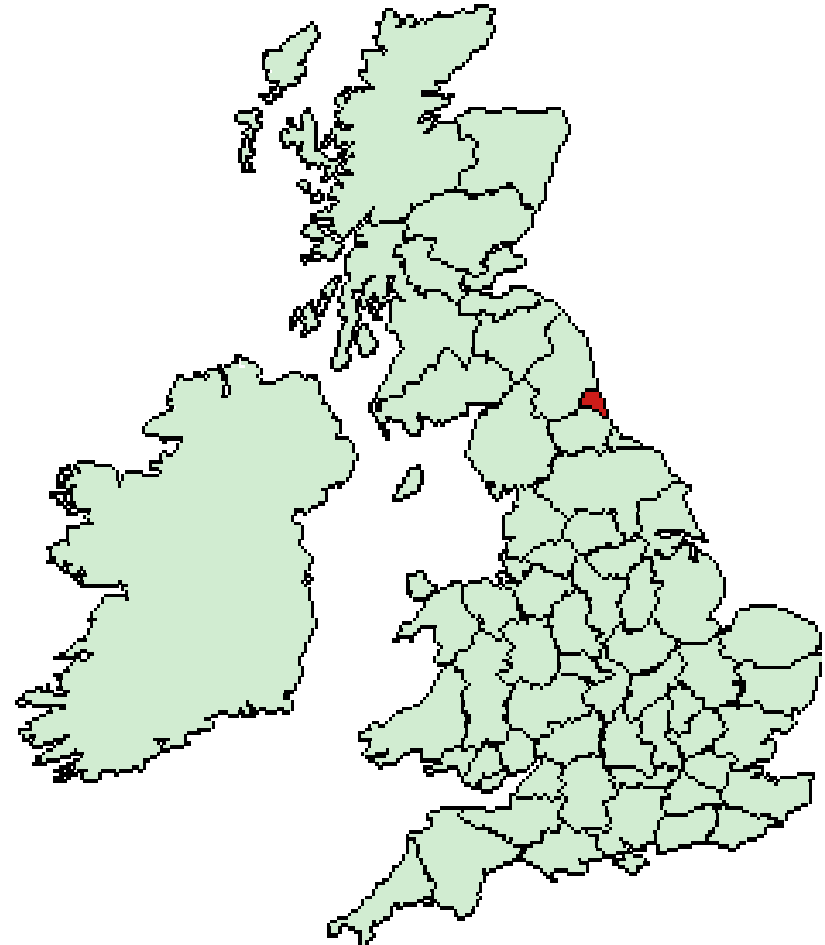


Graham Jordan

- 1990
 - Graduated in Geography, Newcastle Polytechnic
- 1991
 - Entered Local Government (Newcastle City Council)
- 1991-1995
 - Tyne and Wear Passenger Transport Authority: Policy Officer
- 1995-2001
 - Newcastle City Council Special Projects Unit :Policy & Research Officer / Business Consultant
 - European Commission Research Projects
- 1998-2000
 - Chairman CEN ISSS Workshop on Smartcard standardisation (URI)
- 2001 +
 - Gateshead Council: Business Analyst
- 2003 +
 - funded by Tyne and Wear ICT Partnership: Partnership Project Officer

Location

- Tyne and Wear
 - Gateshead
 - Newcastle
 - North Tyneside
 - South Tyneside
 - Sunderland
- 1 million people, average earnings £20k
- Half of wards fall in 10% most deprived in England
- 5-10% of households don't have a telephone
- Twice the English rate of child poverty





E-services & partnerships

So what do Councils do?

- Provide services
- Provide information
- Collect revenue
- Provide benefits and grants
- Consult
- Regulate
- Receive and process applications for services
- Receive and process bookings for resources and courses
- Pay for goods and services
- Provide access to community, professional or business networks
- Procure goods and services

Government modernisation agenda

- Change the way that Central and Local Government works
- More focus on customer outcomes
- More efficient ways of working
- Goals
 - Efficiency and customer satisfaction
 - Maintenance / achievement of low tax base

New ways of doing things

- Exploiting emerging technologies already adopted in business
 - Email
 - World wide web
 - Internet
 - SMS
 - Mobile working
 - Smartcards
 - Relational databases
- Exploiting ideas already proven in other sectors
 - E.g. Call centres, Customer 'knowledge' and contact systems
 - Bureau services providing services to a number of clients

Moving forward with confidence

- Requires:
 - Understanding of current and required business processes
 - Robust business case for investment
 - Mature systems supply market
 - National standards to ensure you don't get locked into proprietary systems / suppliers
 - Interoperable data formats so systems (and organisations) can talk to each other

End 2005 targets

- All processes 'e-enabled'
 - Have computer systems supporting them
 - This can include a telephone based service supported by a database
- Measured against national benchmark of 672 processes
- Steps further
 - Full automation

Government priorities for our attention

- Goes beyond 100% of e-enabled services by end 2005
 - 29 required priority services outcomes for all councils
 - e.g. online timetables and journey planning
 - 23 further required priority services outcomes for good councils
 - e.g. GIS based roadworks information
 - 18 more required priority services outcomes for excellent councils
 - e.g. paying parking fines by sms

On the horizon

- Identify security levels for user recognition for all processes
- 4 levels
 - 1 No risk, no security
 - 2 Low risk, low security – user name and password
 - 3 High risk, high security – add 'token'
 - 4 Very high risk, Very high security – add biometrics
- Smartcards can have a role in levels 3 and 4
- NHS implementing level 3 now

Local initiatives

- Customer relationship systems
- One stop shops
- Extended hours
- Replacement core systems
- Enhanced websites
- New channels
 - Digital TV
 - On street kiosks

Types of Partnership

- Statutory Joint Authorities
 - Transport Authority
 - Passenger Transport Executive (NEXUS)
 - Police Authority
 - Northumbria Police
- Common interest voluntary joint boards
 - Tyne and Wear Museums
 - Beamish Museum
- Council – Supplier Partnerships
 - Housing companies
 - IT outsourcing
- Council – Council joint working partnerships
 - NE Connects
 - Tyne and Wear ICT partnership
- North East Regional Smartcard Consortium
 - Common ‘agency’ Smartcard services

What is the Tyne and Wear ICT & eGovernment Partnership (TWICT)?

- Shares experience and progress eGovernment initiatives for the benefit of the region
- Councils involved are:
 - City of Sunderland
 - Gateshead Council
 - Newcastle City Council
 - North Tyneside Council
 - South Tyneside Council
- Associate members
 - ONE NorthEast
 - Durham County
 - NEXUS

TWICT activities

- Networking and discussion forum for ICT managers
- Commission research into areas of common interest
- Arrange presentation of interesting developments
- Joint procurement of goods and services
- Developed a bid in January 2003 for further development of the kiosks network in Tyne and Wear

On-street Kiosks



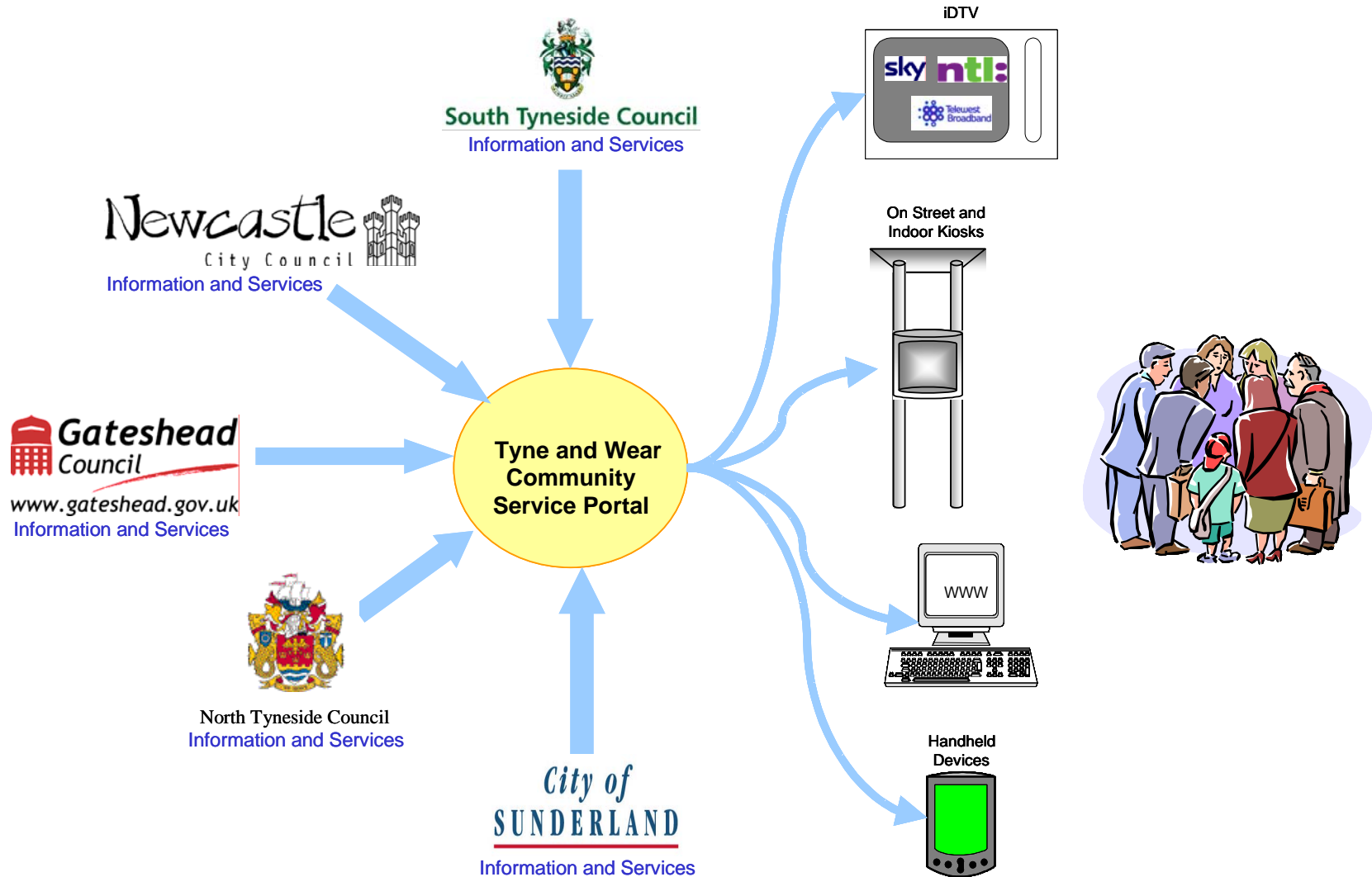
Customer Requirements

- Citizens
 - More access to Council services out of hours
- Council eGovernment managers
 - New channels
 - More access services out of hours
 - Access to services in areas where internet access might be anticipated to be low
- Tourism managers
 - More points of presence
 - More access to services out of hours

Vision & Principles:

- Single source publishing to all channels
- Re-usability of content
- Web-based content
- Interoperability & Xml

After



Organisation

- Exploited existing joint working arrangements
- TWICT
 - Tyne and Wear ICT & eGovernment Partnership
 - Heads of ICT in the five Tyne and Wear Councils
- NEPO
 - North Eastern Purchasing Organisation
 - 24 member councils covering whole of north east
- Tyneside Tourism Network

What is the Community Service Portal?

- A drawing together of information and services from the five councils and other not-for-profit bodies in Tyne and Wear
- Available through on street kiosks
- Expandable to take additional content, add more kiosks, reach new audiences through Digital Television and WiFi in the future.
- Supported by the Office of the Deputy Prime Minister under the Local Government Online Partnerships Programme.

Benefits?

