

Open:tyne&wear Regional Network

Graham Jordan

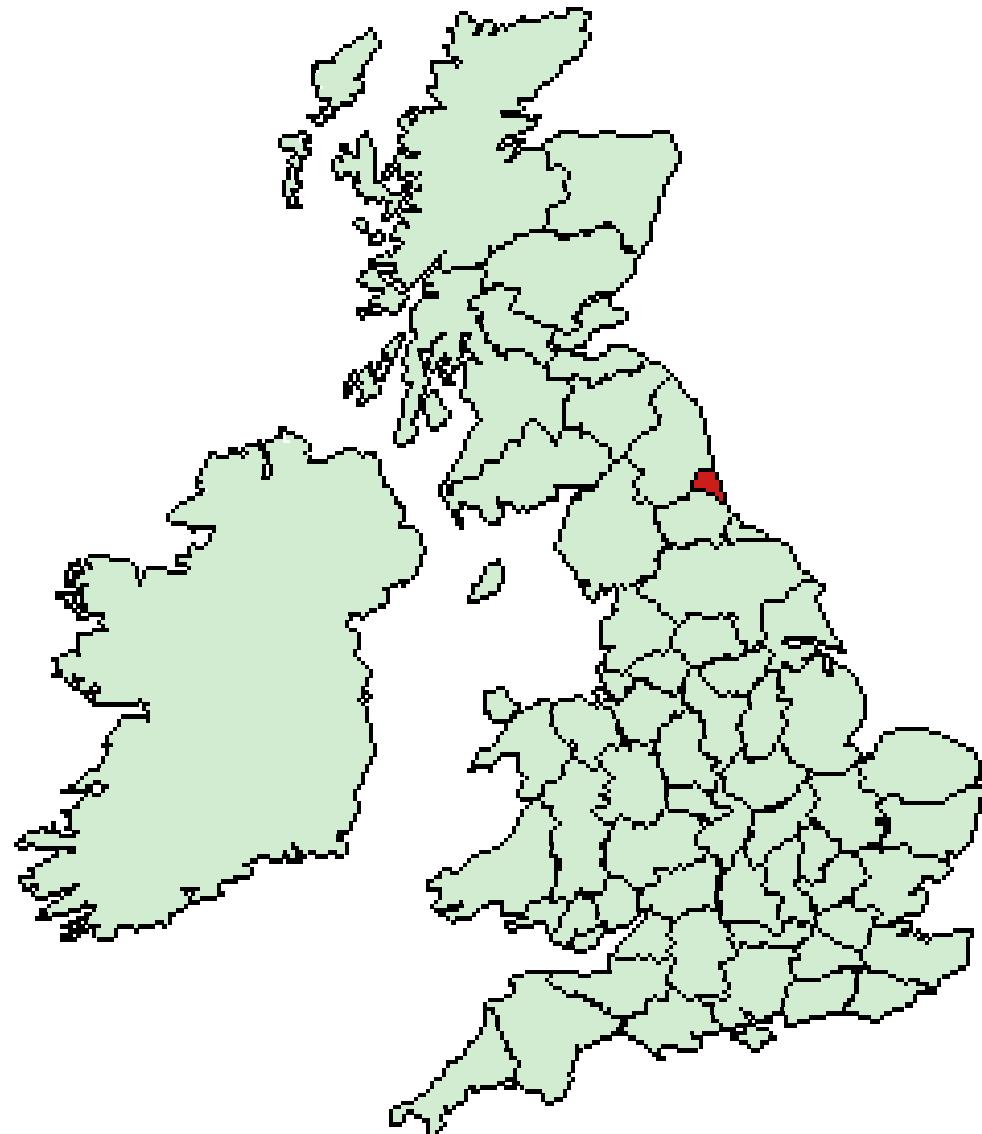
Tyne and Wear ICT &
eGovernment Partnership

November 2004



Location

- Tyne and Wear
 - Gateshead
 - Newcastle
 - North Tyneside
 - South Tyneside
 - Sunderland



Background

- 1 million people, average earnings £20k
- Half of wards fall in 10% most deprived in England
- 5-10% of households do not have a telephone
- Twice the English rate of child poverty
- Redeveloping public realm through leisure and the arts
- Rapidly growing tourist and business destination
- Significant public and private investment in the region

Customer Requirements

- Citizens
 - More access to Council services out of hours
- Council eGovernment policies
 - 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

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 Q1 04
- Tourism services Mar 04
- Ministerial launch Mar 04

Promotion

- Minister
- BBC Blue Bus
- Metro station posters
- Bus side & cove cards
- Newspaper adverts
- Leaflets
- Stock photos
- Posters
- Screensavers



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:

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

Go to your nearest touch  on the

For further information call www.opentyneandwear.info

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 £1000 cash!
See reverse for details

Gateshead • Newcastle • North Tyneside
South Tyneside • Sunderland

latest news & sport
council services
visitor information

i+

Open:tyne&wear

Welcome to i-plus!

