

Multi-Channel Delivery of Council Services

Graham Jordan
Tyne & Wear ICT Partnership
May 2004



Overview

- Vision
- Functionality & Managing Content
- Feedback and usage
- Sustainability & growth
- Safeguards
- Lessons Learned

Tyne and Wear ICT & eGovernment Partnership (TWICT)

- Formed to share 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 (RDA)
 - Durham County
 - NEXUS



Background: Tyne & Wear

- 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

Drivers

- An ageing population
 - placing greater demands on our services.
- Service 'deserts' in urban villages
 - people have to travel to access face to face services.
- We want to improve accessibility to our services.
- Our customers most requested improvement is more availability of council services outside office hours.
- Visitor numbers are growing rapidly
 - we cannot staff as many visitor information and service points as we'd like.

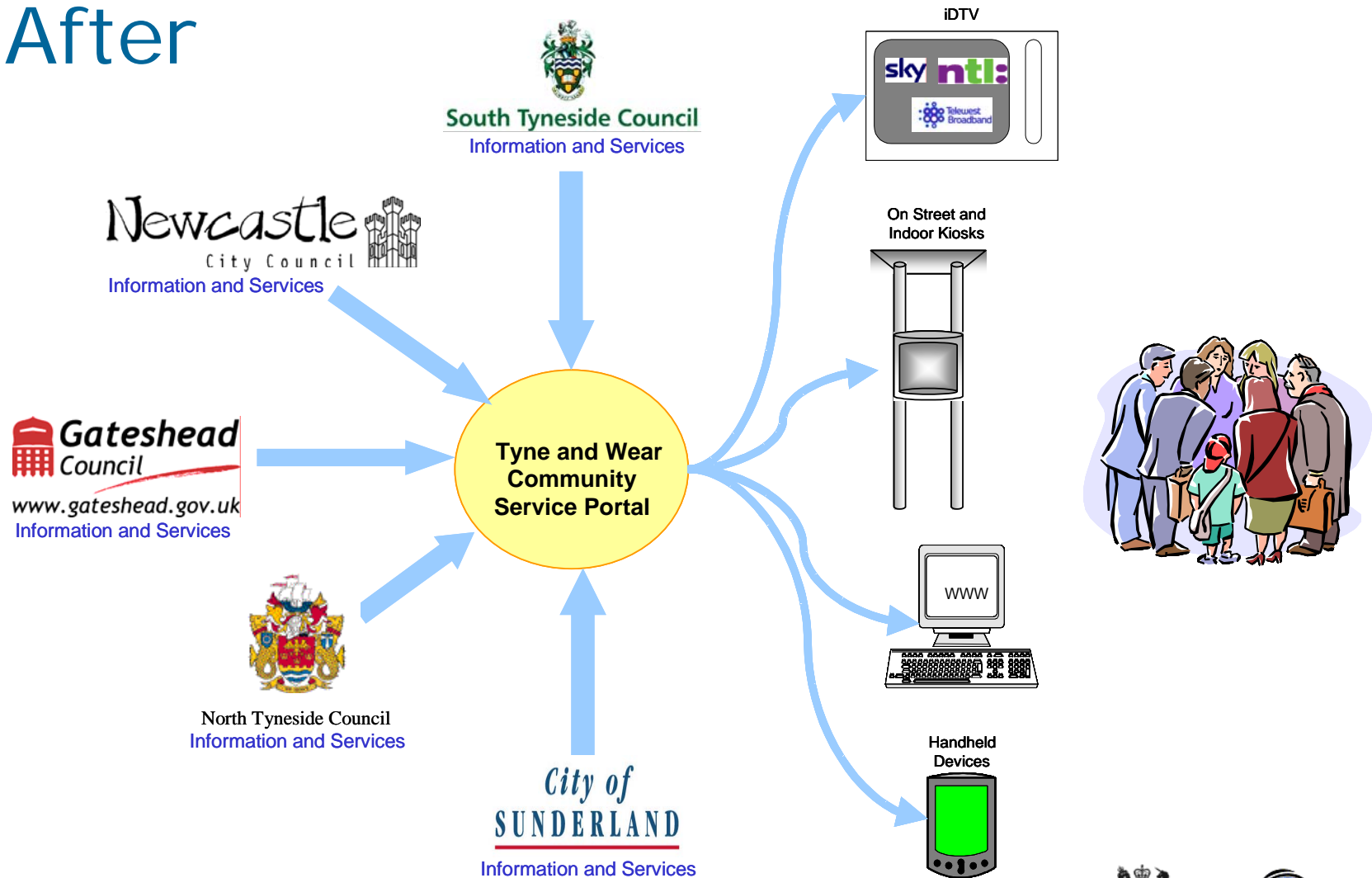
Vision: Community Service Portal

- 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.

Before

	<i>www</i>	<i>Indoor kiosks</i>	<i>On Street kiosks</i>	<i>Interactive Digital TV</i>
Gateshead	✓			Telewest teletext only
Newcastle	✓	1	7	Telewest only
North Tyneside	✓			
South Tyneside	✓			
Sunderland	✓	2 demo		

After



Organisation

- Councils look after their own WebPages
- Tourism managers look after their own WebPages
- Transport organisations look after their own WebPages

- Open:tyne&wear is a high level thin portal to pull content together for users

- Concentrating in this presentation on kiosks and DigiTV

- Councils look after kiosk installations in their area
- Councils work with Connect and Cityspace to develop kiosk services

Benefits of Open:tyne&wear

- Expanded kiosks network
 - New presence in NT,ST
- Joins up content so users can see one council's content from another council's area
 - A first on kiosks
- Council content is supplemented by other relevant services
- All portal and kiosk services are provided as managed services
 - we take a tenancy rather than own the kiosks
- The North Eastern Purchasing Organisation (NEPO) facilitated procurement
 - Established a regional framework agreement
 - Any council from Scottish borders to Teesside can use the agreement for portal and kiosks services

Components: Portal Systems

- Data integration
 - XML based architecture: 're-usable' content
- Content management for introductory text and images
 - operates using the internet without installing any client software or connecting to Council networks
- Can take content from
 - Websites
 - Website-feeding databases and systems
 - Content management systems
 - Direct feed

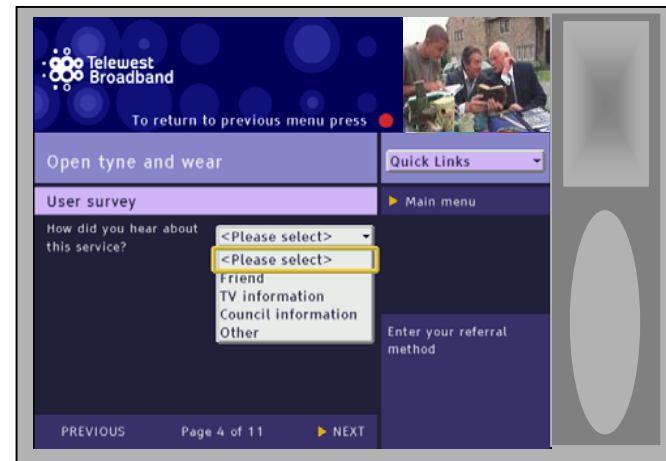
Components: Kiosks

- Web technology based
- 'Walled garden'
- Touchscreen interface
- Thermal printer
- WiFi wireless internet node
- Can have a Smartcard / debit card / credit card slot