- Takes modern government services to people on the street
- Joins up content so users can see one council's content from a kiosk in another council's area
- Ready for broadcast via interactive digital TV and wireless internet
- Our content on kiosks is supplemented by other relevant services and information from the supplier

Benefits to service providers

- The portal management system operates using the internet without installing any client software or connecting to Council networks
- All portal and kiosk services are provided as managed services
 - we take a tenancy rather than own the kiosks
- XML based architecture
 - 're-usable' content

How we did it

- Project Team
 - Full time Project Manager
 - 5 council reps - each Council had a team comprising at least ICT, Highways
 - Most staff costs absorbed as 'core business'
- Procurement via s-cat
 - Connect Internet Solutions / Cityspace

Where the costs lie

One-off costs

- Kiosks / Kiosk tenancy
- Content system integration
- Kiosk functionality and template enhancements
- Project management for implementation
- Procurement & legal costs

On-going costs

- Portal administration, management and promotion
- Portal systems managed service
- Applications development
- Providing and updating your content

Implementation Issues

- Ownership within the Council
- Location
- Political approval / decision
- Planning Permission
- Power & Communications
- Timing - Ground Opening Orders / content availability
- Publicity and promotion

Safeguards

- We rent space on the kiosks – we don't own them
- Kiosks will be relocated if they aren't being used enough
- We can add any non commercial content
- We have a right of veto over content provided by supplier

Achievements

- ODPM support for project (£500k) Mar 03
- Tender and selection of supplier Summer 03
- Agreement on services & functionality Nov 03
- 'Open:tyne&wear' Brand Dec 03
- Framework agreement Feb 04
- Extended kiosks network Q1 04
- NT, ST, S Council services, Tourism services Q1 04
- Ministerial Launch Mar 04

Promotion

- Minister
- BBC Blue Bus
- Metro station posters
- Bus side & cove cards
- Newspaper ads
- Leaflets
- Posters



Open:tyne&wear

A new way to find information about our area

You can now access information and local services using the free and easy-to-use i+ Points located throughout Tyne and Wear. Find out:

- Council Services
- Tourist Information
- Transport Information
- And much more

Open:tyne&wear

The free and easy-to-use information service about our area

Go to your nearest touch **i+** on the bus

For further information contact www.opentyneandwear.gov.uk

Look out for the BBC blue bus at the i+ Point between **26th March** and 2nd April

Win a 3 night cruise to Norway for 2 people, or see reverse for details

Open:tyne&wear

Welcome to i-plus!
Touch my screen for free information

on the phone on the Web

Directgov new try on the TV

local services at your fingertips

- council services
- visitor information
- travel information
- find a job
- what's on?
- who's my councillor
- contact your council
- request a service
- places to visit

Gateshead · Newcastle · North Tyneside
South Tyneside · Sunderland · Nexus

What do the kiosks look like?



- Quality construction and modern appearance to complement street furniture
- Fully maintained by Adshel
- 39 already in place
 - Pitcher and Piano
 - Gosforth
 - Northumberland Street
 - Baltic Square
 - South Shields

What content, where from?

- Guide to available services
- Who's my representative?
- Contact the Council
- Request a form
- Report environmental issues
- Jobs information
- Visitor information
 - What's on?
 - Where to stay
 - Attractions
 - Nightlife
 - Sport & Leisure
- PLUS content provided by Cityspace

How it works

- The Open:tyne&wear portal is selected using a new button in the Cityspace menu or the main attractor panel on the first screen.
- It offers a menu of public services with plenty space for adding other services in the future
- Services of the local Council are always available on the first screen.
- So in South Tyneside the first screen looks like this....



South Tyneside

A to Z of Services



My Councillor



Council Feedback



Send me a Form



What's On



Council Jobs



Have you ever visited your local council's website?

Council Poll



Touch here to see what's going on, and find out more about your area...

Open:tyne&wear local services

Latest News...

New road layout for South End of Tyne Bridge...

Touch this button to find out more...



THOMSON Local.com

Find your nearest...



Touch here for travel news...



JOBS

brought to you by worktrain


Touch here to search...




And in Newcastle....


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 Local information

Have you ever visited your local council's website?

 i-Poll Vote! 

Touch here
to see what's going on,
and find out more
about your area...

Open:tyne&wear local services

Latest News...

New road layout for South End of Tyne Bridge... 

Touch this button to find out more...

Your easy-find local directory



Touch here to search... 

Touch here for travel news... 

400,000 jobs and 500,000 learning opportunities.



Touch here to search... 

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Local information

Have you ever visited your local council's website?

i-Poll

Vote!



Touch here to find out what's going on, find out more about your area...

Open:tyne&w... services

Latest News...

New road layout for South of Tyne Bridge...

Touch this button to find out more...



Your easy-find local directory



Touch here to search...



Touch here for travel news...



400,000 jobs and 500,000 learning opportunities.



Touch here to search...





A-Z of services



All Council Services are listed alphabetically and can be found by clicking the relevant initial letter from the list below.


- A
- B
- C
- D
- E
- F
- G
- H
- I
- J
- K
- L
- M
- N
- O
- P
- Q
- R
- S
- T
- U
- V
- W
- X
- Y
- Z
- 0-9

- Abandoned Vehicles
- Abnormal Loads
- Access for Disabled People
- Acupuncture
- Adaptations and Equipment
- Adobe Acrobat Reader download
- Adoption
- Adoption of Roads
- Adult Education
- Advice and Support Workers



 A to Z of Services

 My Councillors

 Council Feedback

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 Local information

Have you ever visited your local council's website?

i-Poll  Vote!

Touch here to see what's going on, and find out more about your area...



 Local services

Latest News...
New road layout for Tyne Bridge... 

Touch this button to find out more...

Your easy-find local directory



Touch here to search... 

Touch here for travel news... 

400,000 jobs and 500,000 learning opportunities.



Touch here to search... 



My Councillor



Please select one of the wards listed below.



Walker

Walkergate

West City

Westerhope



Wingrove



Dave Wood

51 Borrowdale Avenue
Walkerdene
Newcastle upon Tyne

NE6 4HL
Telephone: 0191 263 0017

Dave Wood
Labour



George Douglas

12 Palmerston Avenue
Walkergate
Newcastle upon Tyne

NE6 4RD
Telephone: 0191 265 7349

George Douglas
Labour



John Cunningham

83 Eastbourne Avenue
Newcastle upon Tyne

NE6 4DT
Telephone: 0191 263 7747

John Cunningham
Labour



A to Z of Services

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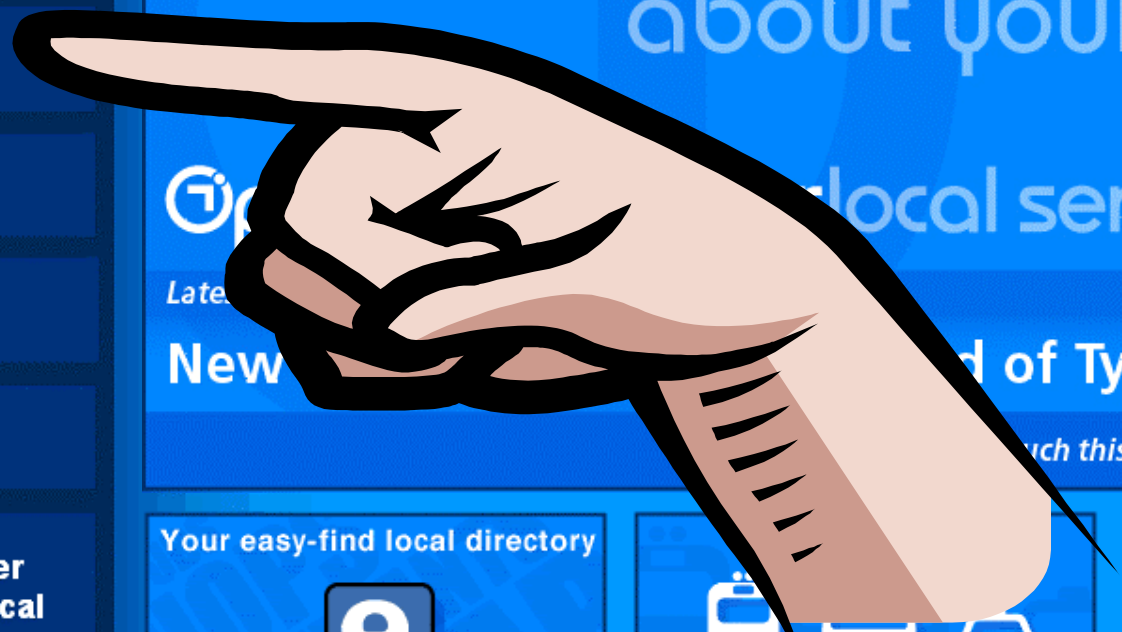
Local information

Have you ever visited your local council's website?

i-Poll

Vote!

Touch here to see what's going on, and find out more about your area...



Local services

New... of Tyne Bridge...

Touch this button to find out more...

Your easy-find local directory



Touch here to search...

Touch here for travel news...

400,000 jobs and 500,000 learning opportunities.



Touch here to search...



No message containing offensive language or of an offensive nature will be sent to the council from this i-plus point.

Your name...

|

Next

Subject...

Next

Message...



Next

500 Characters left



Send



A to Z of Services

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Local information

Have you ever visited your local council's website? i-Poll Vote!

Touch here to see what's going on, and find out more about your area...

...wear local services

Latest News: New South End of Tyne Bridge... Touch this button to find out more...

Your easy... e-street.com Touch here to search...

worktrain 400,000 jobs and 500,000 learning opportunities. Touch here to search...





Applications for Blue Badges

Send me

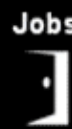
Applications for Blue Badges

Close



Held in the CSC on behalf of Parking Control, EEC. Customers complete these forms if they wish to apply for a blue badge to enable them to park their car in disabled bays. Customers also need to supply 2 passport size photographs. If a customer is in receipt of Disability Living Allowance at the higher rate for mobility, proof should be provided. (If not, Parking Control will contact the GP) CSC staff will take payment of £2 if the criteria for qualification for a blue badge is satisfied. The forms are then passed to Parking Control who will send the badge in the post. If no payment is taken, the forms are again passed to Parking Control for investigation. Customers will then receive a letter informing them if their application has been successful, and requesting them to pay £2 before the badge is issued.

Send



A to Z of Services

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Have you ever visited your local council's website? i-Poll Vote!

Touch here to see what's going on, and find out more about your area... Open:tyne&wear local services



Touch here to search... e-street.com

Touch here to search...

worktrain 400,000 jobs and 500,000 learning opportunities. Touch here to search...



Caring for your street – help us to help you – use this form to let us know about problems in the street. The form will be acknowledged promptly. Contact your area housing office to report on housing estates or council street properties.

- Bin collection
- Bulky article collection
- Litter and street cleaning
- Street lighting
- Pest control
- Grass cutting
- Trees
- Gritting and snow clearance





Next




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Touch here
to see what's going on,
and find out more
about your area...

Open:tyne&wear local services

Latest News...

New road layout for South End of Tyne Bridge... 

Touch this button to find out more...

Your easy-find local directory



Touch here to search... 

Touch here for travel news... 

400,000 jobs and 500,000 learning opportunities.



Touch here to search... 

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Have you ever visited your local council's website? i-Poll Vote!


Touch here to see what's going on, and find out more about your area... Open:tyne&wear local services Latest News... New road layout for S... out more...

Your easy-find local dire... 400,000 jobs and 500,000 learning opportunities. worktrain Touch here to search...