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

on the phone on the web

on the kiosk 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

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
 - Brought in Sunderland

How we did it

- Project Team
 - Full time Project Manager
 - Work split into deliverable Teams
 - 5 council reps - each Council had a team comprising at least ICT, Highways
 - that looked after
 - Site surveys
 - Consultation / democratic process
 - Installation
 - Promotion & Publicity
 - Most staff costs absorbed as 'core business'
- Procurement via s-cat
 - Connect Internet Solutions / 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



A to Z of Services



My Councillors



Council Feedback



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Envirocall



Local information

Have you ever
visited your local
council's website?



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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Vote!

3:44 pm | 18th November

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

Open:tyne&wearlocal

Latest News...

New road layout for South End o

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...





Open:tyne&wear

Open:tyne&wear local services

Touch here to find out more...



Open:tyne&wear tourism

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



3:44 pm | 18th November



Mail us



Open:tyne&wear



3:44 pm | 18th November

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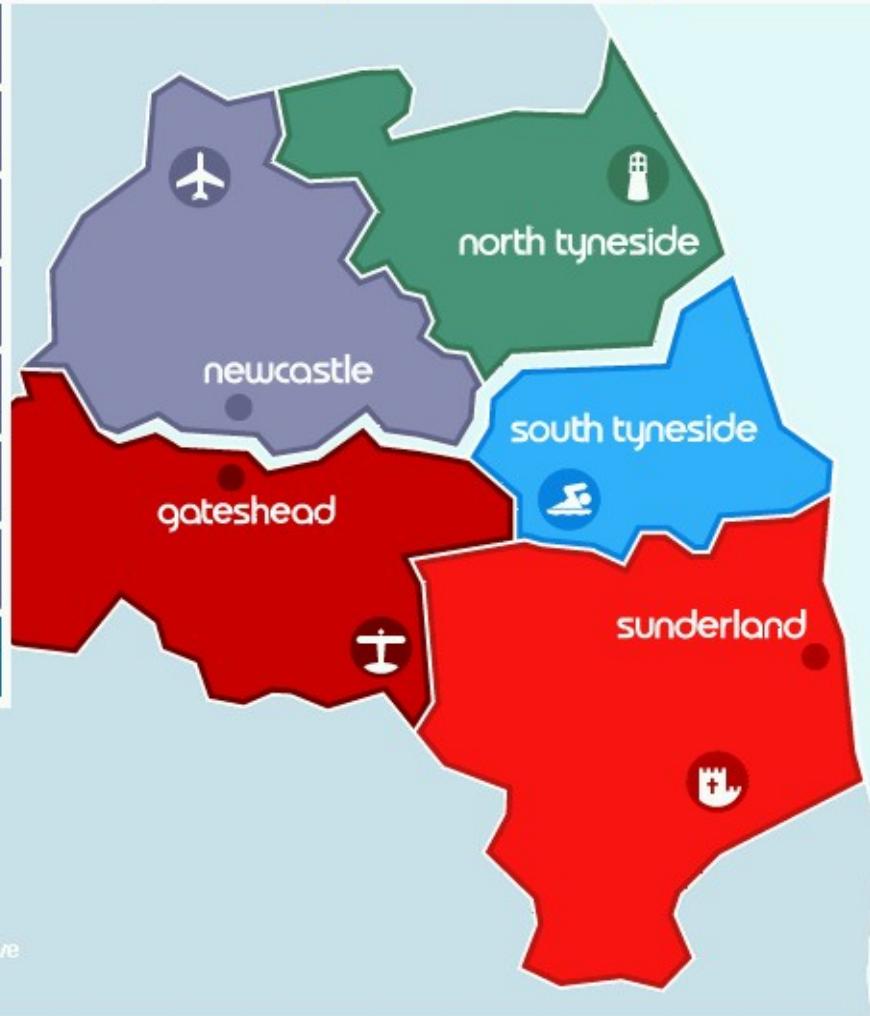