Components: DigiTV

- National Project for Digital Television 'Starter Kit'
 - restrictive due to sky being WAP based
 - Enter once, QA on all 3 platforms
 - Automatic publication
- No direct link available to dynamic content
 - XML integration promised soon



Content

- Kiosks and Digital TV offer:
 - snappy services
 - a 'signpost' to full service delivery
 - short messaging
- Directory listings are ideal for kiosks and DigiTV
 - Users won't fill in a job application form on a kiosk or on DigiTV.
 - A to z of services
 - Listings of councillors
 - 'Who we are, what we do, how to contact us' entries
- Maximum two or three navigation clicks / touches

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
- from Councils and other public bodies
 - xml, csv feeds and pick-ups derived from core systems and those feeding website
 - Regional journey planner and real time information
 - **PLUS** content provided by Cityspace

Demonstration: Kiosks

- 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...



PUBS HOTELS SHOPS
RESTAURANTS BARS
FLORISTS POST OFFICE
BANKS CHEMISTS
TRAVEL AGENTS



THOMSON Local.com
Find your nearest...




Touch here for travel news...




JOBS

brought to you by worktrain


Touch here to search...




And in Newcastle....


 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.



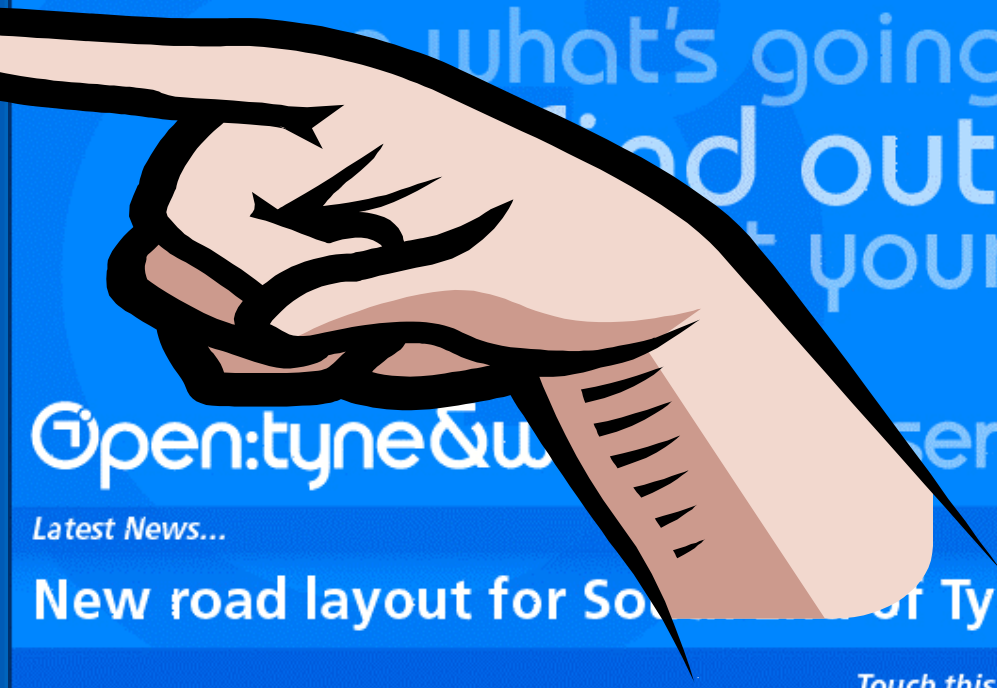
Touch here to search... 

-  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 find out what's going on, and 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

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...
Local services
Latest News...
New road layout for Tyne Bridge...
Touch this button to find out more...



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

Touch here for travel news...

400,000 jobs and 500,000 learning opportunities.
worktrain
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

My Councillors

Council Feedback

Send me a form

Envirocall

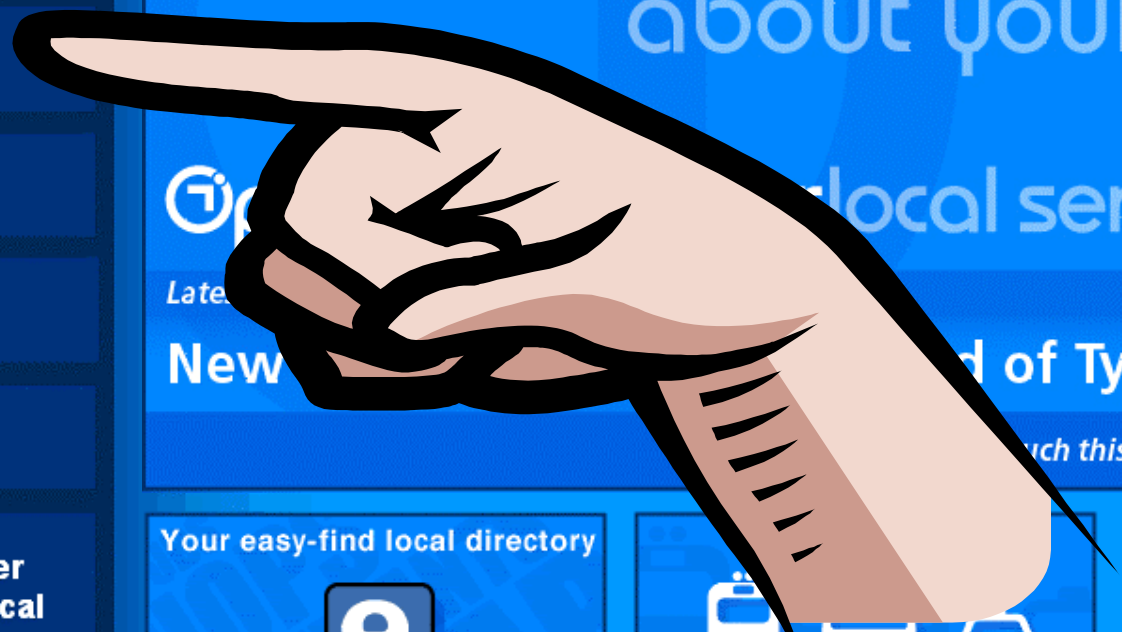
Local information

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...



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

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...

...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

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

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... 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

Open:tyne&wear

- selected using a new Portal button or the attractor on the first screen users see.
- It offers a menu of public services with plenty space for adding other services

 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...

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... 

A to Z of Services

My Councillors

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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...