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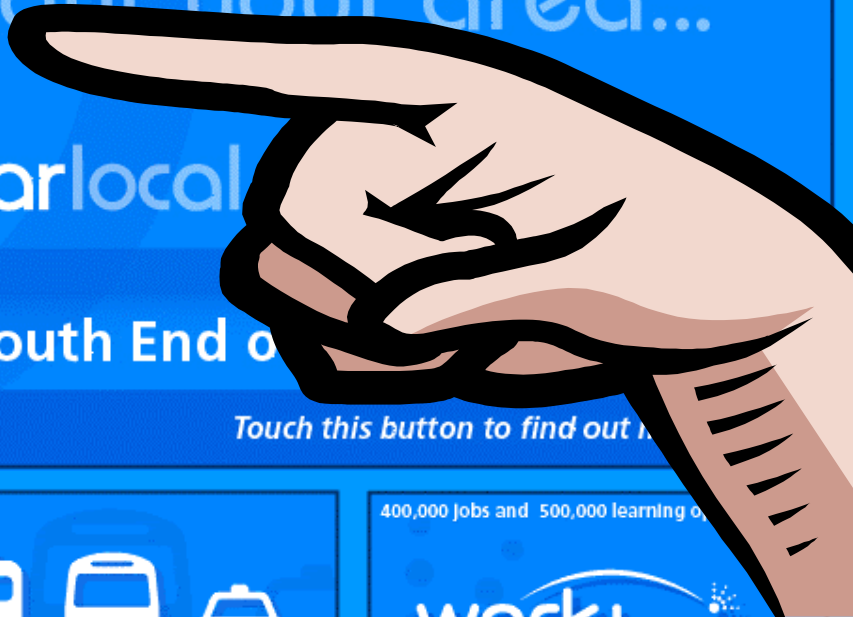
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Touch here to see what's going on, and find out more about your area...

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Latest News...
New road layout for South End

Touch this button to find out more



Your easy-find local directory



Touch here to search... 



Touch here for travel news... 

400,000 jobs and 500,000 learning opportunities

worktrain

Touch here to search... 

Open:tyne&wear local services

Touch here to find out more...



Open:tyne&wear tourism

Touch here to see what's going on...





Open:tyne&wear local services

Touch here to find out more...



Tourism

Touch here to see



about Open

gateshead

newcastle

north tyneside

south tyneside

sunderland



Remember if you'd like to explore regional local services, simply touch the 'Open' Menu button below, and select where you'd like to begin...

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3 44 pm | 18th November



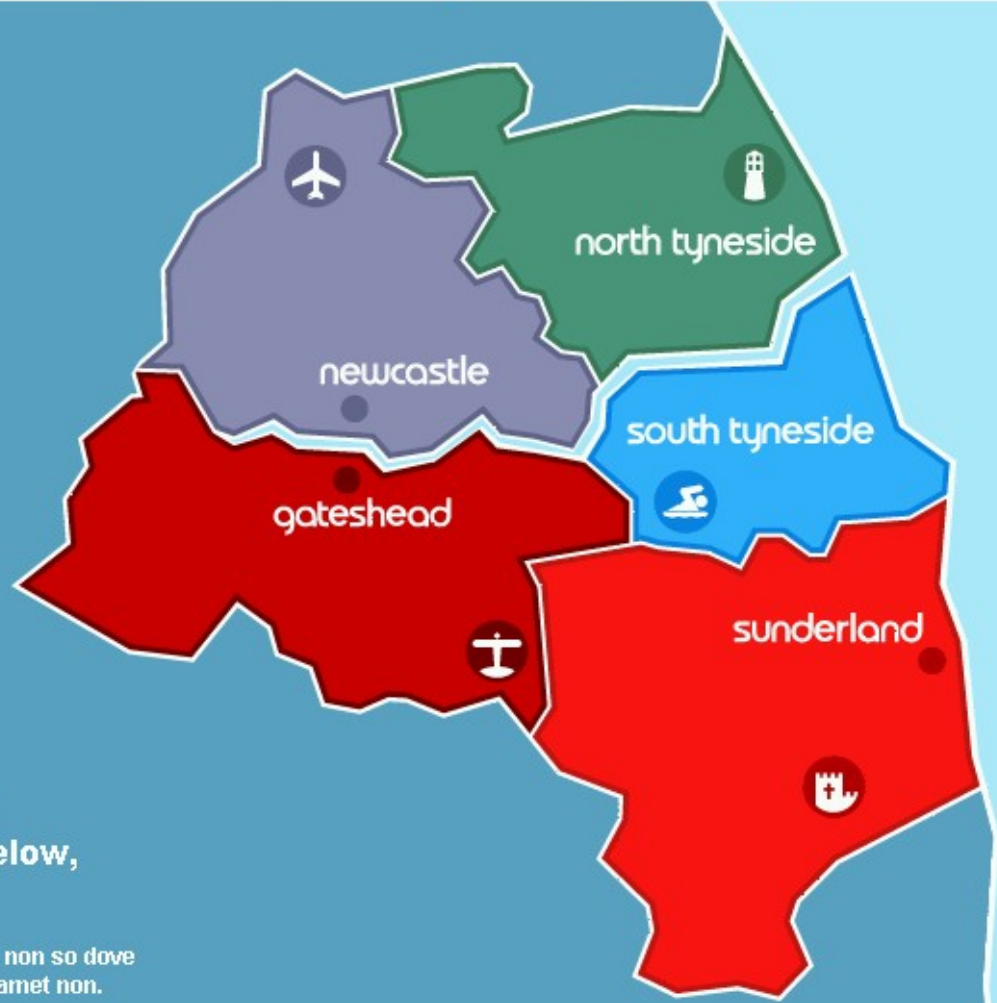
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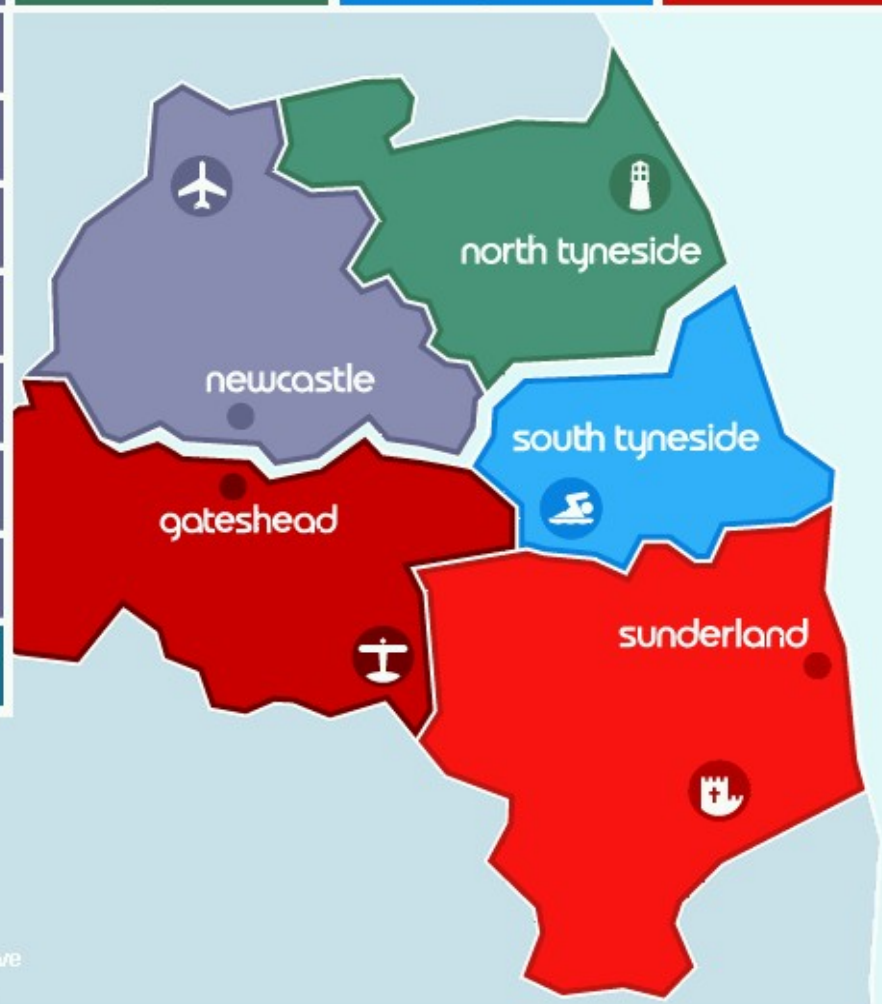
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- about Open



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Council services are provided by linking to the kiosk services already developed by each Council



My Councillor



Please select one of the wards listed below.



Walker

Walkergate

West City

Westerhope



Wingrove



Dave Wood

51 Borrowdale Avenue
Walkerdene
Newcastle upon Tyne

NE6 4HL

Telephone: 0191 263 0017

Dave Wood
Labour



George Douglas

12 Palmerston Avenue
Walkergate
Newcastle upon Tyne

NE6 4RD

Telephone: 0191 265 7349

George Douglas
Labour



John Cunningham

83 Eastbourne Avenue
Newcastle upon Tyne

NE6 4DT

Telephone: 0191 263 7747

John Cunningham
Labour



You can also access services
from other councils

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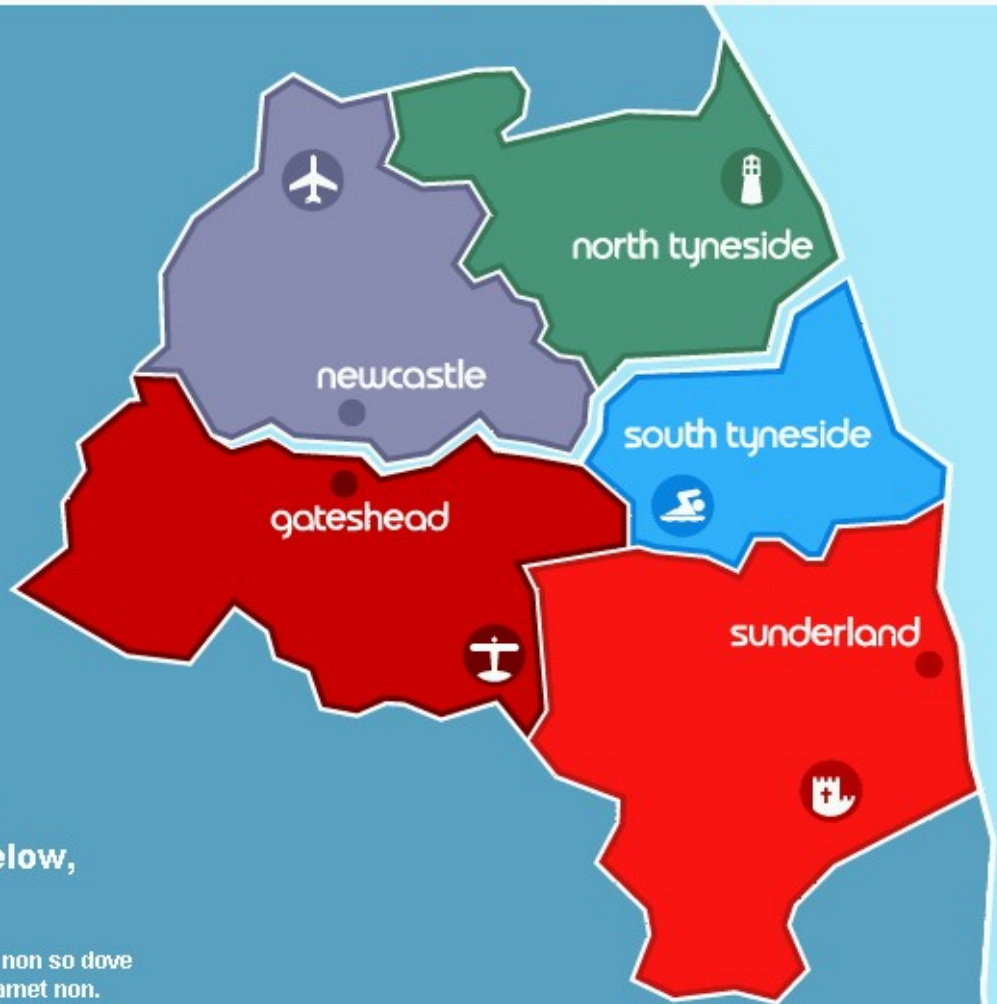
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- Open
- Tourism
- Travel
- Jobs
- News
- Fun
- Advice
- Freemail
- Weather
- Mail us

