

Creating Accessible Services via Portals

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Tyne & Wear ICT Partnership
April 2005



Background: Tyne and Wear

- 5 metropolitan districts
 - Gateshead
 - Newcastle
 - North Tyneside
 - South Tyneside
 - Sunderland
- 1 million people
- Average earnings £21,000
- Half of wards fall in 10% most deprived in England
- Twice the English rate of child poverty
 - more children in low income households than any other region



Background

- Citizens often need to pass a credit check to access
 - Fixed line telephony
 - Digital TV (other than Freeview)
- 8% of households don't have a telephone
 - Need a phone for internet
 - So at least 86,000 people can't get internet at home
 - About a quarter of these will be children
- Second lowest level of internet access in country
- As a result to access our services many citizens will rely on
 - Face to face contact
 - Pay as you go mobile phones
 - Public access terminals in libraries
 - On street kiosks
 - Free, or pay as you go, mobile internet (WiFi)

Tyne and Wear ICT & e-Government Partnership (TWICT)

- Shares experience and progresses technology initiatives for the benefit of the region
- Commissions research into areas of common interest
- Jointly purchases goods and services
- Chaired by South Tyneside Council
- One full time member of staff
- Councils involved are:
 - City of Sunderland
 - Gateshead Council
 - Newcastle City Council
 - North Tyneside Council
 - South Tyneside Council
- Associate members
 - ONE NorthEast (Regional Development Agency)
 - Durham County Council
 - Northumberland County Council
 - NEXUS (T&W Passenger Transport Executive)

Vision: requirements

- Citizens
 - To contact us by telephone
 - Most don't use the internet (though this is growing)
 - More places to access Council services
 - Not just 'Council Offices'
 - More access to Council services out of hours
 - Contacting us after they get in from work or on a Saturday
- Council & Tourism managers
 - More points of presence
 - Access to services in areas where internet access might be anticipated to be low
 - New ways for people to contact the Council
 - More access to services out of hours

Before the Project

Council employees

Council systems

 **Gateshead Council**
www.gateshead.gov.uk

Newcastle City Council

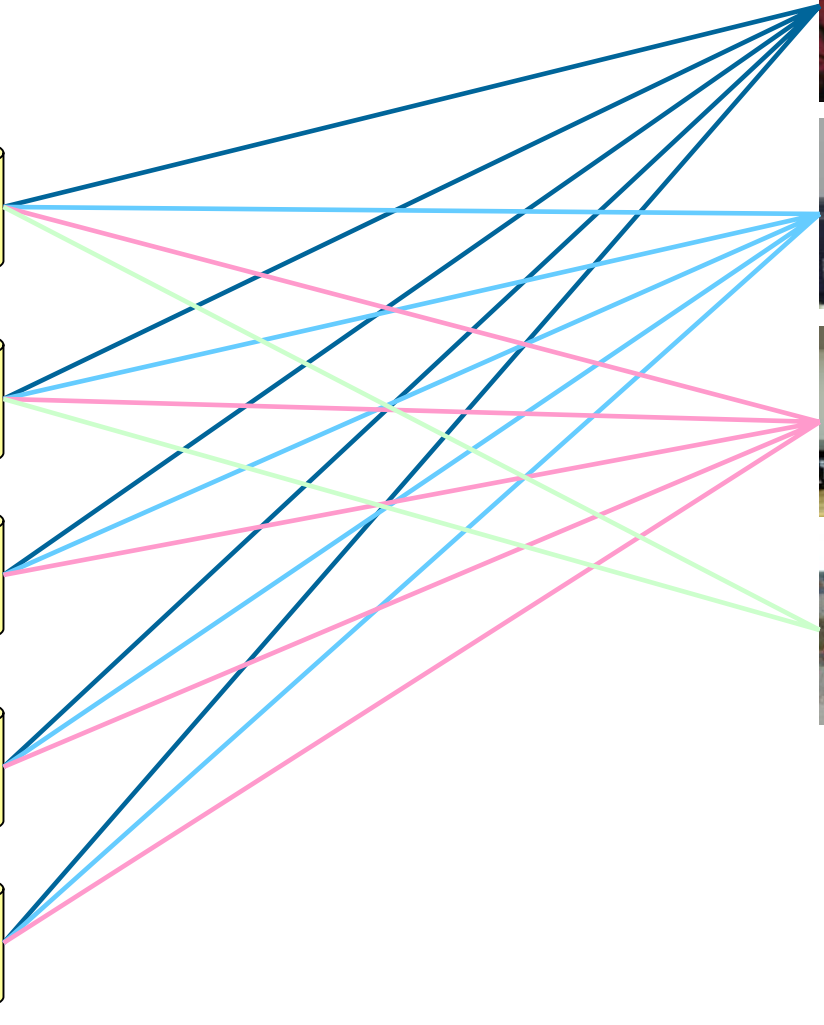
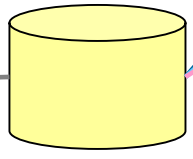
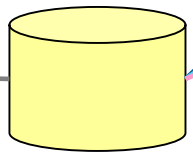
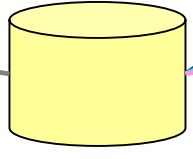
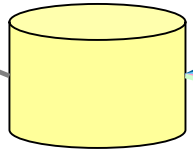
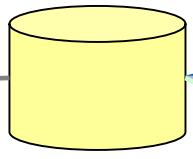



