

# Conference 2015

Bringing the information world together

Sponsored by





# **Go Digital Newcastle: Connecting our City**

**Becky Cole, Project Officer, Digital Inclusion**

# **Background & Context**



**Hub for DI activity**

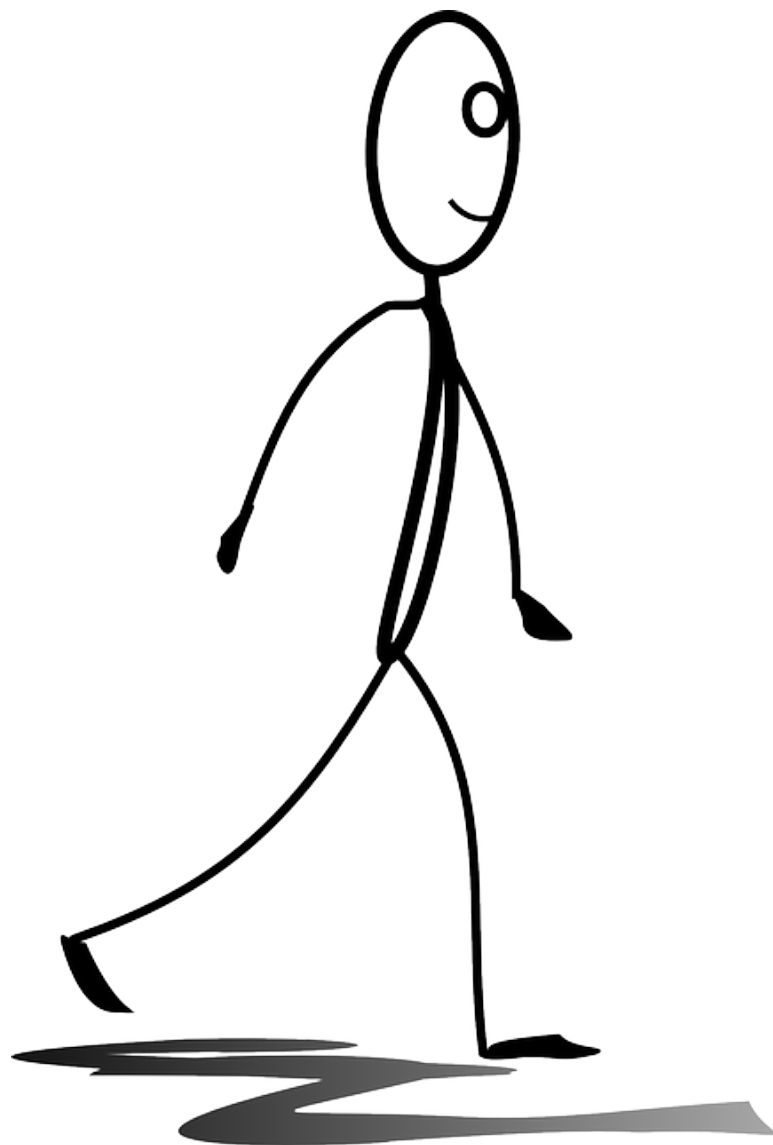
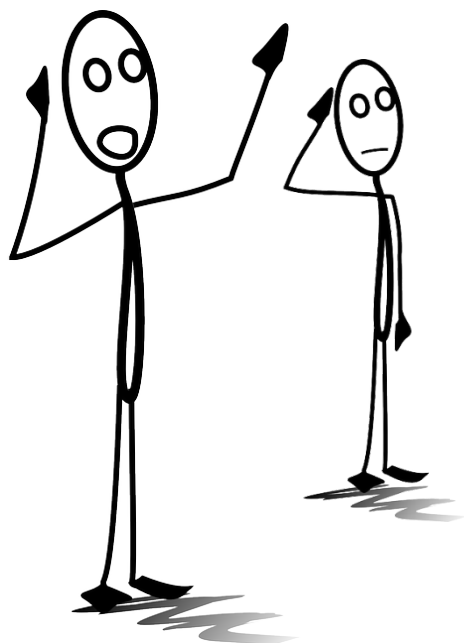
**Disseminate information**

**Upskill key workforces**

**Map existing services**

**Fill gaps in provision**







5,257



30,000+



?