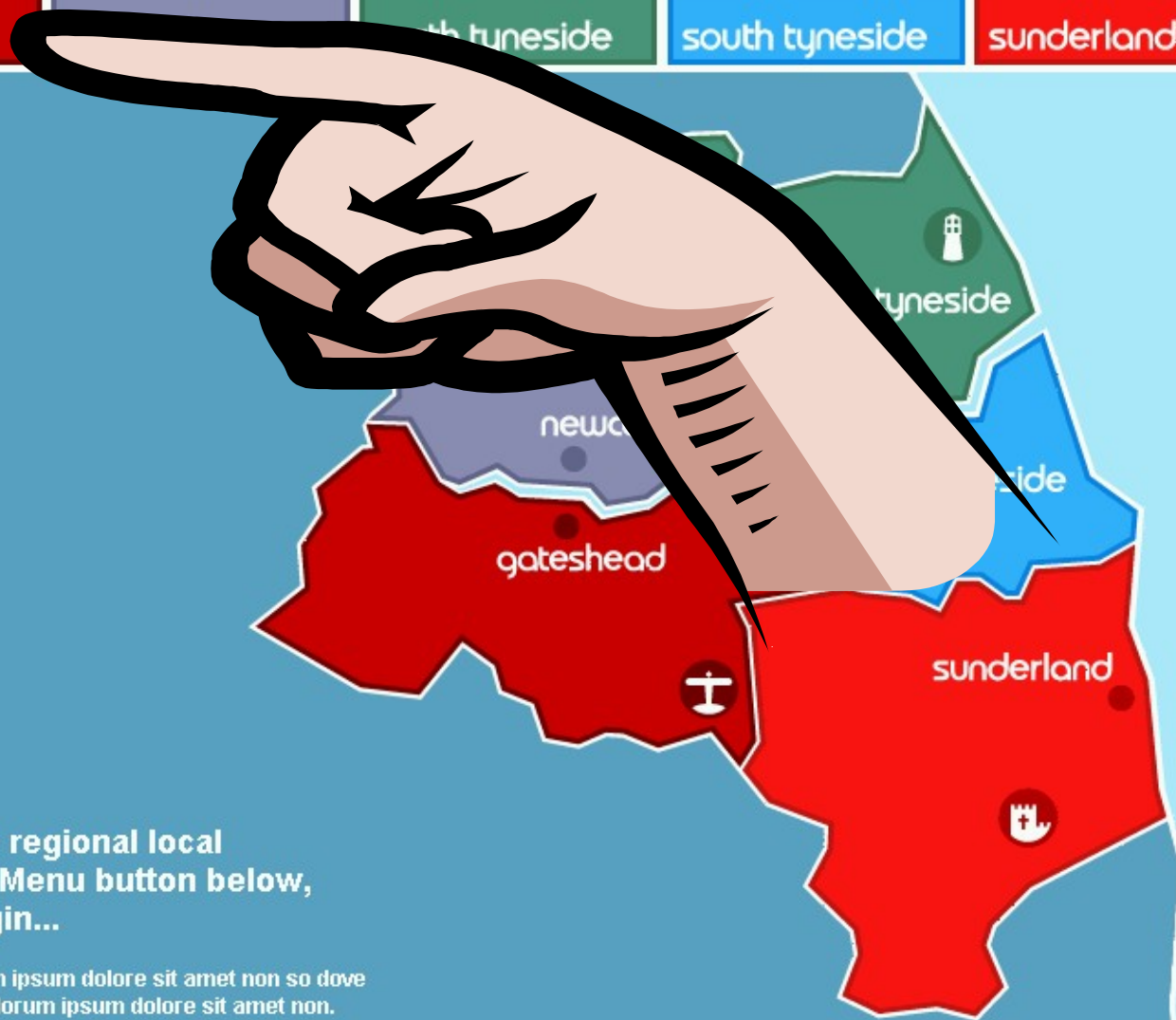
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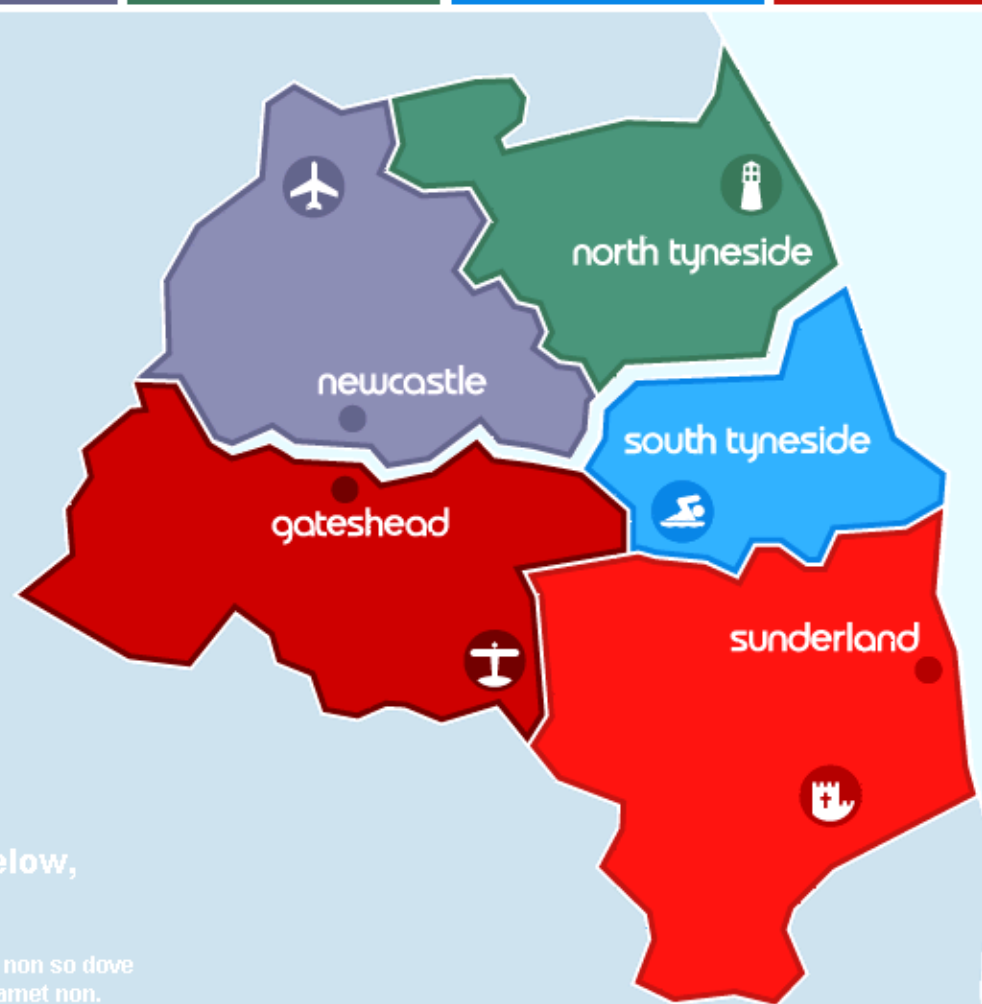
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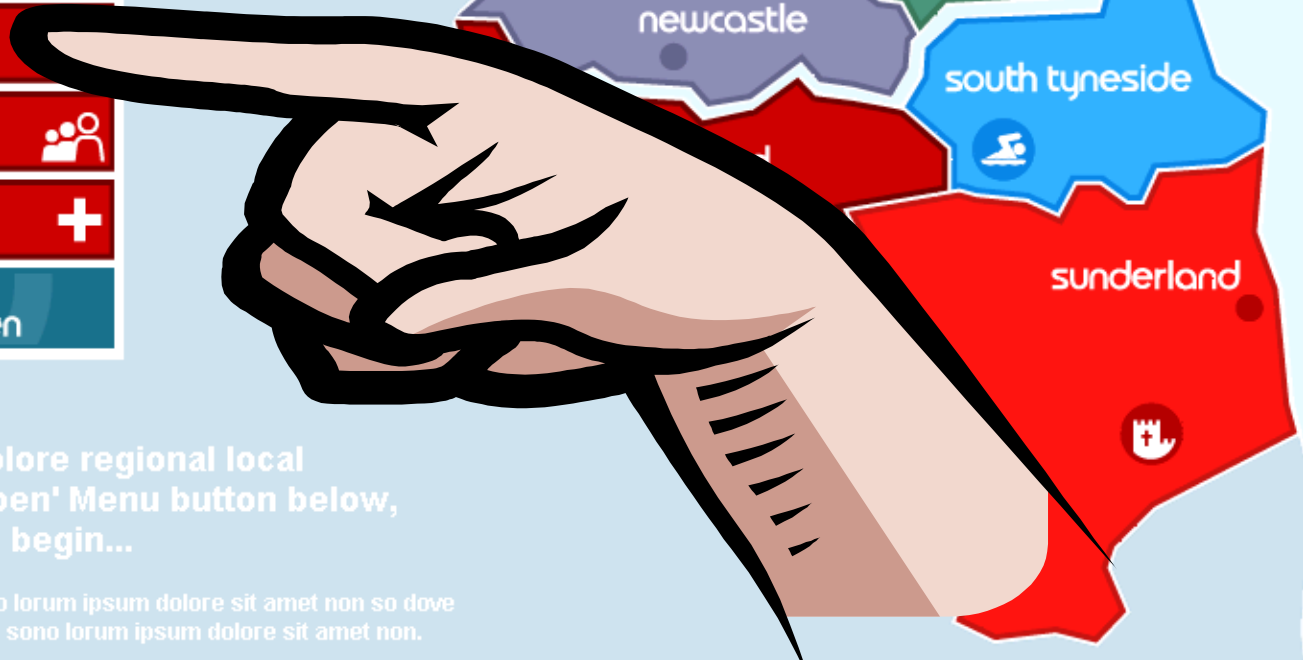
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Whats On

Regular Events

Venues

Societies and Organisations

Welcome to Gateshead Council's What's On listings. Here you can find out what's on in YOUR area, whether it's ballet in Blaydon or rock in Ryton. Our comprehensive listing of societies and organisations in Gateshead is also available.


 Search by **type of event**


 Search by **venue**

 What's on today?

 Search by **area**

 Search by **date**

 What's on **this week?**

 What's on **this month?**



Tourist information can be accessed direct from the tourist information menu button.

A to Z of Services

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Local information

Have you ever visited your local council's website? i-Poll Vote!

Touch here to see what's going on, and find out more about your area...

Open:tyne&wear local services

Latest News...

New road layout for South...

Your easy-find local directory e e-street.com Touch here to search...

Touch here to search... news... Touch here to search...

worktrain Touch here to search...



The Tourism menu enables users to select services pulled together from across the area or in a particular Council area.