North Tyneside Council



South Tyneside Council

City of
SUNDERLAND



Vision: 'Open: tyne&wear'

- A single point of access to information and services from all five councils and other not-for-profit bodies in Tyne and Wear
- Available through on street kiosks
- Expandable
 - To take additional content
 - To add more kiosks
 - To reach new audiences through additional channels such as Digital Television and WiFi in the future

Vision: 'Open: tyne&wear'

- Bring together information and services from a number of organisations and present it in a simple manner to users
- Give people in one part of Tyne and Wear access to other Council's services as well as the local Council
 - Many live in one council area and work in another
- Make the content web-based so that it can be represented on different channels
- Take existing information, and re-use it for the web, kiosks, digital TV

Project Vision

Council employees

Council systems



Gateshead Council
www.gateshead.gov.uk



Newcastle City Council



North Tyneside Council



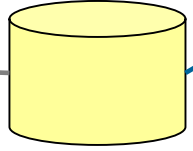
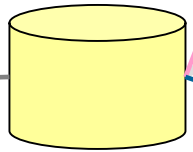
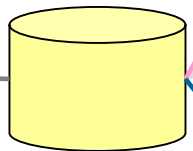
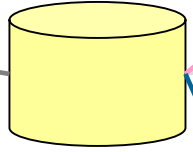
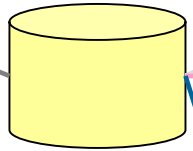
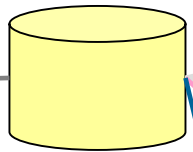
South Tyneside Council