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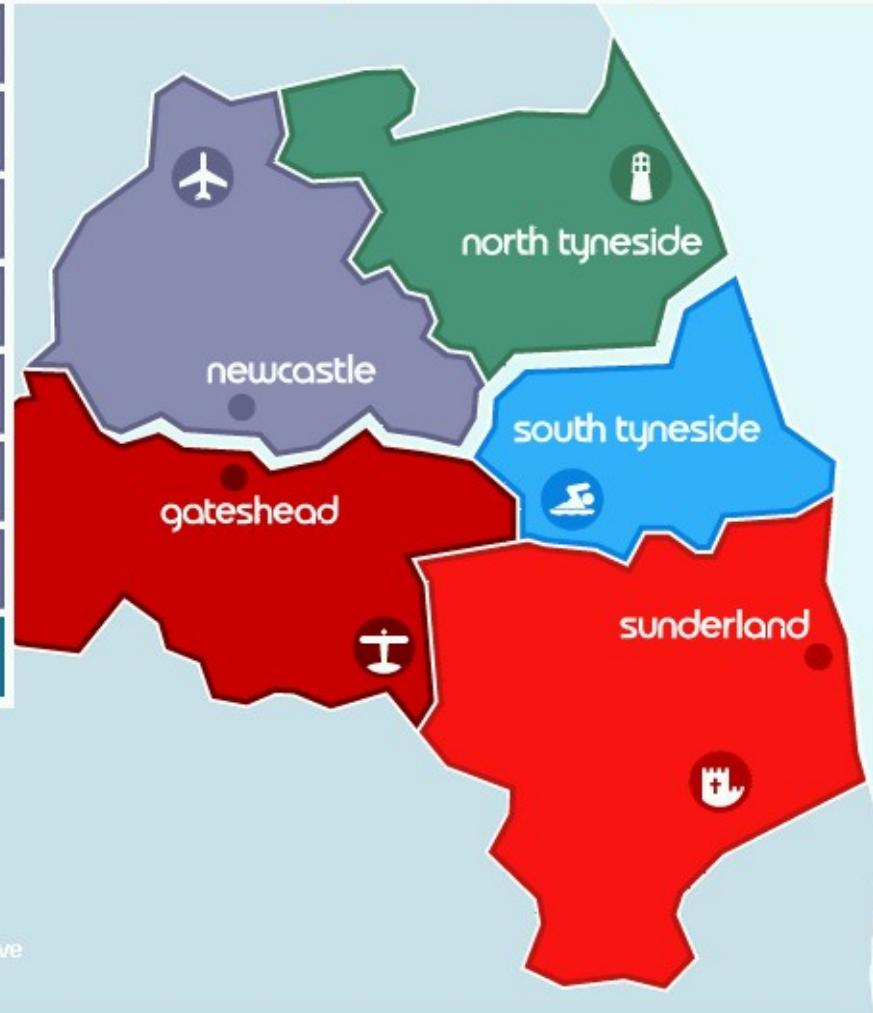
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Council services are provided by linking to the kiosk services already developed by each Council



My Councillor



Please select one of the wards listed below.