Open menu

regional

gateshead

newcastle

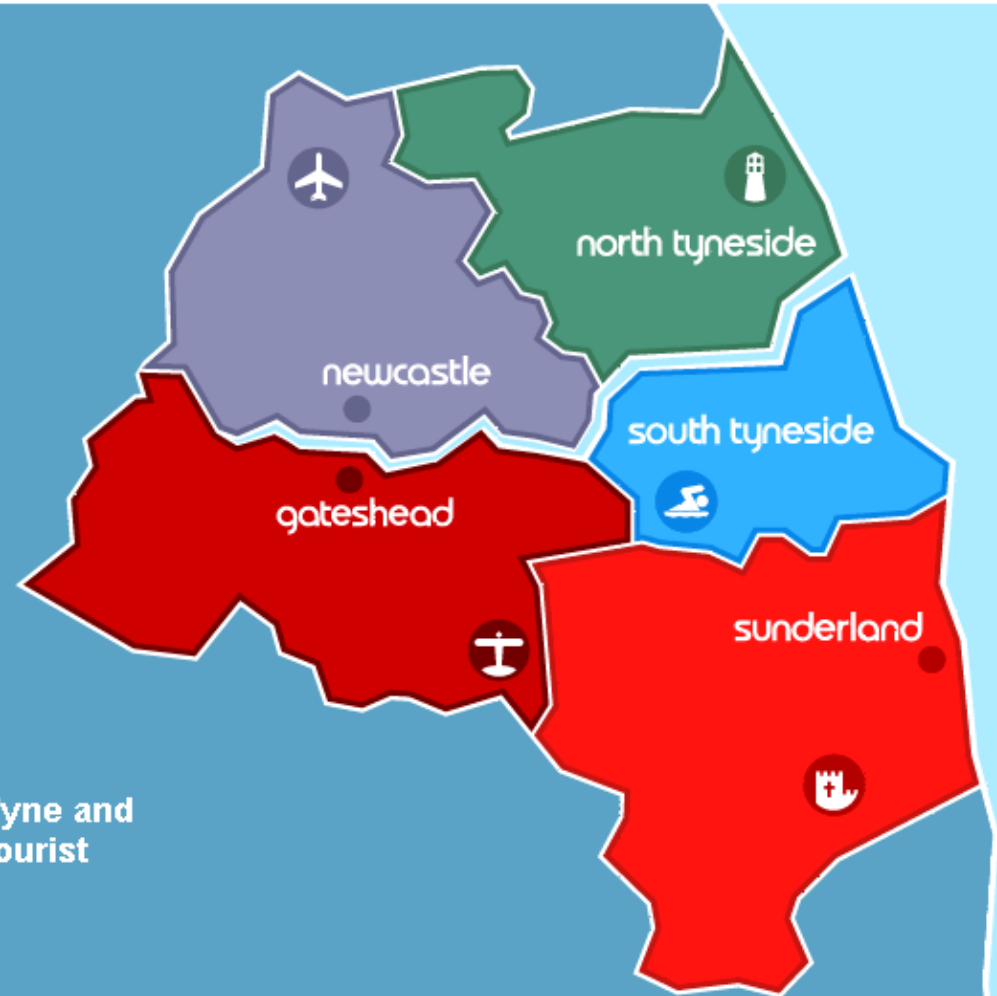
north tyneside

south tyneside

sunderland



Project Part-Financed by the European Union European Regional Development Fund Part of the Tyneside Tourism Business Assistance Project, providing support to tourism and leisure businesses across Tyneside.



Touch 'regional' for tourist information for all of Tyne and Wear. Touch the map or a location name to see tourist information for that area.

Open menu

regional

gateshead

newcastle

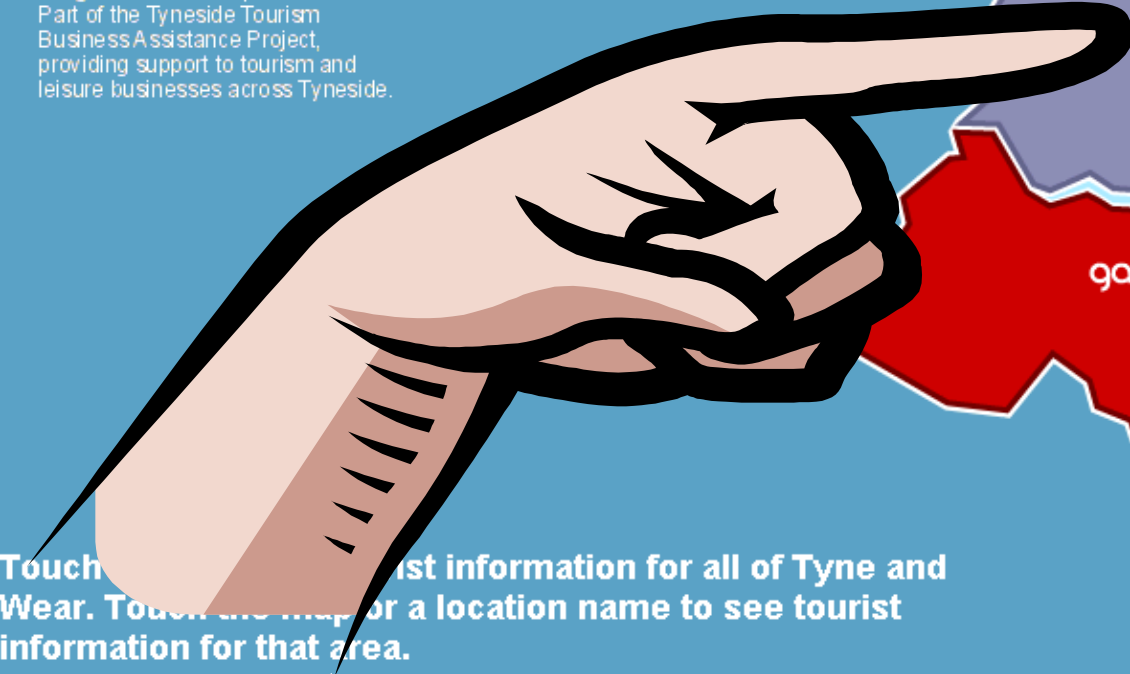
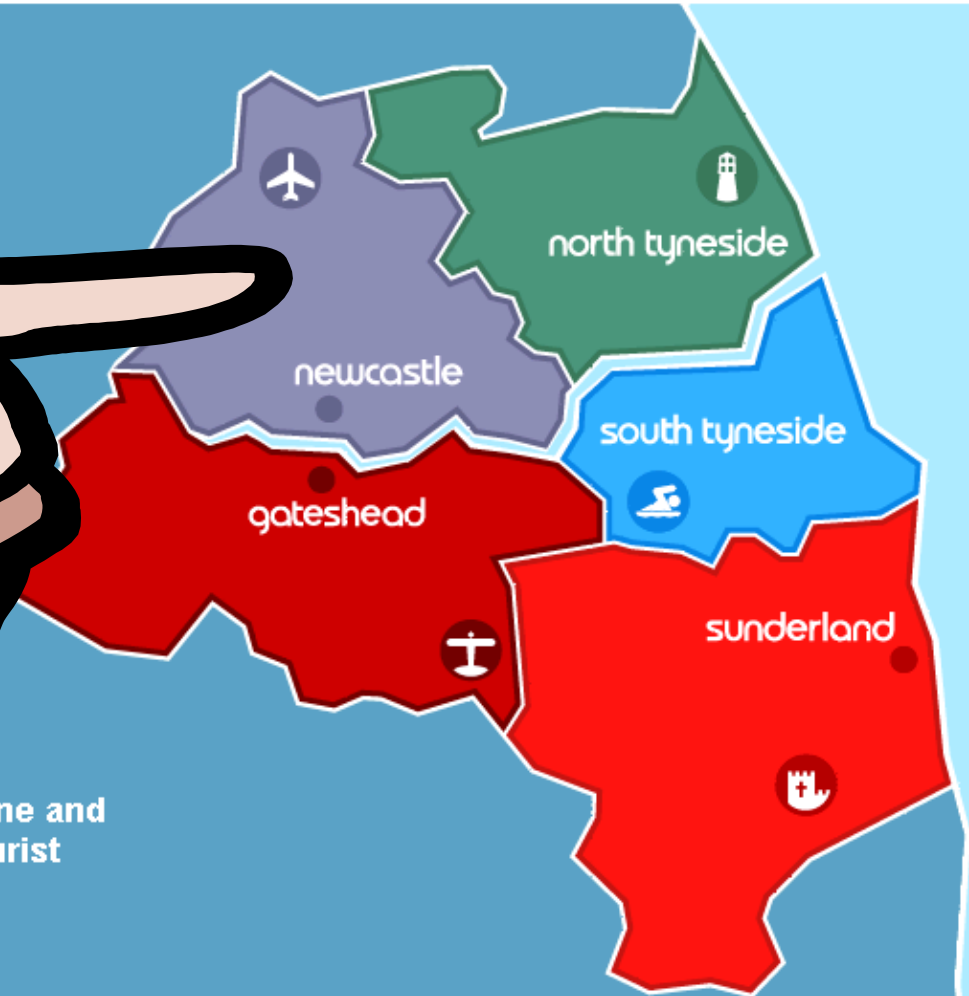
north tyneside

south tyneside

sunderland



Project Part-Financed by the European Union European Regional Development Fund Part of the Tyneside Tourism Business Assistance Project, providing support to tourism and leisure businesses across Tyneside.



Touch the Open menu for most information for all of Tyne and Wear. Touch the map for a location name to see tourist information for that area.

Open menu

regional

gateshead

newcastle

north tyneside

south tyneside

sunderland



Project Part-Financed by the European Union European Regional Development Fund Part of the Tyneside Tourism Business Assistance Project, providing support to tourism and leisure businesses across Tyneside.

- Where to Stay
- What's On
- Nightlife
- Eating Out
- Attractions



You can also access tourism information for any other council area

Open menu

regional

gateshead

newcastle

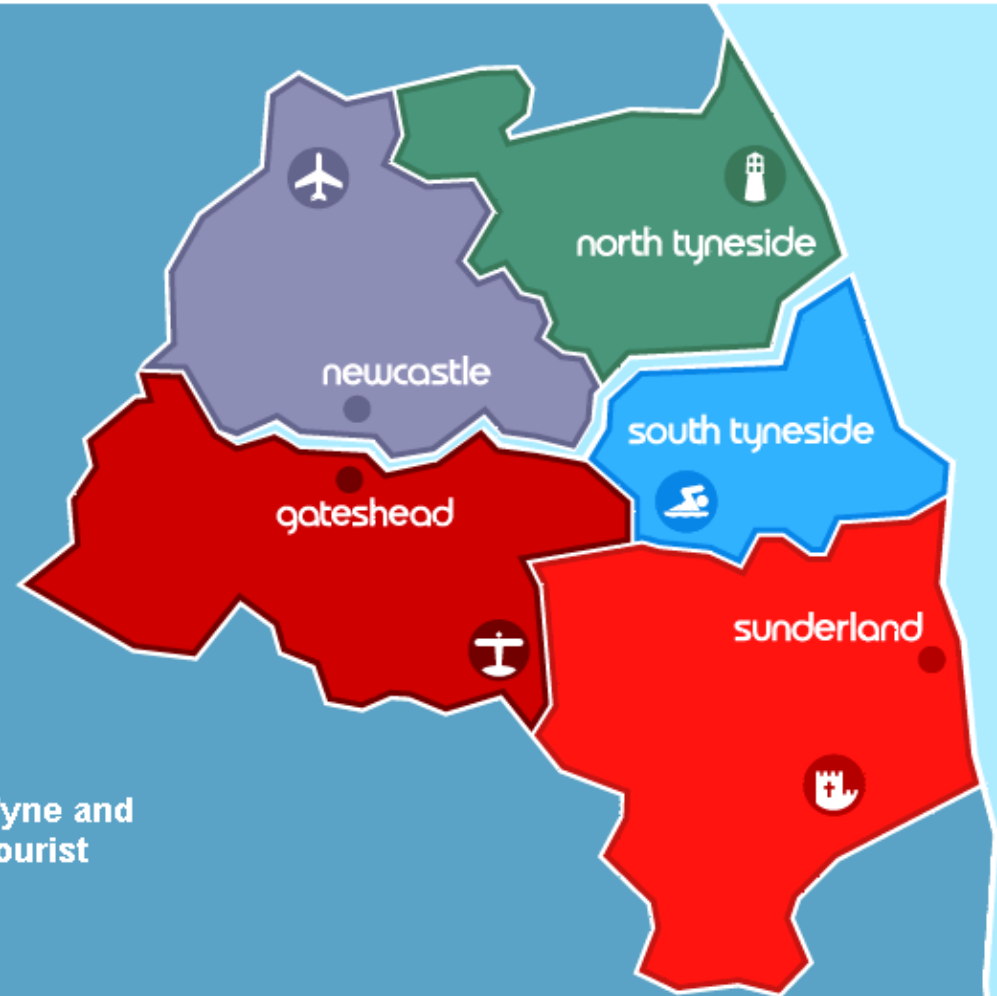
north tyneside

south tyneside

sunderland



Project Part-Financed by the European Union European Regional Development Fund Part of the Tyneside Tourism Business Assistance Project, providing support to tourism and leisure businesses across Tyneside.