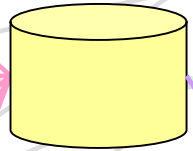
City of SUNDERLAND



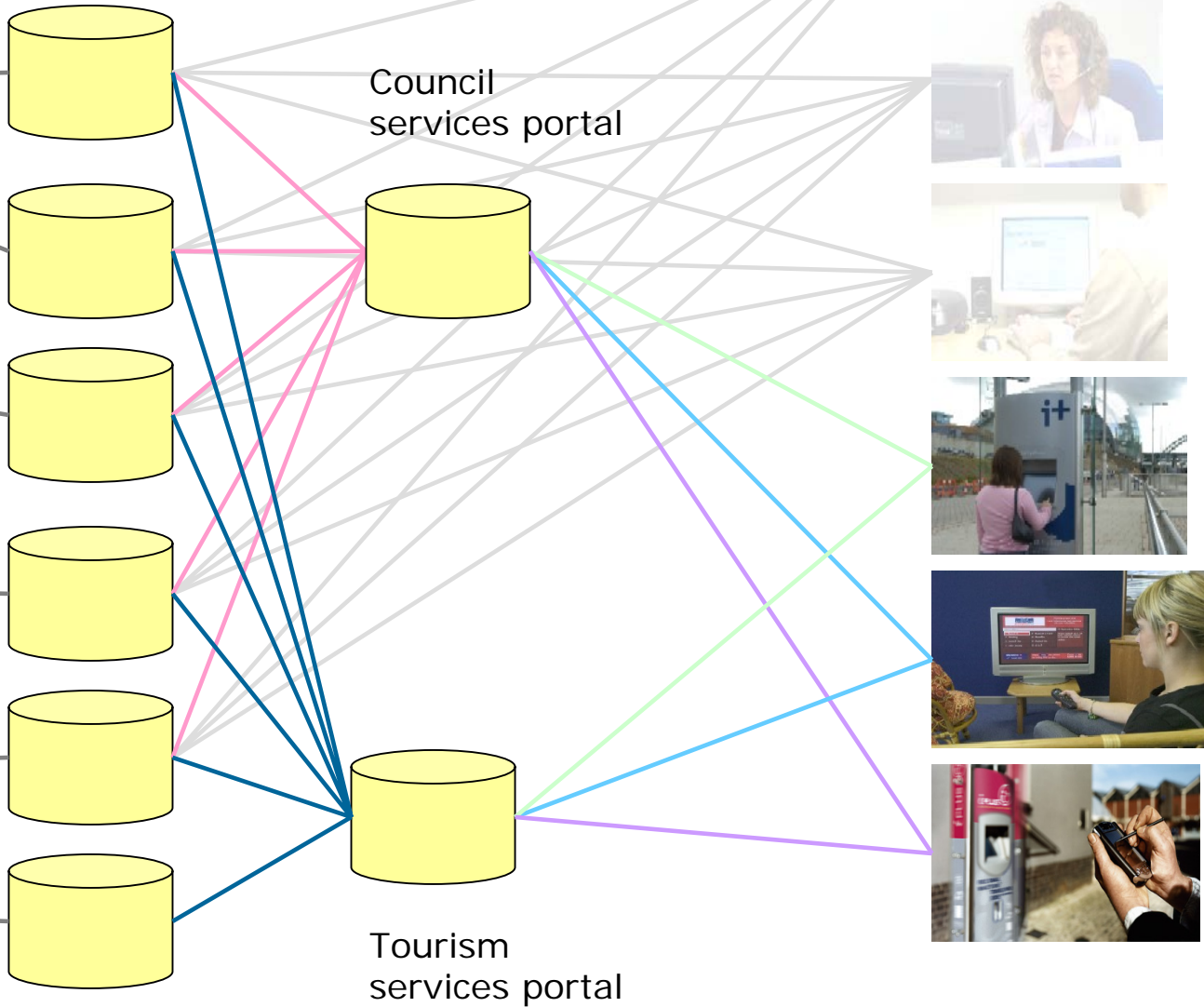
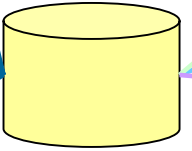
newcastle gateshead



Council services portal



Tourism services portal



Implementation: Organisation

- Exploited existing information systems
- Exploited existing joint working arrangements
 - Tyne and Wear ICT & eGovernment Partnership
 - Heads of ICT in the five Tyne and Wear Councils
 - North Eastern Purchasing Organisation (NEPO)
 - 24 member councils covering whole of north east
 - Tyneside Tourism Network
 - 4 councils Tourism Managers
 - Pulled in Sunderland to ensure county-wide coverage

Implementation: Organisation

- Federated Project Management
 - Full time Project Manager
 - Project Team drawn from nominated Lead Officers in each Council, for each Channel
 - Each Council then had its own internal team
 - Most costs absorbed as 'core business'
 - Legal and Procurement costs covered by project
- Kiosks and associated services through a competitive tender process
 - Used s-cat Government catalogue
 - Set up a NEPO Framework Contract so any council in the North East can buy kiosks without having to go back out to tender
- Digital TV piloted as part of National Project

Implementation Issues

- General
 - Ownership within each Council – ability to ‘manage’
 - Publicity and promotion
 - Nature of central co-ordination role once live
- Kiosks
 - Location
 - Political approval / decision
 - Planning Permission
 - Power & Communications
 - Timing - Ground Opening Orders
 - Content availability
- Digital TV
 - (static) Content generation
 - Presence and speed of service for users

What have we got?