 A to Z of Services

 My Councillors

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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&wearlocal

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

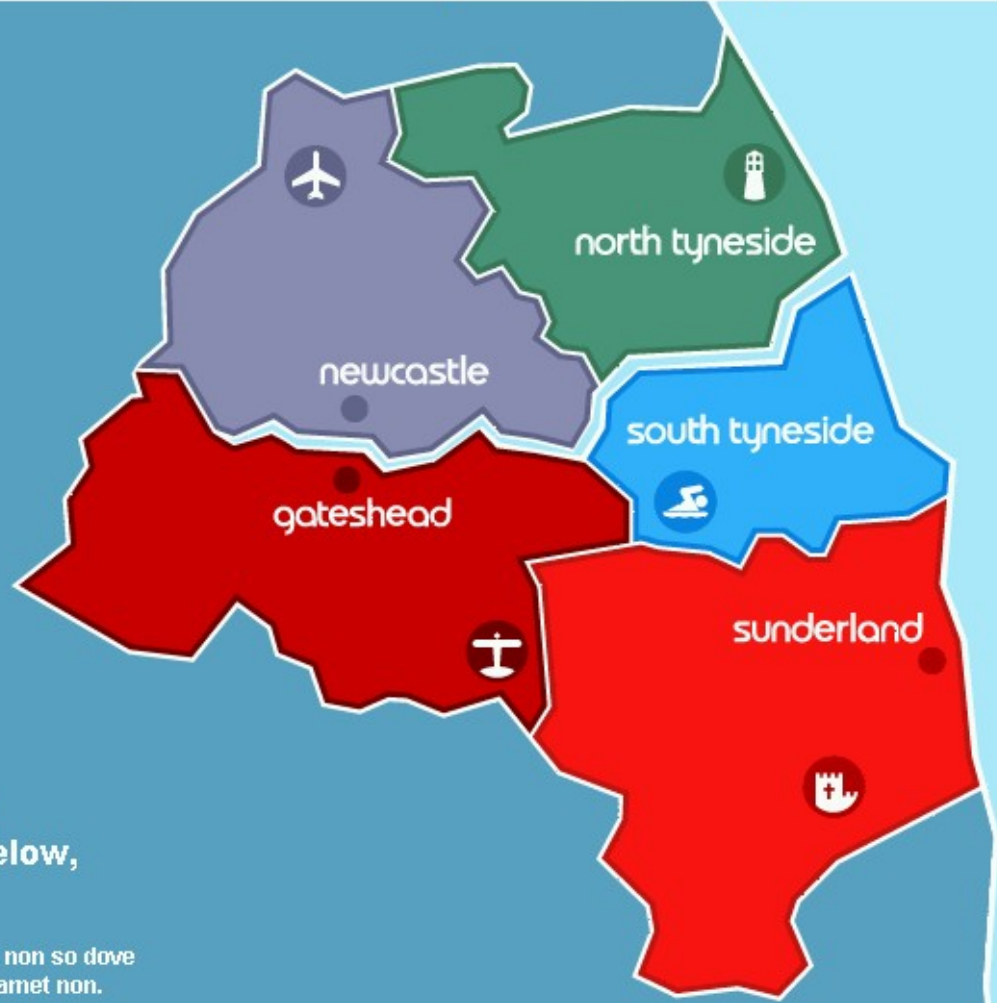
gateshead

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...

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.

3 44 pm | 18th November

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

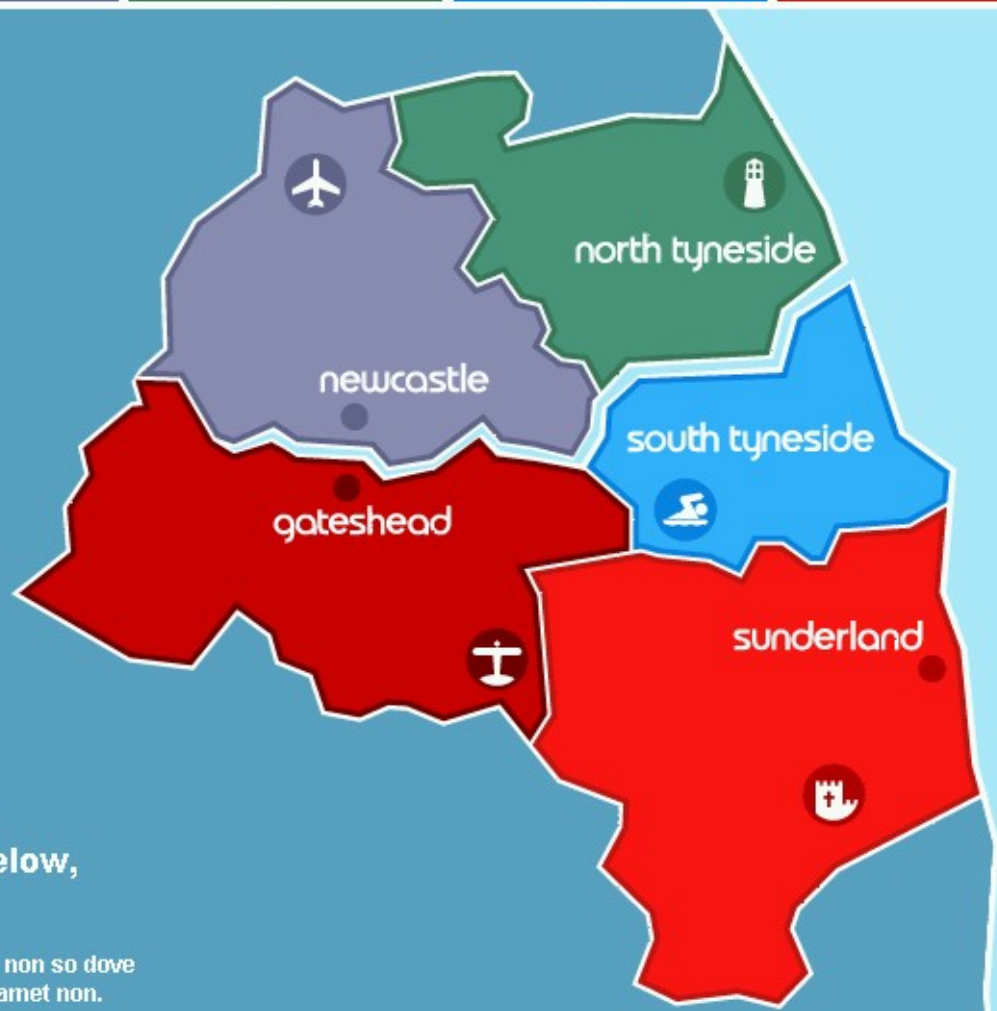
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south tyneside