Touch 'regional' for tourist information for all of Tyne and Wear. Touch the map or a location name to see tourist information for that area.

Open menu

regional

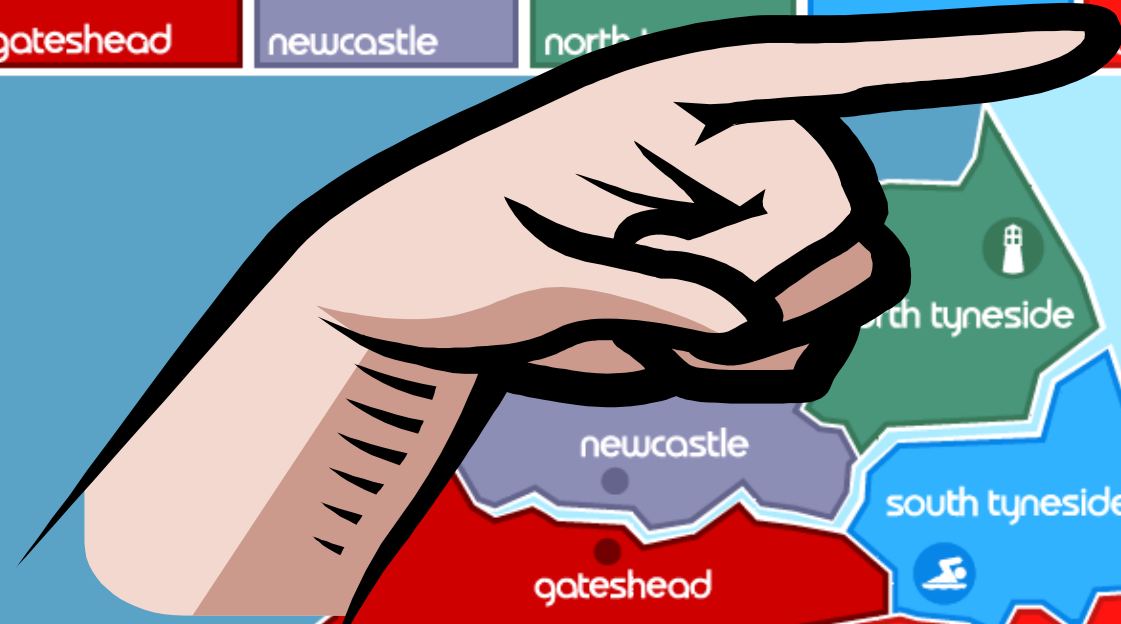
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newcastle

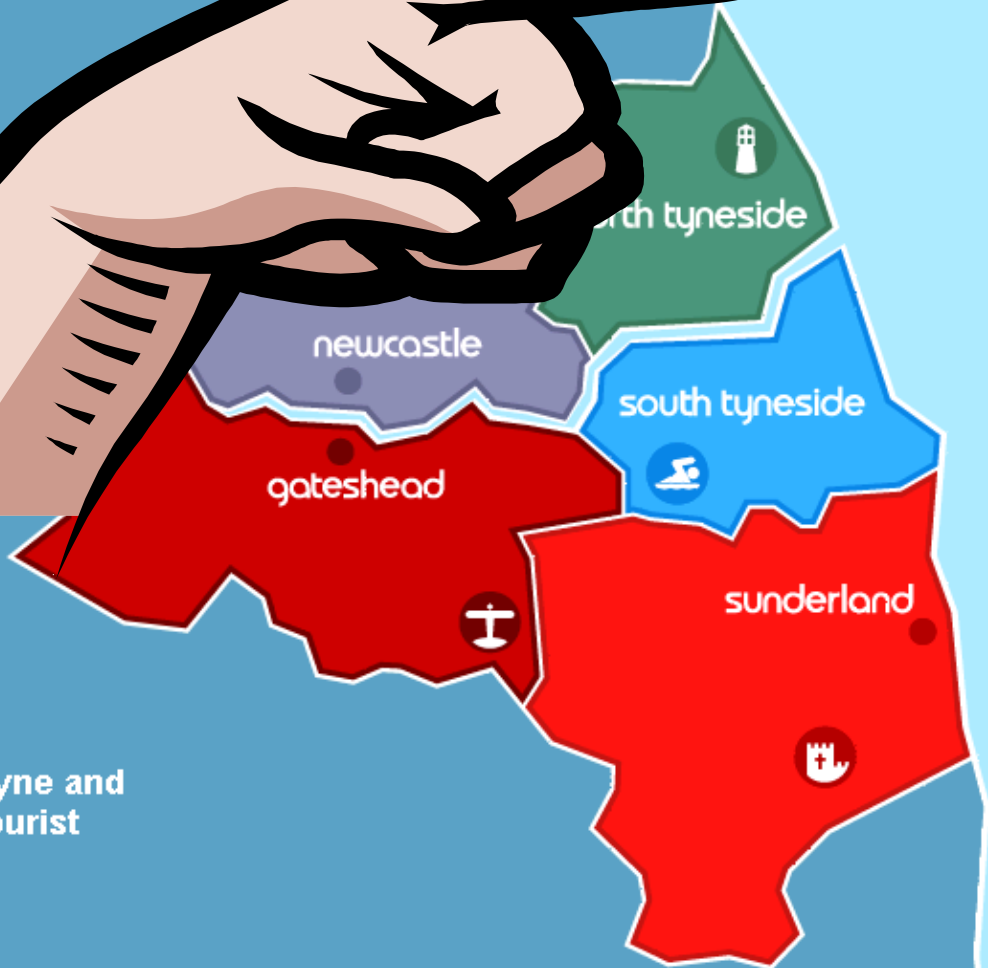
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sunderland



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Where to Stay

What's On

Nightlife

Eating Out

Attractions

3 44 pm | 18th November

Open



Tourism



Travel



Jobs



News



Fun



Advice



Freemail



Weather



Mail us



Open menu

regional

gateshead

newcastle

north tyneside

south tyneside

sunderland



Project Part-Financed by the European Union European Regional Development Fund Part of the Tyneside Tourism Business Assistance Project, providing support to tourism and leisure businesses across Tyneside.



Where to Stay

What's On

Nightlife

Eating Out

Attractions



Open menu

regional

gateshead

newcastle

north tyneside

south tyneside

sunderland

Attractions

Looking for something of interest?

Step 1 : Select type of attraction

Step 2 : Select facilities

Type of Attraction

- Any Attraction
- Architecture, Heritage and Monuments
- Cinema and Entertainment
- Family Fun
- Parks and Gardens
- Shopping
- Sport and Recreation



Next



Open menu

regional

gateshead

newcastle

north tyneside

south tyneside

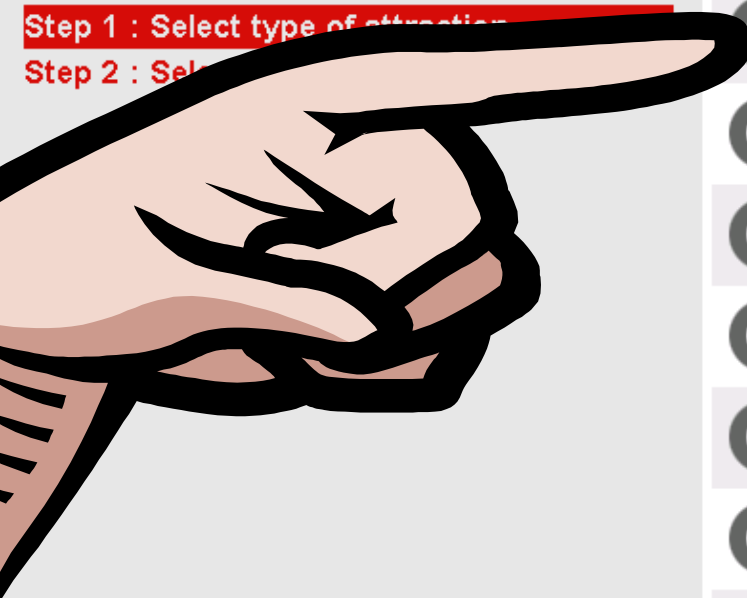
sunderland

Attractions

Looking for something of interest?

Step 1 : Select type of attraction

Step 2 : Select location



Type of Attraction

- Any Attraction
- Architecture, Heritage and Monuments
- Cinema and Entertainment
- Family Fun
- Parks and Gardens
- Shopping
- Sport and Recreation



Next



Open menu

regional

gateshead

newcastle

north tyneside

south tyneside

sunderland

Attractions

- Fulwell Windmill
- Hylton Castle
- Penshaw Monument
- Ryhope Engines Museum

New Search

Next





Close

Open menu

regional

gateshead

newcastle

north tyneside

south tyneside

sunderland

Attractions



- Fulwell Windmill
- Hylton Castle
- Penshaw Monument
- Ryhope Engines Museum

New Search

Next



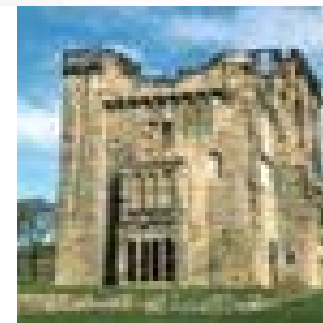
[Open menu](#)[regional](#)[gateshead](#)[newcastle](#)[north tyneside](#)[south tyneside](#)[sunderland](#)

Attractions

Hylton Castle

Address: Craigavon Road, Sunderland,

Telephone: 0191 548 0152



Hylton Castle is a superb early 15th Century castle, built by William de Hylton about 1400. It is in the shape of an enormous gatehouse or rectangular tower, and was designed for comfort rather than defence. The Hylton estates were eventually ruined by the combination of a disastrous will made by an eccentric Baron Hylton in 1600, and by support for the royalist cause in the Civil War. There is a fine array of medieval heraldry, particularly on the west front and east face, and on the nearby St. Catherine's chapel. Interesting details include stone carved shields bearing devices of local noble families. Hylton is reputed to be haunted by the Cauld Lad of Hylton,

[Back](#)[How to get here](#)[Print](#)

Services and information from
the kiosk operator supplement
the Council and Portal content

 A to Z of Services

 My Councillors

 Council Feedback

 Send me a form

 Envirocall

 Local information

Have you ever visited your local council's website?
 i-Poll Vote! 

Touch here to see what's going on, and find out more about your area...

 Open:tyne&wear local services

Latest News...

New road layout for South End

Your easy-find local directory

Touch here to search... 

Touch here for training... 

Jobs and 500,000 learning opportunities.

Touch here to search... 



Local information

A to Z of Services

Send me a form

Streetscene

Council Feedback

My Councillors

Have you ever visited your local council's website?

i-Poll Vote!

BBC Travel News

Fast, Accurate, Reliable, 24 hours a day

Close

Railways



Roads



The 13:30 First Great Western service from Swansea to London Paddington (due to arrive at 16:28) is **delayed** by 35 minutes.

23/10/2002 14:30

The 14:33 First Great Western service from London Paddington to Plymouth (due to arrive at 18:14) is **delayed** by 25 minutes.

23/10/2002 14:49

The 14:20 Midland Mainline service from Derby to London St Pancras (due to arrive at 16:35) is **delayed** by 19 minutes.

23/10/2002 15:03

The 15:30 Midland Mainline service from London St Pancras to Derby (due to arrive at 17:46) is **delayed** by 36 minutes.

23/10/2002 15:44

The 13:48 South West Trains service from Weymouth to London Waterloo (due to arrive at 16:31) is **delayed** by 15 minutes.