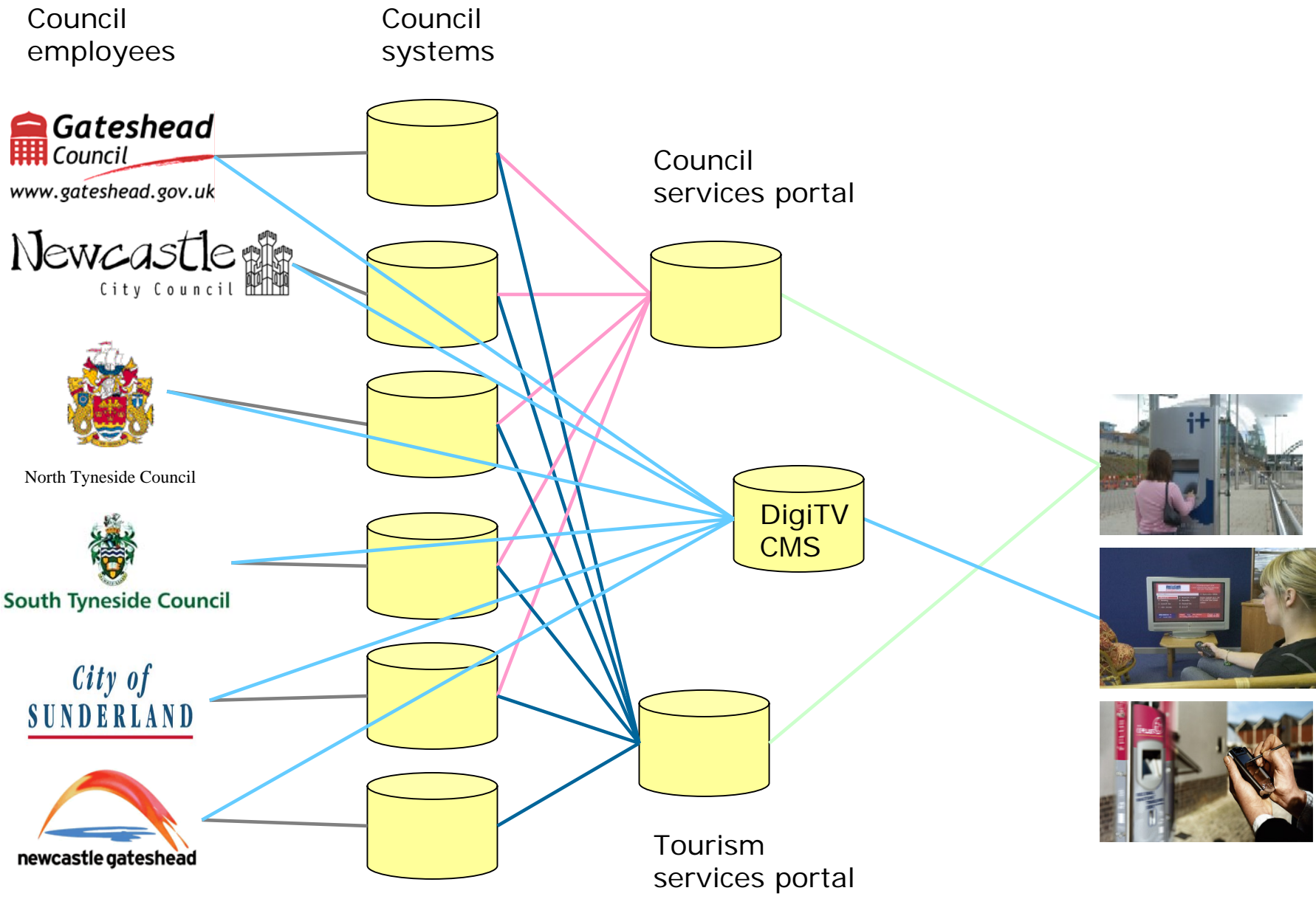
- Kiosks

- 40 kiosks carrying 'Open: tyne&wear' services
 - 15 City / Town Centre
 - 12 Outer Village
 - 8 Suburban Centres
 - 3 Indoor
 - 2 Sea Front
- Most paid for using Government or Lottery funds
- Fully maintained by Cityspace & Adshel
- Another 10 coming soon

- Digital TV

- Pilot as part of DigiTV National Project
- Seven microsites
 - 5 council
 - Nexus
 - Open: tyne&wear
- 700 screens of content
 - Many with multiple pages
 - Online forms
 - Surveys / feedback
- Start-up support from DigiTV

Current Position



Kiosks




- Content is re-usable and ready for broadcast via interactive digital TV and wireless internet
- We don't own the kiosks – we just allowed them to be put up and we rent space on them
- Kiosks will be relocated if they aren't being used enough
- We can add any non commercial content
- Council and Tourism content is supplemented by other relevant services and information
 - We have a right of veto over any other content provided

What content, where from?

- Guide to available services
- Who's my representative?
- Contact the Council
- Request a form
- Report environmental issues
- Jobs information
- Connexions Tyne & Wear
- Visitor information
 - What's on?
 - Where to stay
 - Attractions
 - Nightlife
 - Sport & Leisure
- Cityspace services
 - Send a free email
 - Jobs
 - Crimestoppers
 - Domestic Violence Helpline
 - Childline
 - BBC News & Weather
 - Games

 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 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.

worktrain

Touch here to search... 

about Open

gateshead

newcastle

north tyneside

south tyneside

sunderland

A to Z of Services 

My Councillor 

Feedback 

Send me a Form 

What's On 

Council Jobs 

Health 

about Open




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...

Lorum ipsum dolore sit amet non so dove sono lorum ipsum dolore sit amet non so dove sono lorum ipsum dolore sit amet non so dove sono lorum ipsum dolore sit amet non.