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A to Z of Services 

My Councillor 

Feedback 

Send me a Form 

What's On 

Council Jobs 

Health 

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

about Open

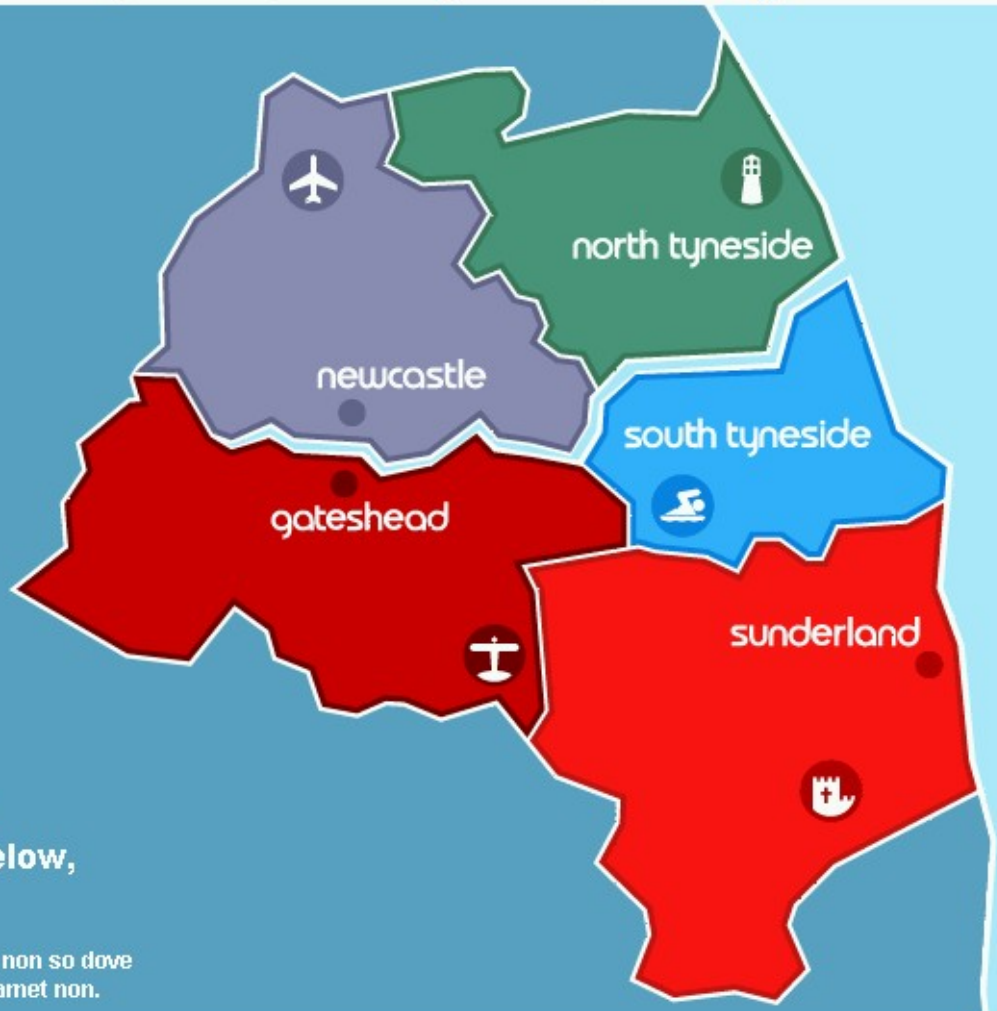
gateshead

newcastle

north tyneside

south tyneside

sunderland



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

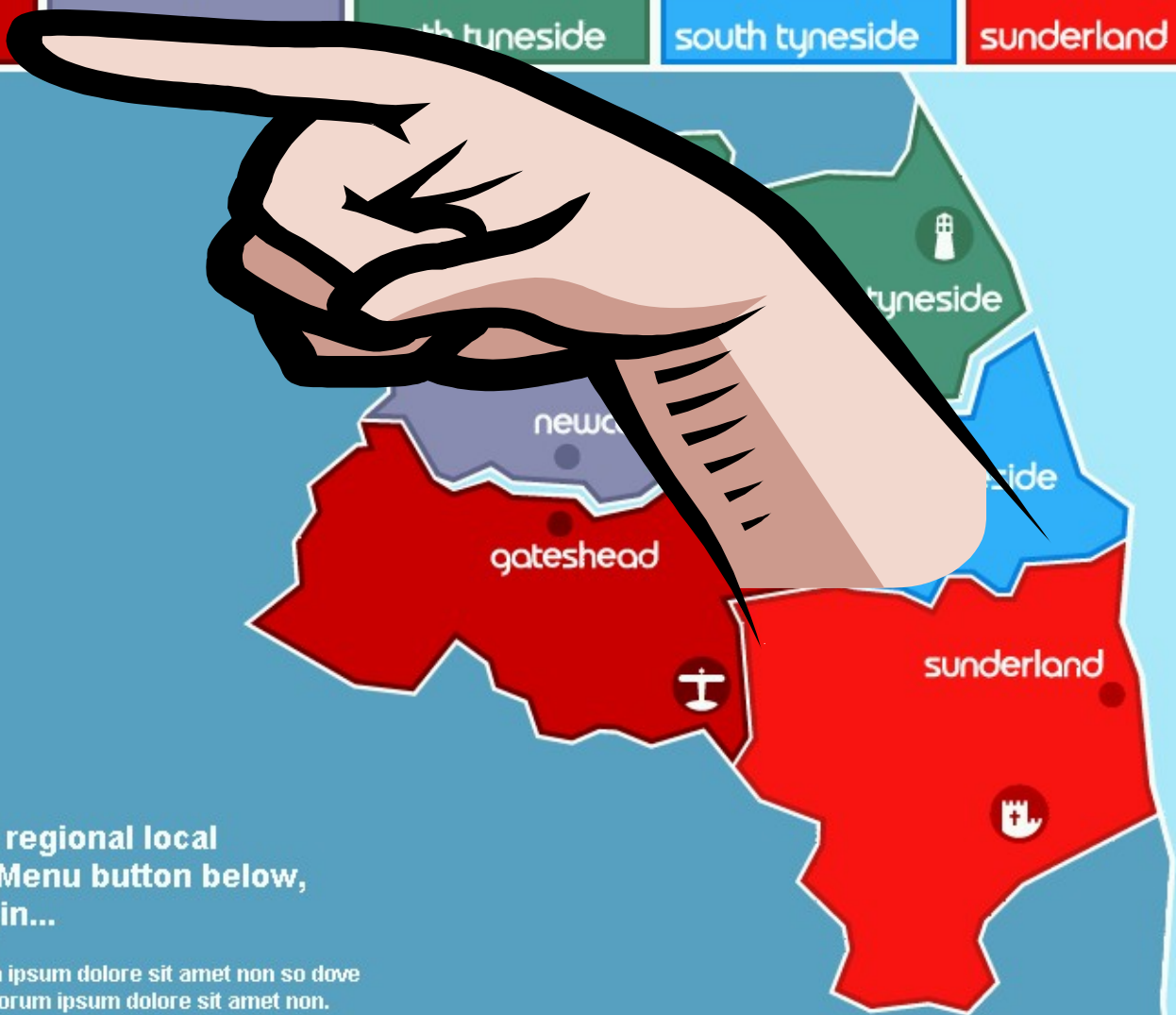
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newcastle