292,000



**13.9%**

(not even)

**facebook**





**lack of  
services?**



JOBS • EDUCATION • TRAINING  
Helping you find your way in the UK



Northern  
Learning  
Trust



SUCCESS 4 ALL



LEARNING HUB  
*Young People Learning From Each Other*



Turn a new page



Newcastle Libraries



Adapting Technology • Changing Lives



A different approach to finding a job



**Not interested**

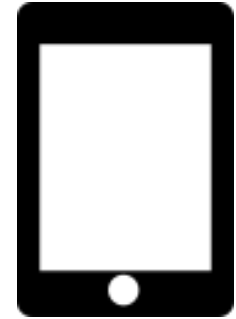
**Don't want to go  
on a course**

**Don't need help**

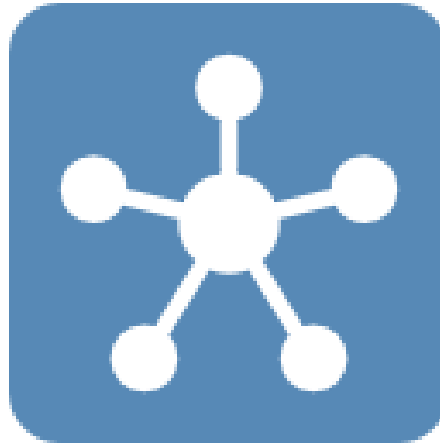
**What support?**



**Challenge**



**awareness \* relevance \* gaps \* benefits**



**digital inclusion hub**

**Relevant,**

**local opportunities**

**develop**

**information literacy skills**

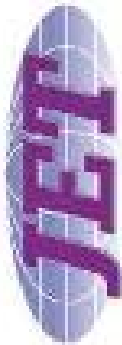
**preferred formats**

**preferred environments**

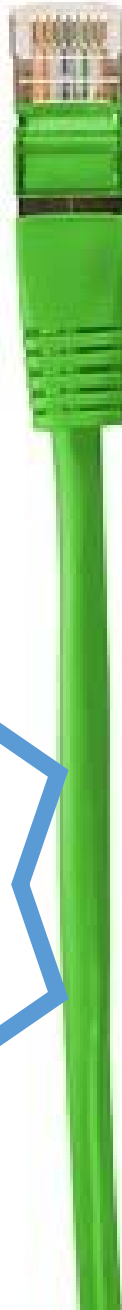
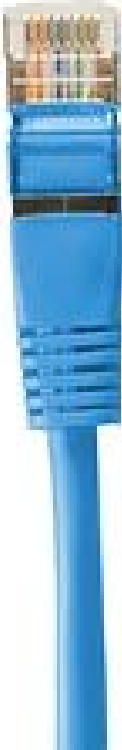
**First steps**

2013-2014...