Walker



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



Walkergate

West City

Westerhope

Wingrove



You can also access services from other councils

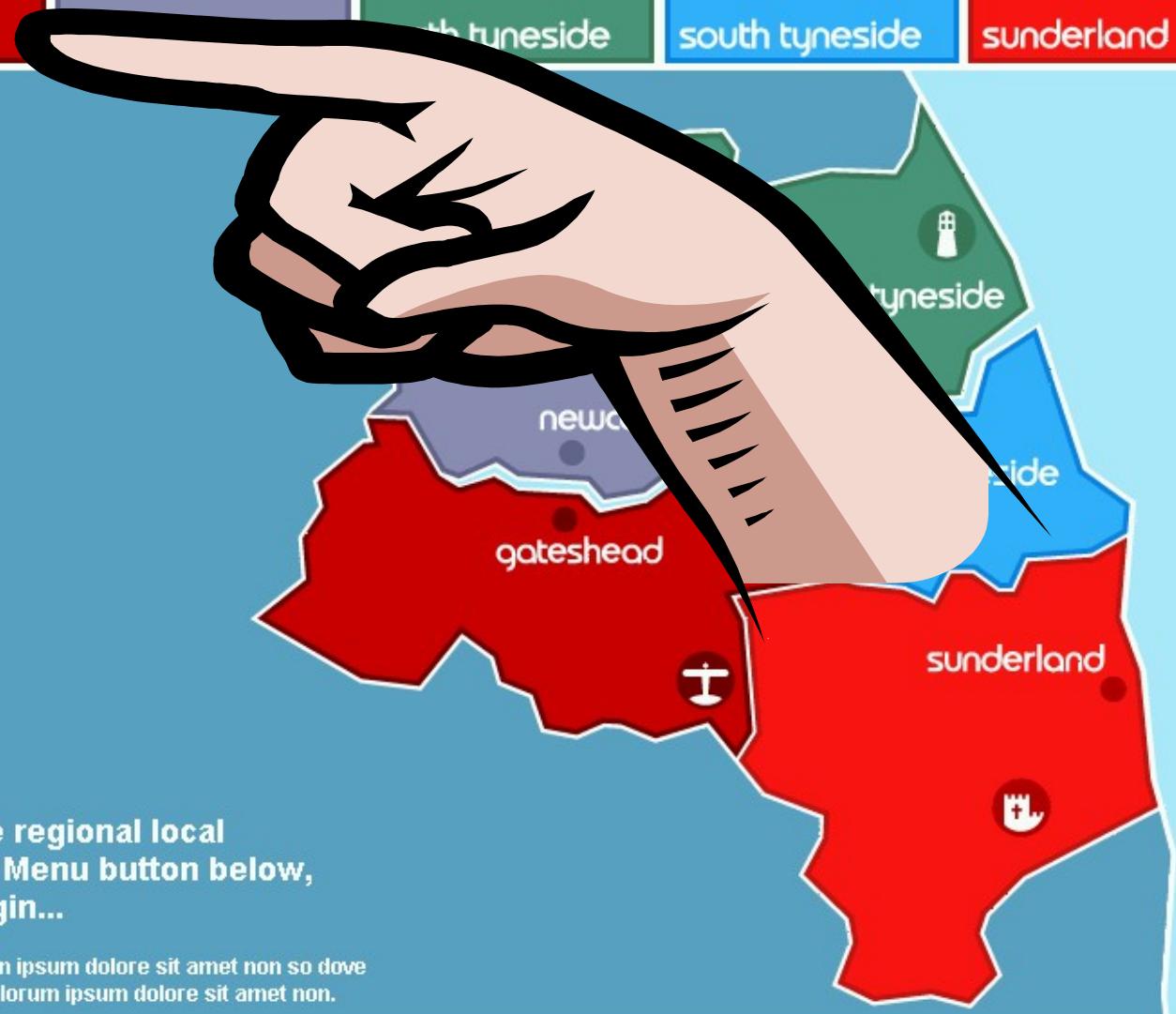
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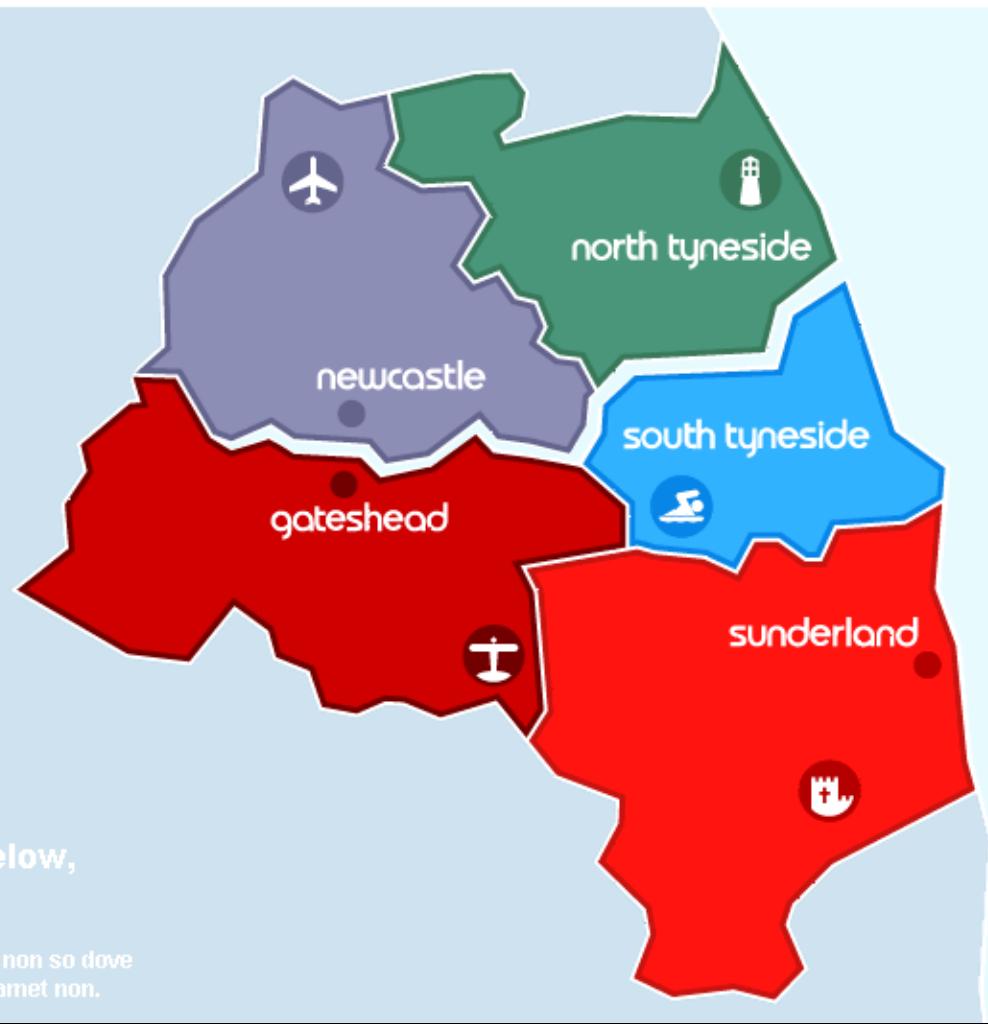
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[What's On](#)[Regular Events](#)[Venues](#)[Societies and Organisations](#)