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Open menu

regional

gateshead

newcastle

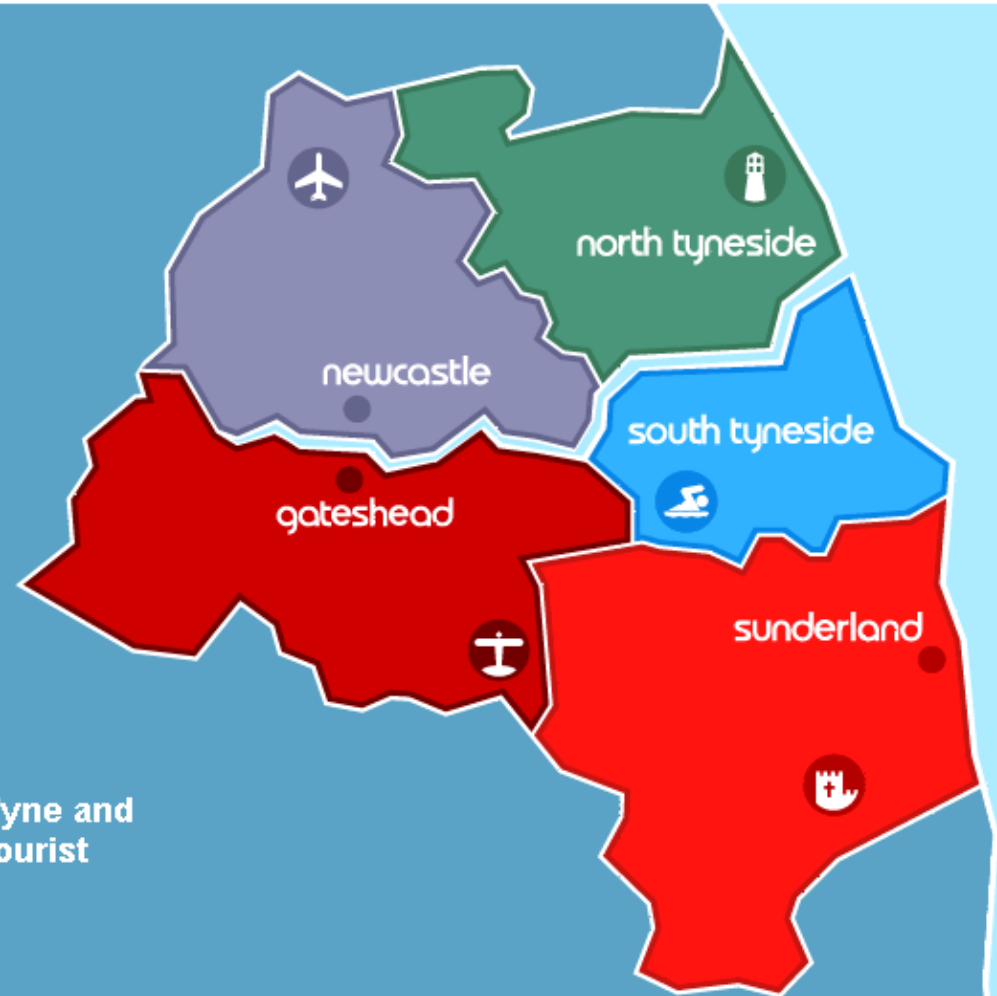
north tyneside

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

Welcome to Sunderland

This is a welcome message that will explain the options available to people who may be looking for something to do here. Someone will write better text.

Where to Stay

Entertainment

Sport & Leisure

Beaches & Coast

What's On?

Nightlife

Visitor Information

Cycling & Walking

Attractions

Shopping

Overview (of area)

Major Events

Dining Out



Digital Interactive Television



- Part of the Government'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.
- Local and National publicity and advertising.

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

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



South Tyneside Council

Welcome to South Tyneside
DigiTV service

Lots of useful information and
services.

Main menu

8 February 2005

Report it

Request it

Contact us

Benefits

Council tax

Social care

Consumer advice

A to Z

 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

Promotion

- Ministerial Launch
- BBC Blue Bus
- Competitions
- Metro station posters
- Bus side & cover cards
- Newspaper ads
- DigiTV Banner Ads
- Leaflets
- Posters



Open:tyne&wear

A new way to *about our*

You can now access services using the i+ Points located in Tyne and Wear. Find out more about:

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

Go to your nearest i+ touch  on the phone

For further information contact www.opentyneandwear.info

Look out for the BBC blue bus at the i+ Point between **26th March** and **27th March**

Win a 3 night cruise to Norway for 2 people, or £2,000. See reverse for details.