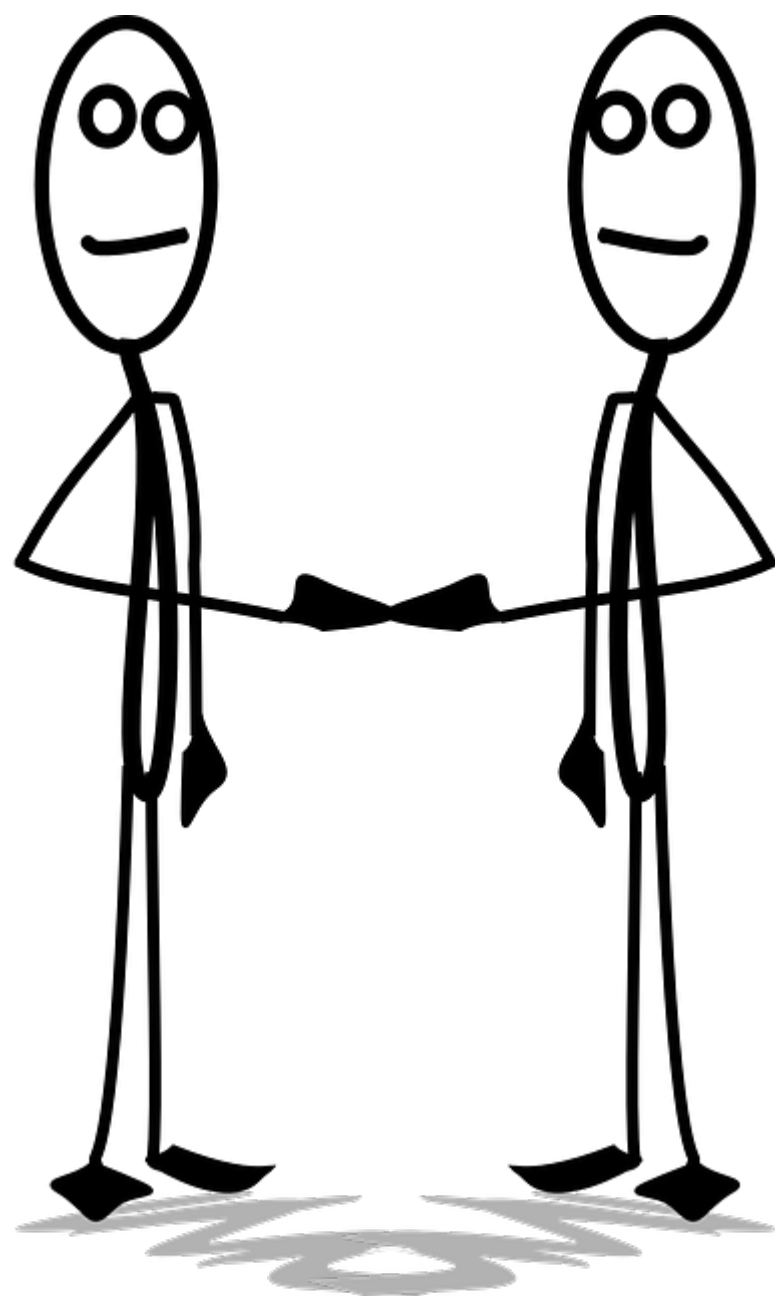
Turn a new page  
Newcastle Libraries

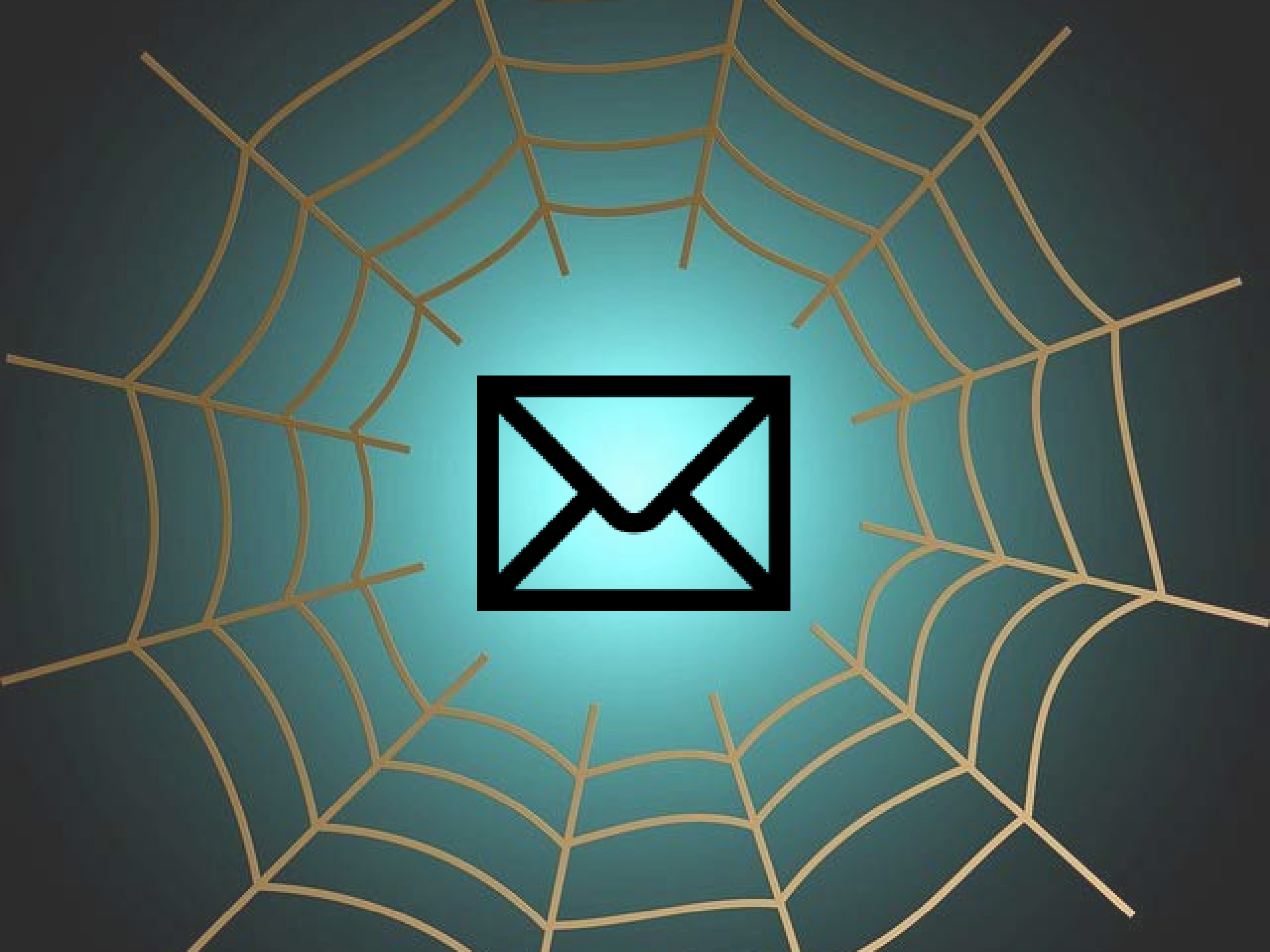


**9,000  
people**



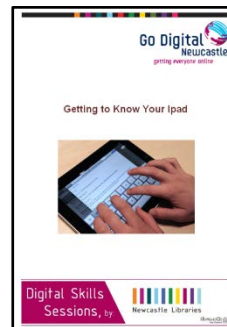






# 2014-2015...





Your Homes  
Newcastle













**Brand Identity**

# better broadband, better connected getting everyone online

## Digital Inclusion Newsletter 6<sup>th</sup> March 2015

In this issue:

1. Newcastle City Council: 'MyAccount'
2. 3aaa Newcastle Career Opportunities Day
3. Search Project: Spring Activities Day
4. Free Video Production Workshop
5. Discovery Museum joins Google Cultural Institute



### 1. Newcastle City Council: 'MyAccount'



**NEW: View your Council Tax, Housing Benefit and Business Rates online!**

MyAccount is a free, interactive and secure online service for Newcastle residents and businesses that allows you to access council tax, housing benefit and business rates online, 24 hours a day, seven days a week.

If you live in the city you will receive an "unlock" code on your next council tax bill and/or benefit notification, and this code will allow you to make full use of MyAccount, including:

- Check your account whenever you want.
- Get access to your bills and notifications securely.
- Get email alerts when new bills or notifications are issued.
- Notify us immediately of any changes in your personal details.