north tyneside

south tyneside

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A to Z of Services 

My Councillor 

Feedback 

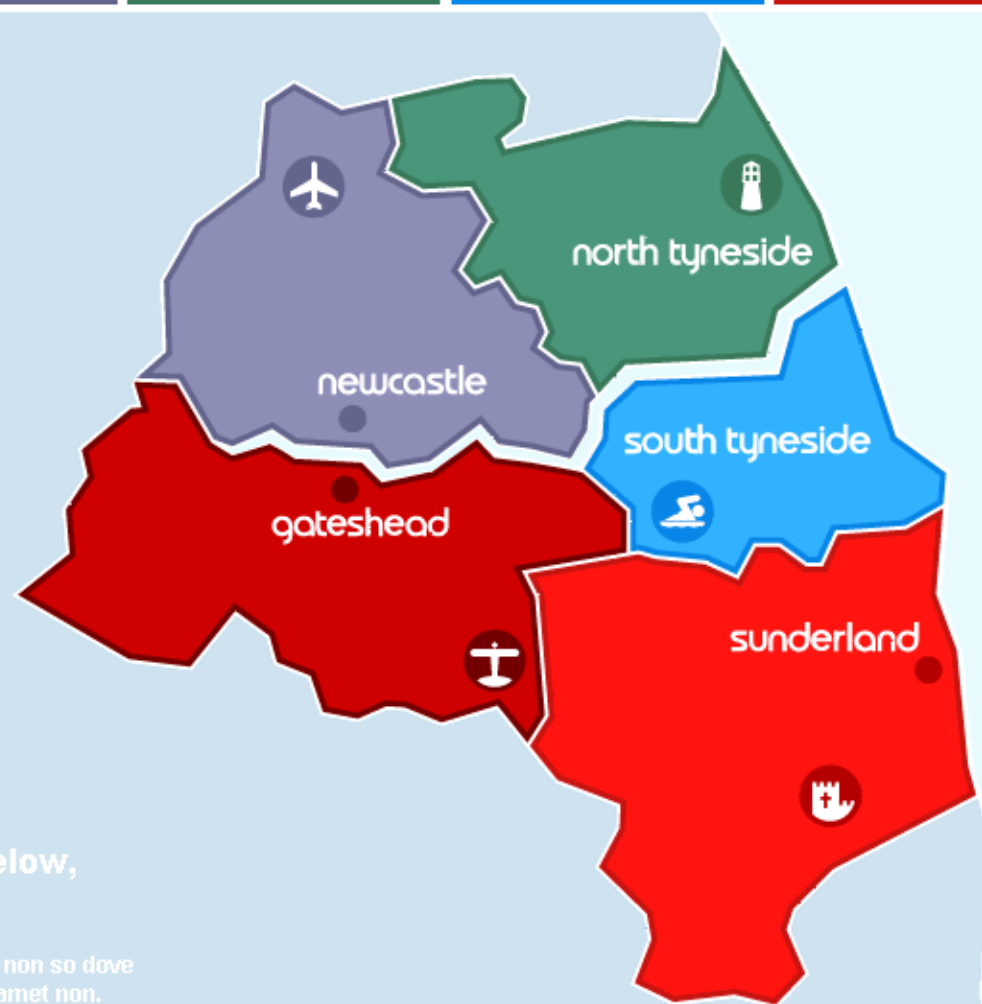
Send me a Form 

What's On 

Council Jobs 

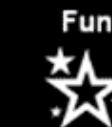
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A to Z of Services 

My Councillor 

Feedback 

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What's On

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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.

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

My Councillors

Council Feedback

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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



Touch here to search...

Learning opportunities.



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.

about Open

regional

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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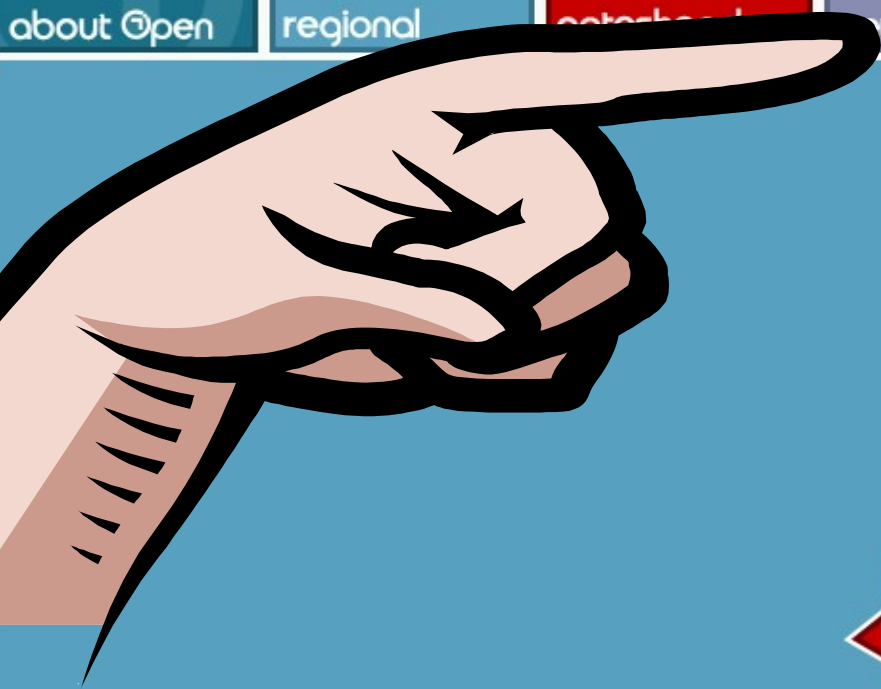
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north tyneside