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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Council Feedback



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council's website?



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and find out more
about your area...

Open:tyne&wear local services

Latest News...

New road layout for South



Your easy-find local directory



Touch here to search...

Learning opportunities.

work train

Touch here to search...



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

Tourist Information is drawn together by the Portal and presented direct from it.

A to Z of services

Council jobs

Request a form

Report a problem

Who's my councillor

Council Staff

attractions

accommodation

what's on

dining out

nightlife

shopping

entertainment

sports & leisure

visitor information

major events

Direct Access + Editorial Control

DigiTV Starter Kit Management System

Interactive Digital TV
sky, mtv, telewest

Import

XML
Export

Export

Import

Council Systems

Open Tyne & Wear system

on-street and indoor
i.e Point Kiosks

Import

XML
Export

Council Systems

Export

Import

VisitTyneandWear.com system

www.visitnewcastle.com

Direct Access + Editorial Control

VisitNewcastleGateshead.com
system

www.visitnewcastlegateshead.com

Direct Access + Editorial Control

Third Party Content Providers

Council Systems

Export

Import

Direct Access

Third Party Systems

NGI Staff

Direct Access + Editorial Control

Individual Hotels,
Attractions etc

Direct Access

Open:tyne&wear data flows

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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.

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Close

Open:tyne&wear tourism welcome

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Where to Stay

What's On

Nightlife

Eating Out

Attractions



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You can also access tourism information for any other council area