To unlock and start using MyAccount just visit [www.newcastle.gov.uk/myaccount](http://www.newcastle.gov.uk/myaccount)

### 2. 3aaa Newcastle Career Opportunities Day



3aaa is an outstanding training provider of Apprenticeships in England which specialises in Technology and Digital Marketing.

On Wednesday 11th March 2015 from 18.00 until 20.00, the 3aaa Newcastle Academy are hosting a Life Changing Career Opportunities Day where you can:

- See why Apprenticeships are key to shaping our future.
- Develop an understanding of how 3aaa can help decrease Youth Unemployment.
- Meet existing Apprentices who agree that their Apprenticeship sculptured their future.

Venue: 3aaa Newcastle Academy, 2nd Floor, 2 Cathedral Square, Newcastle upon Tyne.

To register your place for this exclusive networking event please contact:  
Gary Robson | Employer Engagement Recruitment Executive  
07896 013385 / 0191 222 1920 | [garyrobson@3aaa.co.uk](mailto:garyrobson@3aaa.co.uk) | [www.3aaa.co.uk](http://www.3aaa.co.uk)





# Computers and IT Support in Newcastle

Use this map to search for places in Newcastle where you can get free or low cost access to computers, training and support.

The coloured pins indicate the type of support available at each location. Use the boxes on the left to narrow your search, or enter your postcode area (i.e. NE) to find your nearest facility. Click on the map pins for more information about a particular venue.

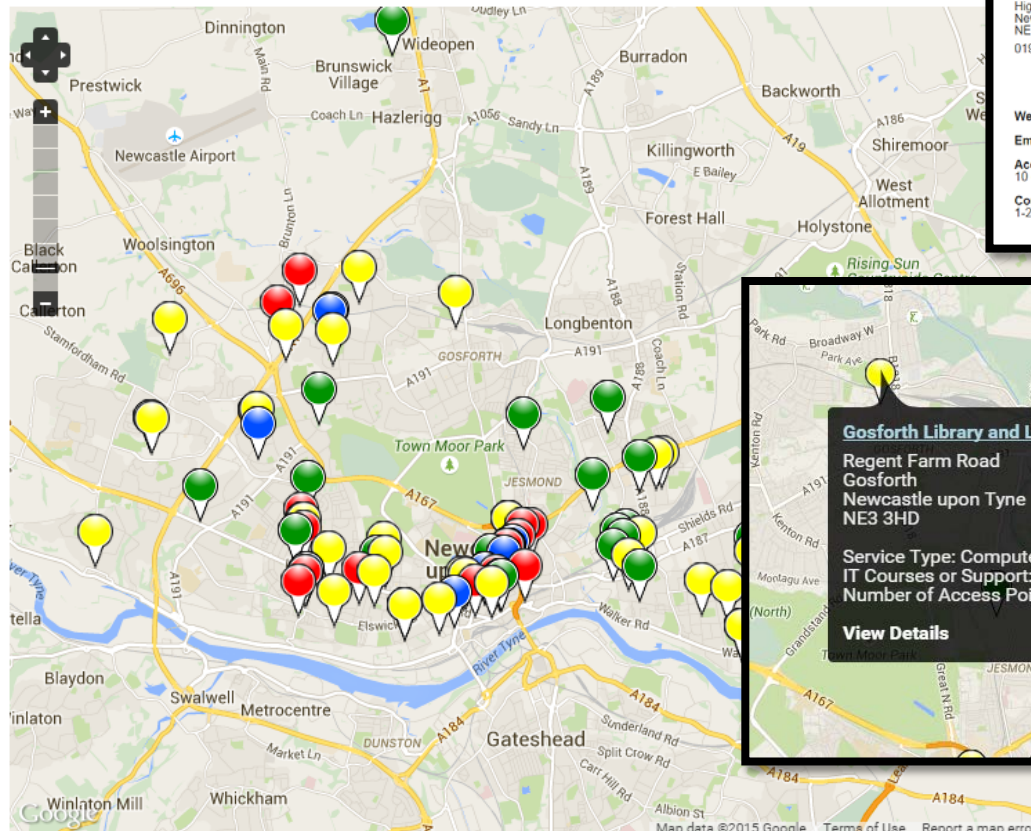
-  Computer Access Only
-  Computer Access & Training
-  Courses & Training Only
-  Support Organisation