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sunderland



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about Open

regional

gateshead

newcastle

north tyneside

south tyneside

sunderland

Where to Stay

What's On

Nightlife

Eating Out

Attractions



You can also access tourism information for any other council area

about Open

regional

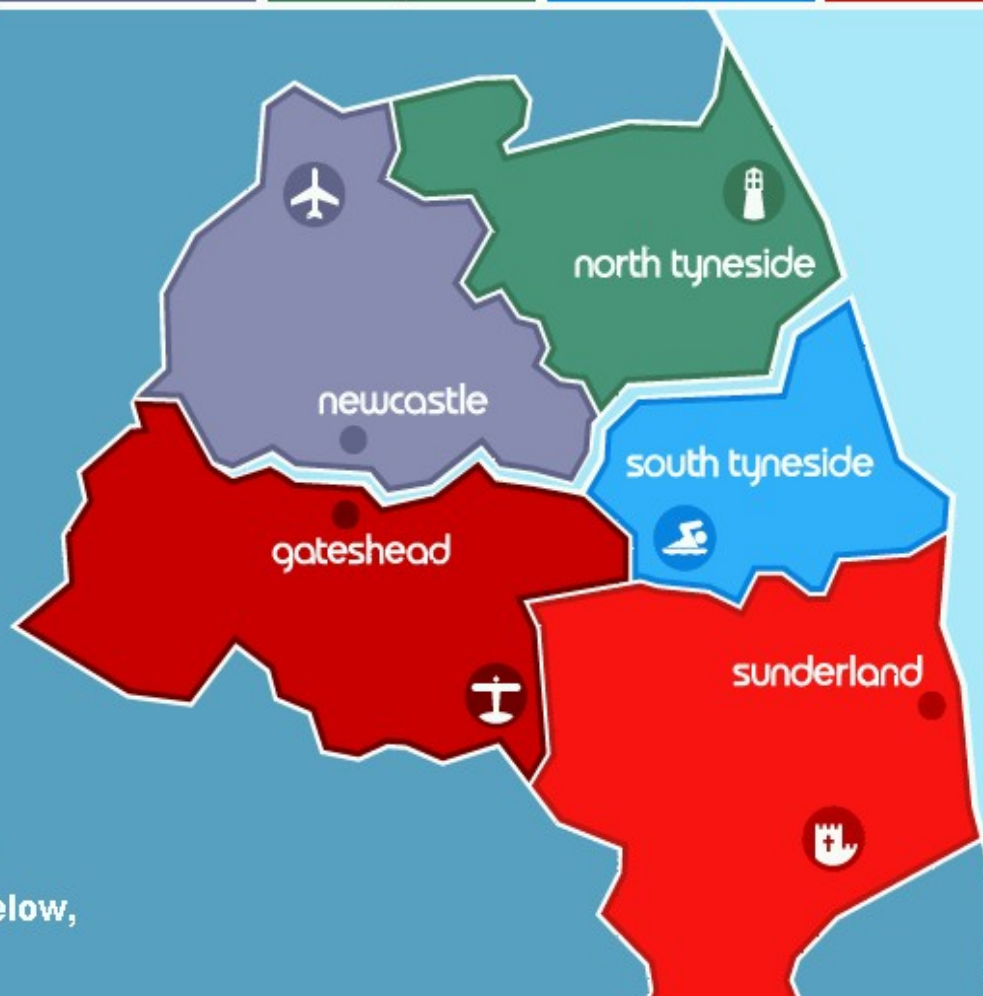
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regional

gateshead

newcastle

north tyneside

south tyneside

sunderland



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about Open

regional

gateshead

newcastle

north tyneside

south tyneside

sunderland



Where to Stay

What's On

Nightlife

Eating Out

Attractions



about Open

regional

gateshead

newcastle

north tyneside

south tyneside

sunderland

Where to Stay

What's On

Nightlife

Eating Out

Attractions



Sunderland Attractions

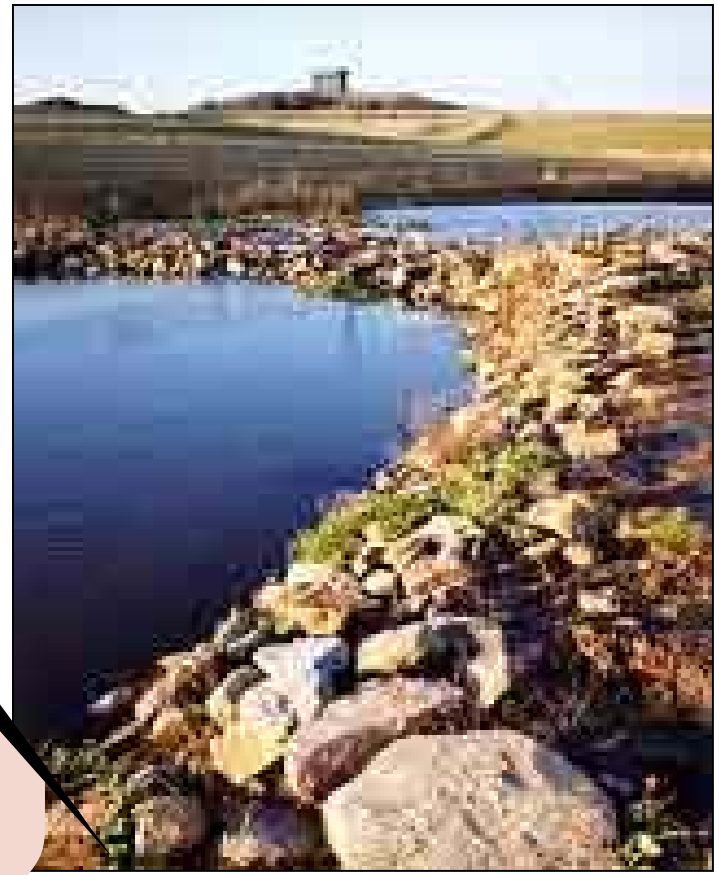
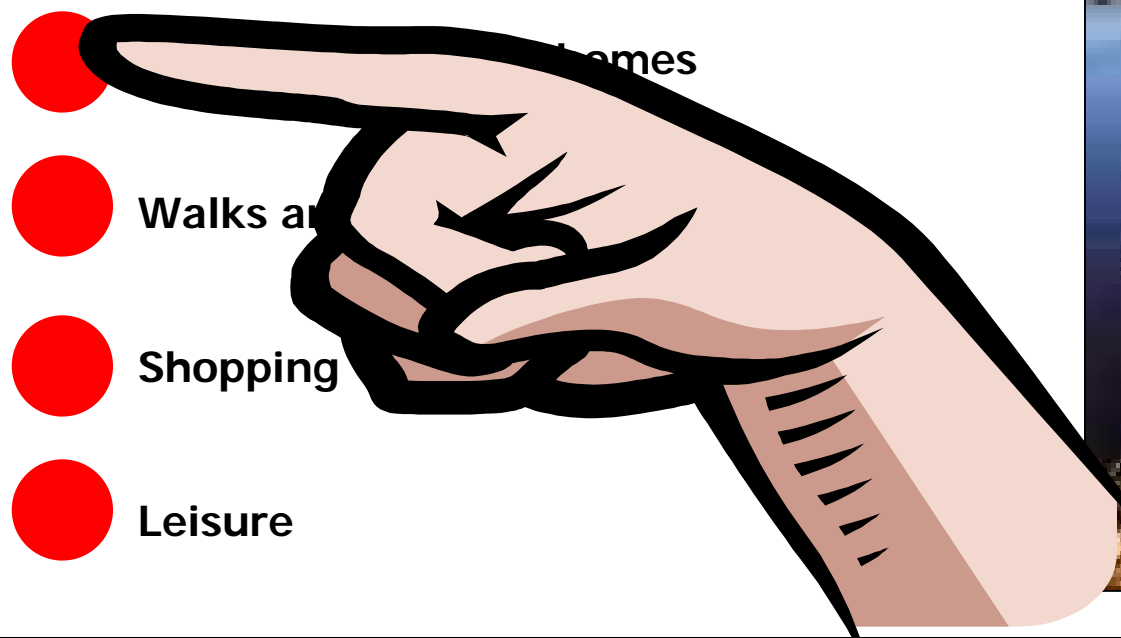
WHAT DO YOU WANT TO DO TODAY?

- Castles and stately homes
- Walks and cycle routes
- Shopping
- Leisure



Sunderland Attractions

WHAT DO YOU WANT TO DO TODAY?



Open:tyne&wear tourism Close

Hylton Castle

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.


Address:
 Craigavon Road,
 Hylton Castle,
 Sunderland
 Tel: 0191 548 0152




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


 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...