Open:tyne&wear

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

- on the phone
- on the Web
- at a kiosk
- new try on the TV

local services at your fingertips

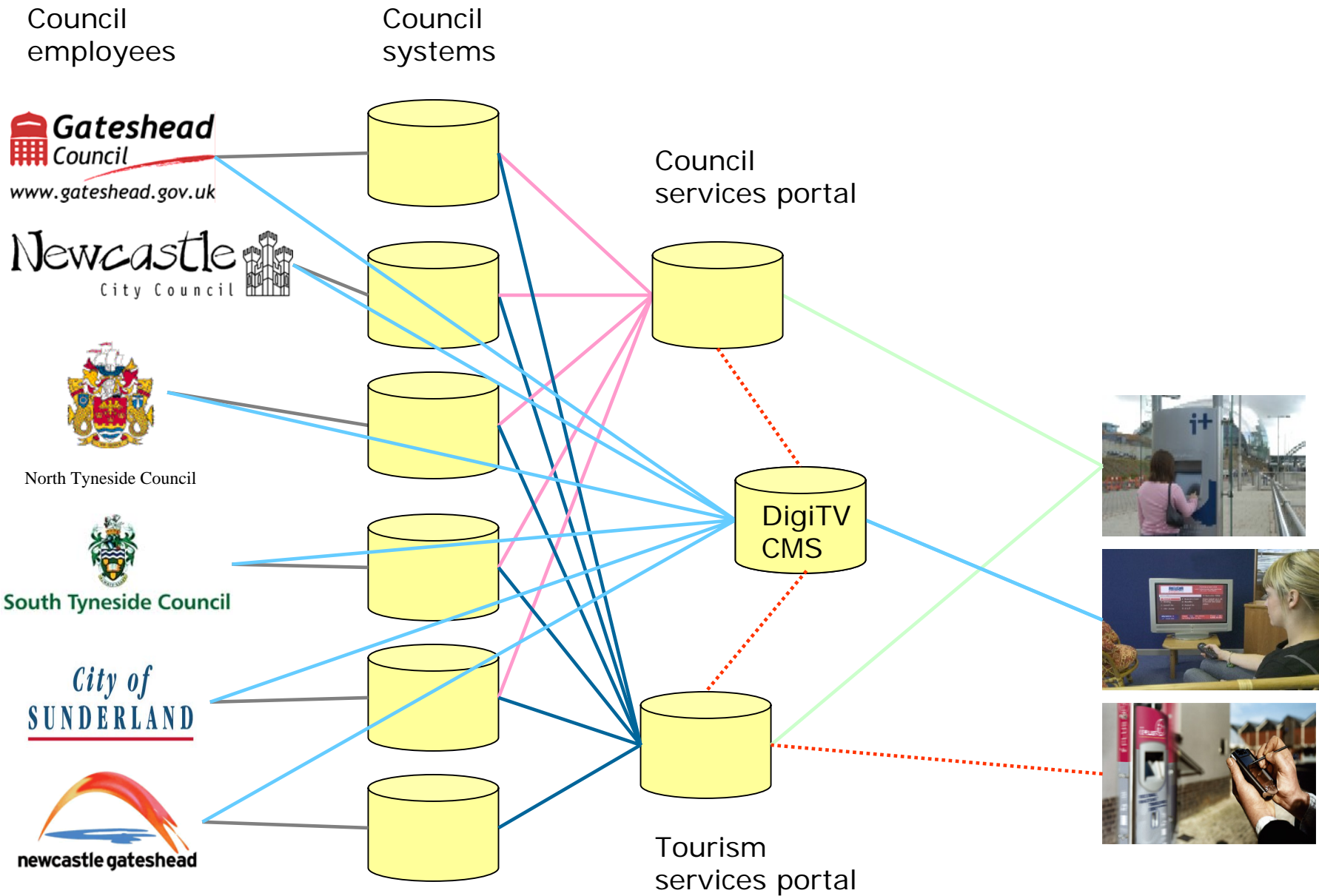
- council services
- visitor information
- travel information
- find a job
- what's on?
- who's my councillor
- contact your council
- request a service
- places to visit

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

Are these Services used?

- Kiosks
 - On average each kiosk gets 800 users a month
 - busiest ones get 90+ users each day
 - used most on Saturdays and during school holidays
 - not always the obvious locations
 - Nine out of ten users use Council or Tourism services
 - A third access another council's services
 - Kiosks will handle more than 400,000 council customer contacts each year
- Digital TV
 - Investigating what people want and will use and what they think of the channel and pilot service
 - Currently 300 users each month
 - More promotion currently underway
 - National Red button campaign on Sky
 - Local Yellow Button campaign on NTL / Telewest
 - And via Connexions

Work under Consideration: Ask-It



Summary: Achievements

- Council and tourism services available for re-use across a range of electronic delivery channels
- A network and services reflecting around £1.5m of investment, largely funded by external sources
- The 'Open:tyne&wear' concept & brand
- At least four years tenancy on 40 outdoor and indoor kiosks (with more planned for 2005)
- A presence for all our councils on the major interactive digital TV platforms

Summary: Achievements

- 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

Further Information

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