23/10/2002 15:52

The 16:15 South West Trains service from London Waterloo to Portsmouth Harbour (due to arrive at 18:15) has been **cancelled**.

23/10/2002 16:24



...s of trying to
Emergency cover offered

for more ITN news...

...obs and 500,000 learning opportunities.

worktrain

touch here to search...


have your say...

touch here to search...


 A to Z of Services

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Latest News...

New road layout for South End of T...

Your easy-find local directory

Touch here to search... 


Touch here for travel news... 

...0 learning opportunities.

Touch here to search... 



Has around 400,000 jobs and
500,000 learning opportunities.

1 Job types

2 Define job types

3 Job titles

4 Hours, location &
contract

5 Job list

About worktrain

Give us feedback

Local Jobcentre Plus

Find local childcare

Select 'one' of the boxes below. Then go to 'Step 2'.

Close

Administrative, Legal &
Financial

Armed Forces, Emergency
Services

Art, Design, Media

Building & Construction

Catering, Leisure, Tourism

Farming, Forestry & Mining

Health & Care

Information & Communications
Technology

Managerial & Professional

Retail, Sales & Customer
Services

Transport & Manufacturing

Other Work

Press here to
move onto the
next step!

2

A to Z of Services

My Councillors

Council Feedback

Send me a form

Envirocall

Local information

Have you ever visited your local council's website? i-Poll Vote!

Touch here to see what's going on, and find out more about your area...

Open:tyne&wear local services

Latest News...

New road layout for South...

Your easy-find local directory e e-street.com Touch here to search

Touch here to search... news... Touch here to search...

400,000 jobs and 500,000 learning opportunities. worktrain Touch here to search...



ePostcards

Close

Send a *freecard*

Click on one of the pictures below to select your card image...



GO BACK



ePostcards



Close

Send a *freecard*

Click on one of the pictures below to select your card image...



GO BACK



ePostcards



Close

Send a freecard

Fill in the To, From, Subject and Message boxes and press Continue...



To:

From:

Subject:

Message:

Chars
Left:
400

CANCEL

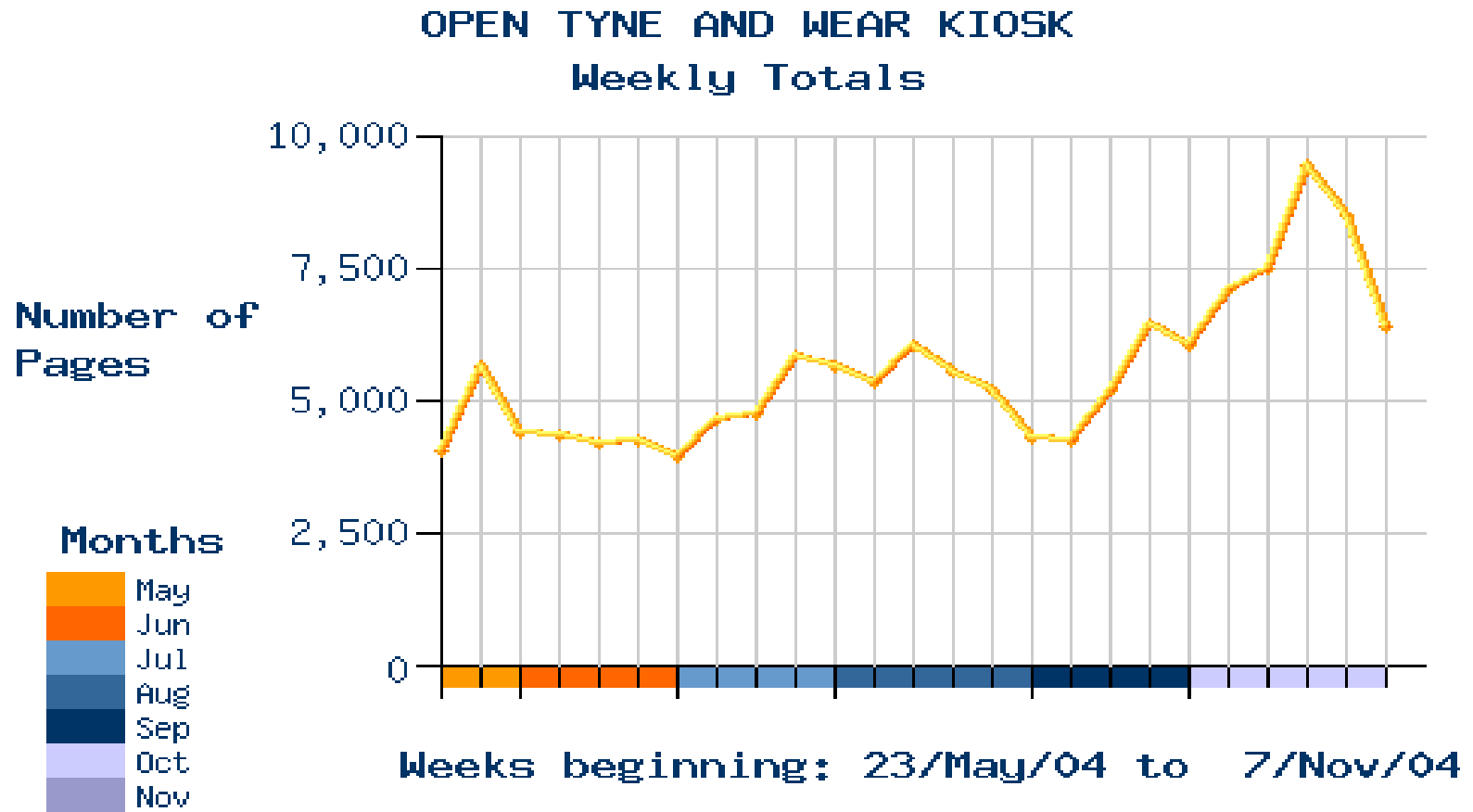
CONTINUE



Are these kiosks used?

- Yes – not just for games and Freemail
- On average each kiosk gets 35 users a day
 - busiest ones get 90+ users each day
 - not always the obvious locations
- 8 out of ten users use Council or Tourism services
- Kiosks are most used on Saturdays and during school holidays
- Quarter of a million extra customer contacts each year

Usage graph



What we've got

- A network and services reflecting £1.3m of investment, largely funded by external sources
- At least four years tenancy on 39 outdoor and indoor kiosks (with more planned for 2005)
- The 'Open:tyne&wear' concept & brand
- Five councils with at least 6 services each, plus district by district and countywide tourism services
- More countywide content to come (Nexus, Connexions etc.)

Lessons learned

- Existing partnership arrangements
- Existing Joint purchasing vehicle
- Existing network to join
- External funding
- Buy in
- Full time co-ordinator, not 'robbed' by other demands
- Timescale
- User requirements
- Evaluation
- Promotion and awareness
- Fit to strategic aims
 - Part of what you've already got staff devoted to

Where we are going?

- Expanding the network, adding more regional services
 - Connexions
 - Nexus
 - Transport.direct
- WiFi
 - Delivery of council and tourism services
- Launched DigiTV services in July 2004
 - Next step to link xml kiosk feeds to DigiTV

Interactive Digital Television



Digital Interactive Television

- Part of the Office of the Deputy Prime Minister's National Project on Digital Television.
- Pilot of interactive digital Television
 - ntl: , Sky and Telewest.
- Establishes a (national) Digital Television platform for public services in Tyne and Wear.
- Plan to link dynamic content from the kiosks.

The logo for 'Open:tyne&wear' features a stylized 'O' with a small globe icon inside it, followed by the text 'pen:tyne&wear' in a lowercase, sans-serif font.

Our pilot Digital TV service.
Use the 'Your views' button to tell
us what you think of it.

Main Menu

18 November 2004

Local Councils

Visiting the area

Public transport

Connexions T&W

T&W Museums

About

Your views

Search

 Help

 Terms

Press 'OK' to select
this menu item



Linking People to Places

www.nexus.org.uk

Promoting Public Transport in
Tyne & Wear

Main Menu

18 November 2004

Concess. Travel

Metro

Shields Ferry

Care Service

Travel info

Contact us

Terms of use

Feedback: digitalTV

Help

Terms

Press 'OK' to select
this menu item

Open:tyne&wear

Quick Links

Visiting the area

Welcome to Tyne and Wear.

About the area

Tourist services

Attractions

Beaches & coast

Major events

Getting here

Dining & nightlife

Your views

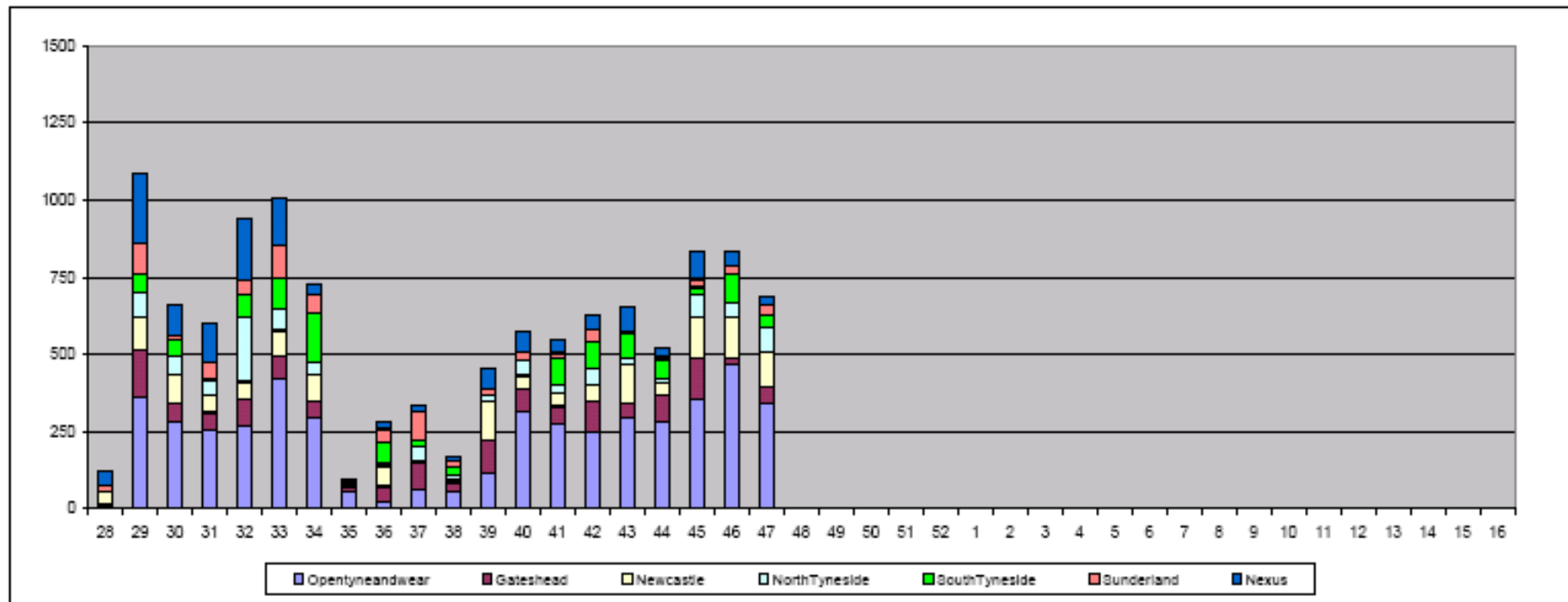
▶ Nexus Menu

▶ Councils

▶ CTW Menu

Press 'OK' to select
this menu item

Usage



Week 28 Go Live
Week 34 Navigation Change to Postcodes
Week 35 - 48 Advertising (N, NT, ST, S)
Week 37 - 48 Advertising (G)

Week 39 Navigation Change back from Postcodes
Week 40 Press Release
end Week 42 Evening Chronicle Advert
end Week 43 Evening Chronicle Advert

note that figures include accesses by project staff

Timescales

- Community Service Portal and kiosks funded for 4 years.
 - Councils have option to extend beyond 2008.
 - Councils rolling out further kiosks as part of their own customer service projects
- Digital TV
 - Start summer 2004
 - 1 year pilot as part of National Project
 - Councils have option to extend beyond March 2005.