 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.



touch here to search...


have your say...

touch here to search...



 A to Z of Services

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Latest News...

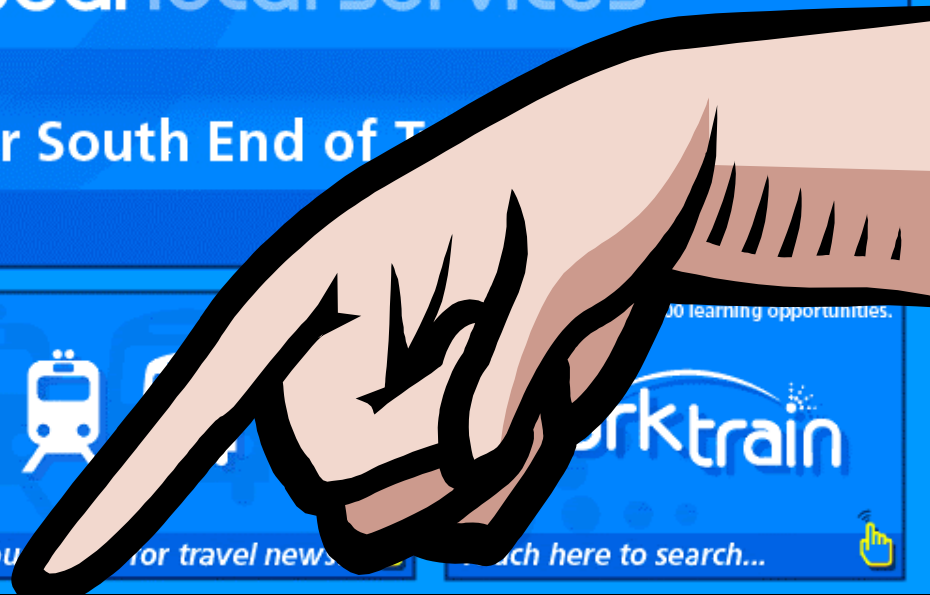
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Your easy-find local directory

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



Touch here to search

400,000 jobs and 500,000 learning opportunities.



Touch here to search...



ePostcards



Close

Send a *freecard*

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



GO BACK



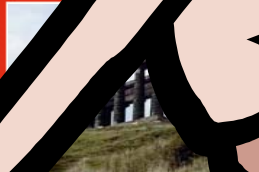
ePostcards



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



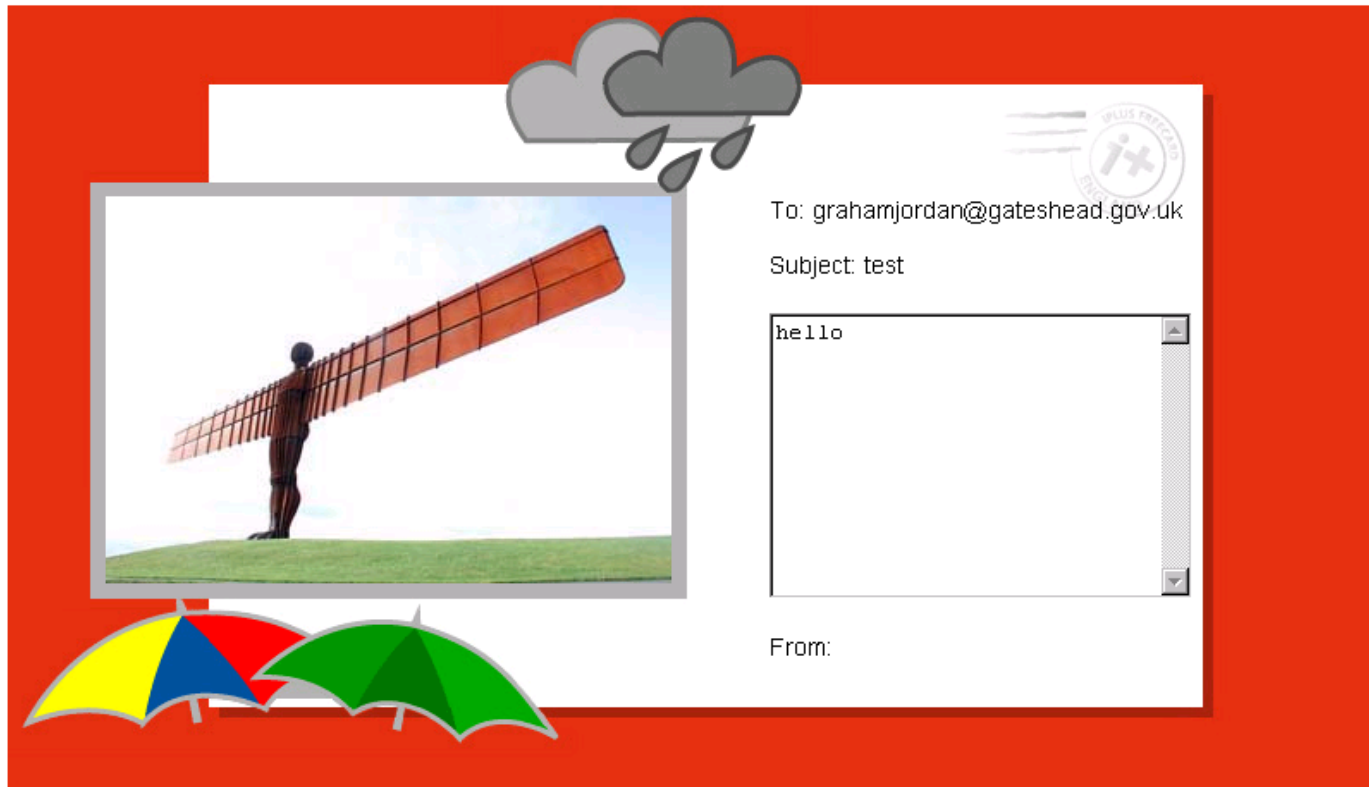
test - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

You forwarded this message on 03/02/04 13:13. Click here to find all related messages.