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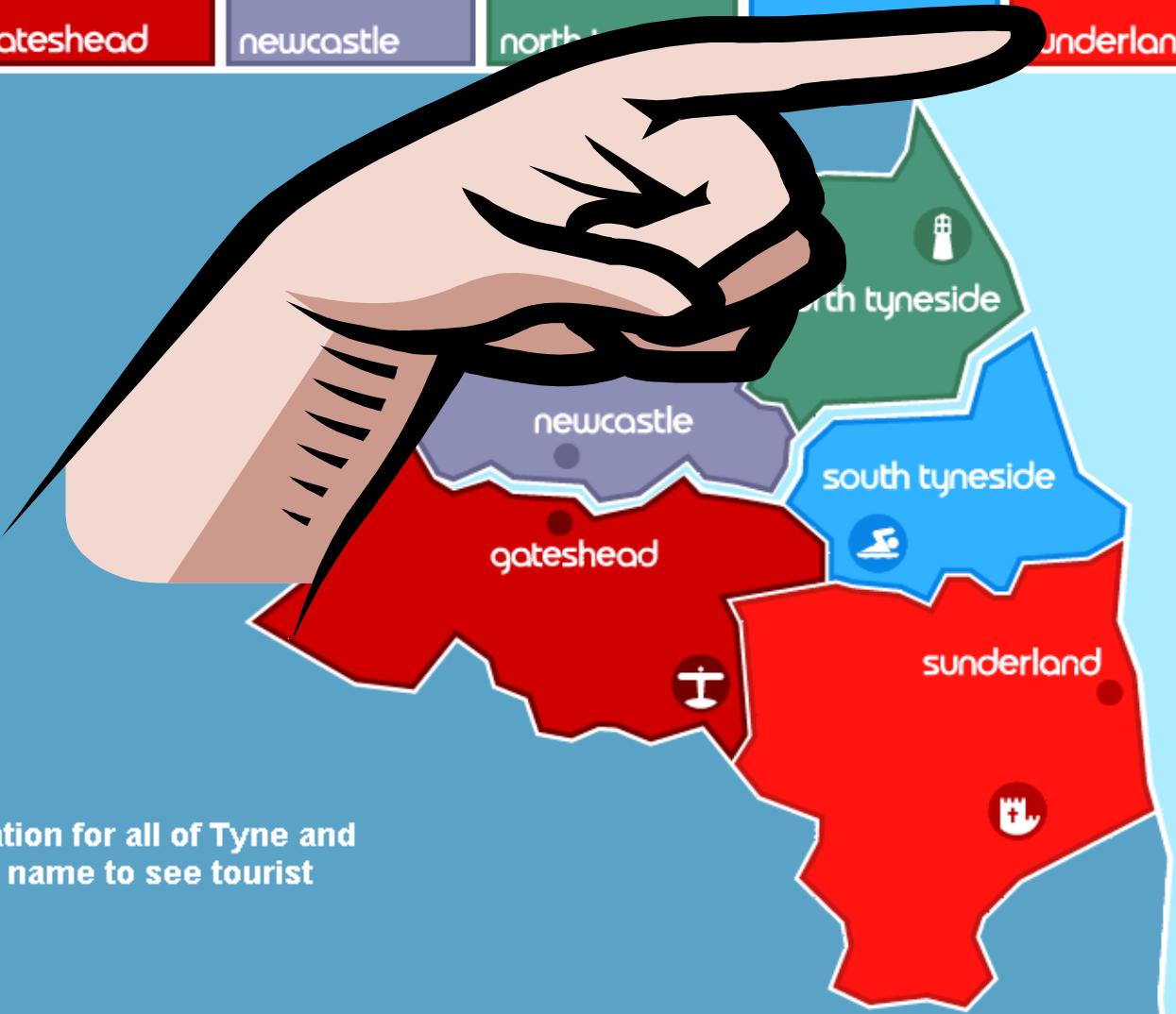
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Attractions

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

Theatre and Performance



Next

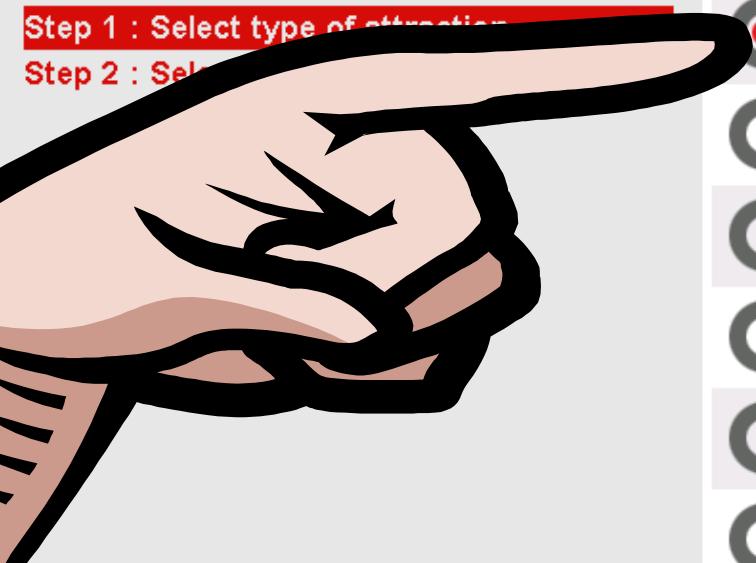
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Attractions

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

Theme Parks and Attractions



Next





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Attractions

Fulwell Windmill

Hylton Castle

Penshaw Monument

Ryhope Engines Museum

New
Search

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Attractions



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

New
Search

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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.

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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.)

Are these kiosks services 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

Lessons learned

- Organisation
- Timescale
- User requirements
- Evaluation
- Promotion and awareness

Where we are going

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

Some thoughts for the future

- 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’?

Further Information

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