Smarter thinking



Enhancing the offering

- Organisations can
 - Fund more kiosks / DigiTV sites
 - Add content on their local Councils pages
 - Add regional content in the portal
 - Fund functionality enhancements to kiosks
 - Smartcard readers
 - Help point buttons
 - Webcams

More services, more councils

- Our kiosks already carry 5 Councils' information and services
- Many councils investing in kiosks
- Why not browse services and information from other Councils on your kiosks?
 - Joined up visitor information
 - Improve the 'leaving experience'
 - Easy access to 'home' services when you're travelling
- Why not add other services?

Smarter Kiosks – or more useful Smartcards?

- Card market is mature
- Public sector systems suppliers starting to adopt cards
- Smartcards need places to use them
- Single purpose cards are generally not sustainable
 - Same is true of kiosks
- Multi purpose cards and multiple acceptance points are required to deliver user confidence

Smarter Kiosks – or more useful Smartcards?

- Kiosks can offer
 - A physical point of presence for the Council or service providers 'brand'
 - Access to a wider service network and shared supporting systems such as authentication
- There is a rationale for working together
 - kiosks providers
 - card issuers
 - network providers
 - service providers

- Defines User (Card Holder) data on Smartcards that can be read by any terminal
- An electronic aid save your typing
 - Remembers your display preferences and interests
 - Personalises your
 - Interface (accessibility)
 - Language
 - Content
- Encourages sharing of your basic 'needs' information
- BUT - you control what's in there and who you let access it

- Suggests a mechanism for joint working
 - Card Issuers
 - Terminal providers
 - Service providers
- Proposes relationships between user and Card 'clubs'
 - Kiosk can tell your 'club' from your card and can offer you services from service providers also in the club (like Nectar)
- BUT - you control what's in there and who you let access it

- Born in the North East and refined across Europe
 - Distinct Project
 - TORG, Newcastle University
 - Special Projects Unit, Newcastle City Council
 - NEXUS
 - Initial and follow up CEN Information Society Standardisation System Workshops
- Compliant with key international standards
- Agreed at a European level
- Being used by UK and European Smartcards initiatives

Kiosks and Cards



- Use kiosks to
 - Plan your journey
 - Buy your ticket
 - Top up your purse
 - Check your account
 - Spend your points
- Coming soon
 - Access (local) government services
 - Track an enquiry
 - Pay a bill
 - Notify change of address
 - Authorise information sharing

Smartcards in the North-East

- Market of 3million people Tweed to Tees
- Shared supporting systems for transport and citizen based services
 - Card issuing and service-loading management
 - Identity and user registration
 - Helpdesk
 - User authentication
- Likely uses
 - Small value payments
 - Local travel ticketing
 - Access to education networks
 - Authentication for public services, especially to claim discounts

www.neresc.org.uk



Real-time, mobile services: Some ideas for tourism

How are people organising their trips?

- Independent travel & self-intermediation
 - arranging at least
- Growth of internet bookings and low cost operations
 - Growth of portals and direct booking
 - Laterooms
 - Expedia
 - Octopus
 - Easyjet
- Growth of internet 'fact finding' pre trip
- Limited market at the moment, but growing

What's happening with technology?

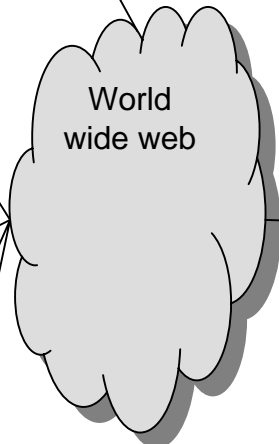
- Massive growth in portable devices
 - Mobile phones
 - PDAs
 - Wireless laptop PCs
- Expansion of broadband & wireless availability in urban and rural areas
- Growth of 'always on' out-of-home data infrastructures
 - Kiosks
 - Mobile phone networks (SMS, GPRS, 3G)
 - Wireless internet

How might technology and tourism converge?

- What if offers could be made more dynamically?
 - By location?
 - By theme?
 - According to tourist's 'attributes'
 - Travelling with children
 - In a motorhome
 - Wheelchair user
- Enabling ad hoc 'trails', joined up offers etc

What would be required?

- Means of identifying user's location & carrying around their interests, trusts and records
- Common offers format / language
- 'Offer serving' applications / service providers
- Offers being related to a location or theme
- Direct or intermediary access for all providers to make offers
- A common way for systems to pick up and 'package' product offers from providers
- Providers could then push market ad hoc micro offers to tourists according to location or interests
- This could enhance the 'pre trip' and 'in trip' experience
 - possibly also the post trip
- Quality assurance to instil trust
- **Not just for tourism**

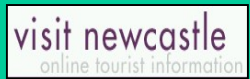


guess

know

search

Portals



Offers

- Where to Stay
- What's On
- Major Events
- Attractions
- Beaches & Coast
- Cycling & Walking
- Dining Out
- Entertainment
- Nightlife
- Shopping
- Sport & Leisure
- How to Get Here
- Visitor Information

Supermarket 3

Garage 2

Newsagent 1

Local Pub 2

Niceplace 1

Joe's Taxis

Do we need to start building this, then?

- No - Many of the building blocks are already in place
- The market will emerge and will organise itself if the infrastructure is in place
- The market doesn't need designing, but the 'road rules' might
- Pace of technology and service developments suggests gathering the requirements for this enabling infrastructure is needed sooner rather than later

Do we need to start building this, then?

- Technology in place
 - Cookies that remember your interests
 - Internet radio stations that learn your favourite tunes
 - Outdoor broadband networks
 - Electronic tickets, token and vouchers
 - Mobile phones and PDAs
- Systems to manage service information, offers and transactions
 - ‘Horses mouth’ data management
 - Xml data flows
- How far away is ‘page as you go’?
 - Receiving council service offers and information on your phone or PDA according to your interests and location?
 - The virtual, real-time ‘holiday rep’?

What has this got to do with Smartcards?

- Smartcards won't make this happen – but this could help Smartcards happen
 - Smartcard technologies will emerge as tools within this infrastructure as the market and services develop
- The components of the infrastructure are more important than the card
 - Trust, consents, transactions, portals, offers, vouchers (tickets) etc
 - Might be Smartcard technology but not on a card



So what has all this got to do with Transport?

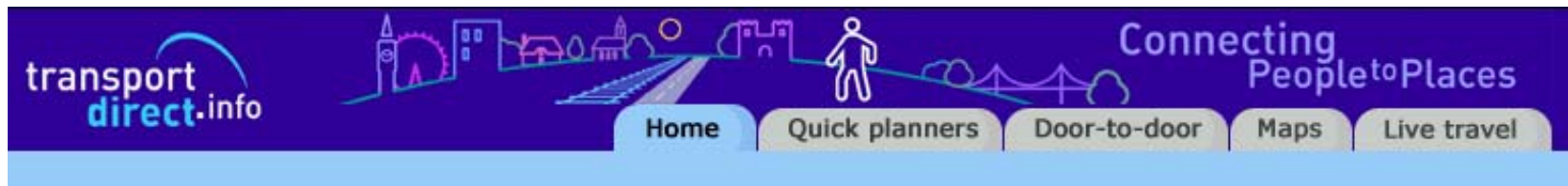
Well..

- Transport authorities are modernising and joining up services with Councils
 - Highways Agency
 - DVLA
 - Tyne Tunnels
 - NEXUS
- Modern Council systems include enhanced geo-spatial referencing and links to GIS
 - Enhance possibilities of linking services, events, offices and service points to journey planning systems
 - Will give enhanced data for planning services including road and passenger transport provision


and..

- New access channels being developed by Councils enable joint service delivery
 - Not just Council Services
 - Not just 'not for profit'
- Kiosks, One stop shops, Digital TV, Transactional websites
 - including journey planning, ticketing, navigation
- Joined up initiatives
 - Radio
 - Telemetry
 - RTI
 - networks

Pre-Trip Public Transport Information



We bring together road and public transport information to give you choices when planning journeys anywhere in Britain.

 **This is the second trial version of Transport Direct. You can now plan the main part of your journey using a 'Quick planner' and then add local journeys using the 'Extend journey' feature. There may still be gaps in the public transport information supplied to Transport Direct. If you experience problems with any information, please let us know by clicking 'Contact us'.**

Quick planners



Find a train



Find a flight



Find a coach



Find a car route

Door-to-door planner



Compare car journeys with national and local public transport (excluding GB internal air).

Maps



Find location and traffic maps.
Find station and airport locations.

Live travel



Get up-to-date travel

Live travel news summary

Very severe incidents are shown first in bold. Most recent events appear at the top.

CARDIFF: M4 ACCIDENT EASTBOUND

NORTH LANARKSHIRE: A80 CONGESTION SOUTHBOUND

SHROPSHIRE: A489 ACCIDENT NORTHBOUND

LEICESTERSHIRE: A6004 ACCIDENT BOTH WAYS

SOUTH LANARKSHIRE: B764 ACCIDENT BOTH WAYS

BERKSHIRE: M4 ACCIDENT WESTBOUND

WORCESTERSHIRE: M5 ACCIDENT SOUTHBOUND

CENTRAL EDINBURGH: M8 ACCIDENT WESTBOUND

ABERDEENSHIRE: B974 PROBLEM BOTH WAYS

WEST YORKSHIRE: M1 ACCIDENT SOUTHBOUND

SOUTH YORKSHIRE: M1 PROBLEM SOUTHBOUND

SOUTH LANARKSHIRE: PROBLEM

Kiosks can offer real time services on the street

- E-ticket recharging and payment
 - and hot-listing
- Weather information services
- Electronic payment systems
- View webcams and information about roadworks, delays and diversions
- Journey planning (drive, ride and walk)
 - Including wifi route transfer to portable navigation systems

Kiosks can offer real time services on the street

- Bus arrivals information
- Vehicle location tracking / vehicle telemetry
- Uploading of management information and electronic ticketing data for clearing
- Webcams in kiosks broadcasting congestion video
- Apply for parking permits / pay fines
- Provides a 'hotspot' for mobile workers
 - such as parking wardens to connect to information and management systems and offer information and services to the public

Trip planning terminals

- ROMANSE TRIPlanner terminal in use in Southampton
 - a multi-modal trip planner with hardcopy facility



How new is all this?

- Newcastle has had on street kiosks for seven years
- Newcastle Council and Nexus researched cable TV teletext and kiosks ten years ago.
 - ‘TURTLE’ researched using brand new database and pre-market software standards for transport information and journey planning
 - Identified possibility of using Smartcards to personalise kiosk interfaces

How new is all this?

- Then along came the internet and modern database systems
 - Changed expectations
 - Speeded up development time and speed to market
- Still 5 years lead time to market
 - NEXUS moved to relational database for timetable info (from flat text files) in late 1990s
- Transport telematics develops in a public arena
 - Risk averse national & local authorities
 - Invest only in proven products / mature technologies
 - Have existing contracts in place
 - Real time to market nearer 8 or 10 years?
- BUT time to market is shortening

In summary:

- Government agencies are moving towards more joined up, better informed systems
- Emerging consumer and business technologies are changing the way council operate
- New, more customer focussed, delivery channels enable more effective, joined up service delivery
- New services are likely to be delivered jointly
- The pace of change is quickening

In summary:

- We have delivered a solution to join up content and broaden the kiosks network
- Kiosks, digital TV and www can all be reached by publishing content once
- There are many new services and enhancements that can be added to the kiosks network
- Other north east Councils can join or replicate what we're doing without having to go out to tender
- Others are already planning to join
- We see this as just the beginning of our story

Questions?



Further Information

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