From: Freemail from the i+ network [freemail@iplusnetwork.com] Sent: Tue 03/02/04 12:26
To: grahamjordan@gateshead.gov.uk
Cc:
Subject: test



~~~~~ This i+ freemail has been sent to you by someone using an online i+ Point at Northumberland St, Newcastle upon Tyne i+ cannot guarantee the authenticity of the sender or be held responsible for the contents of the email. ~~~~~

# Demonstration: DigiTV

- Pilot on ntl: , Sky and Telewest
- Content was to be taken automatically from Open:tyne&wear,
  - no xml feed available
  - screens had to be created manually
  - static content chosen for pilot
  - we included interactivity on all content
- Content in 4 categories:
  - **Content pages**
    - with links to other pages
  - **Menu pages**
    - (enable embedded submenus)
  - **Forms**
    - (email responses to nominated users)
  - **Questionnaires**
    - (stores multi choice selections in the system)
- Pages have to be QA'd one by one on each platform



Open:tyne&wear

Please come in

Council services and local  
information

Main Menu

30 April 2004

Council services

About this service

Public transport

Your views

Visiting the area

Press OK

 Help

 Terms

## Open tyne and wear

Quick Links

Local Councils

Main menu

Select your council from this list.

Gateshead Council

Newcastle City Council

North Tyneside Council

South Tyneside Council

City of Sunderland Council

Press 'OK' to select  
this menu item



South Tyneside Council

## Welcome to South Tyneside DigiTV service

Lots of useful information and  
services.

Main Menu

30 April 2004

Report it

Request a form

Contact us

Consumer advice

Benefits

Council tax

Housing

A to Z

Help

Terms

Press OK

# Open tyne and wear

Quick Links

Visitor menu

▶ Main menu

Welcome to Tyne and Wear - where dynamic city life meets culture, countryside and coastline.

About the area

Tourist services

Attractions

Beaches & coast

Major events

Getting here

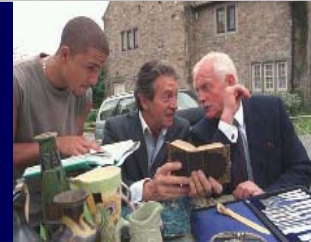
Dining & nightlife

Your views

Press 'OK' to select this menu item



To return to previous menu press 




Open tyne and wear

Quick Links 

User survey

▶ Main menu

How did you hear about this service?

- <Please select> 
- <Please select>
- Friend
- TV information
- Council information
- Other

Enter your referral method

PREVIOUS

Page 4 of 11


▶ NEXT



To return to previous menu press 



Open tyne and wear

Quick Links 

User survey

 Main menu

What would you like to see available on this service?

what's on information  
cinema listings|

Enter your wish list  
Press 'OK' for  
on-screen keyboard

PREVIOUS

Page 9 of 11

 NEXT

# Kiosks feedback and usage

- 23 kiosks now live across Tyne and Wear
- 47 kiosks by end June 2004
- Average over 50 hits per kiosk per day
- 20% of hits are on the Council services

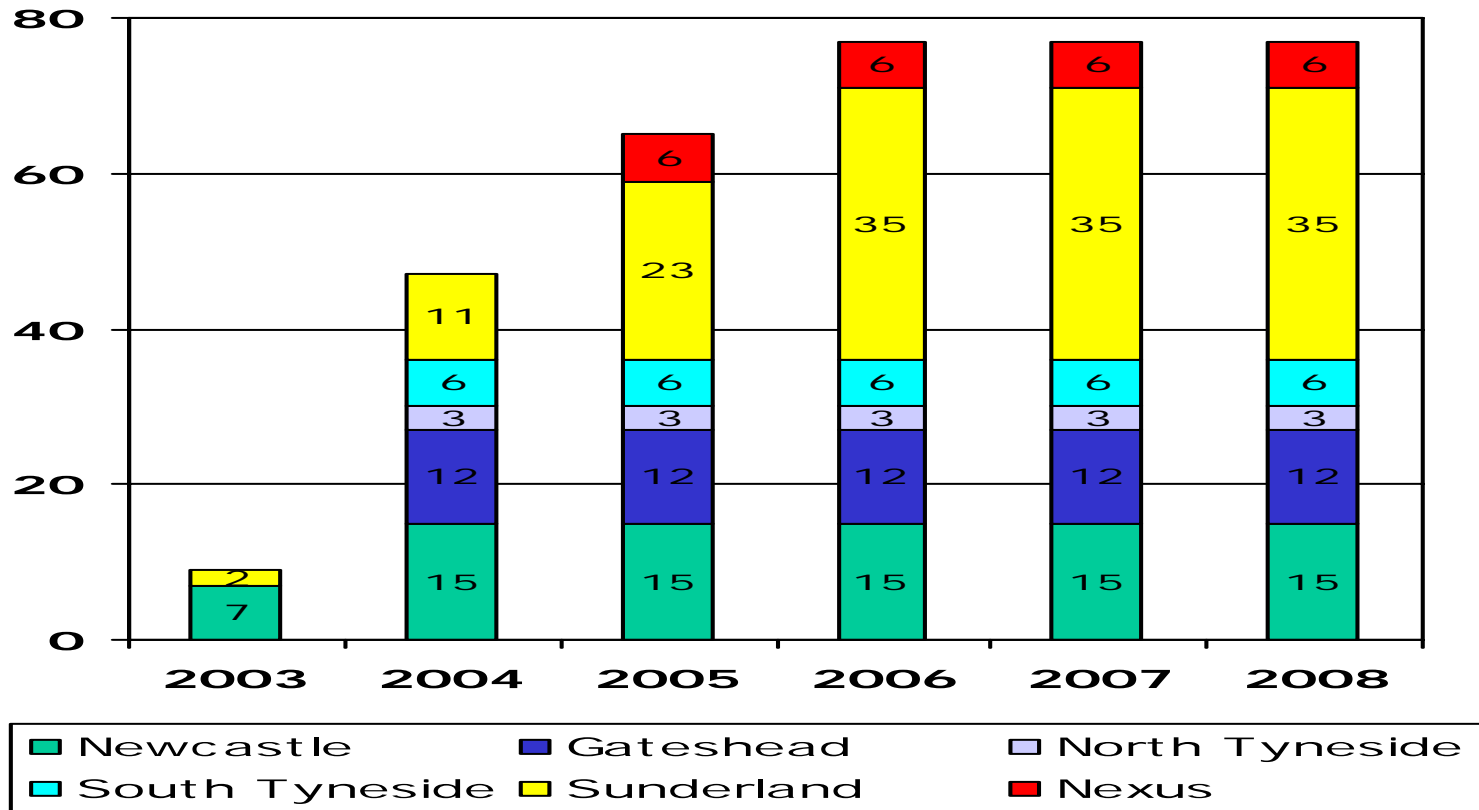


# Sustainability

- Portal and Kiosks funded for four years
  - Aiming to be self sustaining by 2008
- Partnership Project Officer post created
  - to grow kiosk network and functionality during 2004/2005.
- Digital TV pilot runs to March 2005
  - Then reviewed
- Other Public Service organisations can
  - Provide local content via their local council
  - Provide regional content direct to the portal
  - Provide their own content direct to the kiosks - but this bypasses opportunity to be on www, DiTV or WiFi
  - Fund additional kiosks
  - Replicate the whole Tyne and Wear portal set-up in their own area



# Kiosks network growth



# 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

# Key Lessons Learned

- Vision buy-in, and awareness, channels
- Ownership / mainstreaming
- Content and source
- Locations and considerations
- Partnership vehicle and joint purchasing mechanism
- Full time co-ordinator, not 'robbed' by other demands

# Summary

- WWW, Kiosks and digital TV can all be reached by creating content once
- Some content management and repurposing will be necessary for the different channels
- We launched the portal in March 2004
- Launching DigiTV mid 2004
- Other local councils can join or replicate what we're doing without having to go out to tender
- Other organisations are already wanting to join our Portal
- We see this as just the beginning of our story

# Questions?



# Further Information

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