## I'm looking for...

- ☐ Open to All
- ☐ Services for Young People
- ☐ Services for Older People
- ☐ Employment Support
- ☐ Blind & VIP
- ☐ Specialist Service / Clients Only

Postcode Search

Search



## High Heaton Library

Newton Road  
High Heaton  
Newcastle upon Tyne  
NE7 7HD  
0191 277 4100

Website: <http://www.newcastle.gov.uk/leisure-libraries-and-tourism>

Email: [information@newcastle.gov.uk](mailto:information@newcastle.gov.uk)

**Access Details:**  
10 computers with internet access. Free Wi-Fi throughout building

**Course Detail:**  
1-2-1 Taster Sessions (on request)

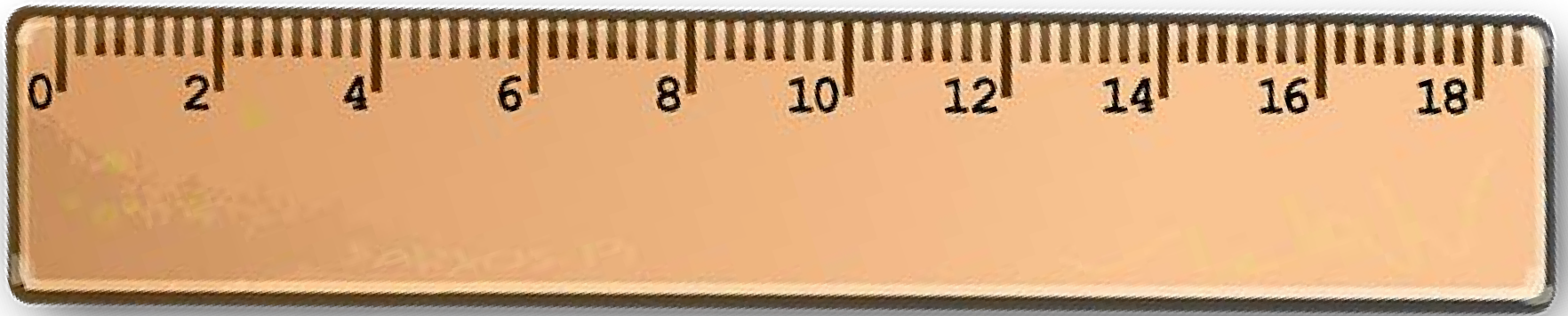
### Gosforth Library and Learning Centre

Regent Farm Road  
Gosforth  
Newcastle upon Tyne  
NE3 3HD

**Service Type:** Computer Access & Training  
**IT Courses or Support:** Yes  
**Number of Access Points:** Computers: 25

**View Details**

**Measuring  
impact**



# People's Network Usage

2,252 responses

3 February-2 March 2015

Data was gathered from 19 sites across the People's Network of computers in Newcastle upon Tyne

Where are you?



% of responses from sites with over 2% response rate

Why are you using a computer today?



All values are % of responses given

Do you use any of the following devices at home?

46.97% of respondents have access to a computer

39.34% of respondents have access to no device at home



All values are % of responses given

Where else do you use a computer/the internet?



All values are % of responses given

Other (please specify)

Library (4.25%)  
School (1.73%)  
College (0.63%)  
Access (0.52%)  
Friend's House (0.58%)  
Newcastle University (0.42%)

All values are % of responses given

Notes:

Where are you? 2,252 responses, 201 skipped question

Why are you using a computer today? 2,176 responses, 82 skipped question

Do you use any of the following devices at home? 2,087 responses, 165 skipped question

Where else do you use a computer/the internet? 1,816 responses, 337 skipped question

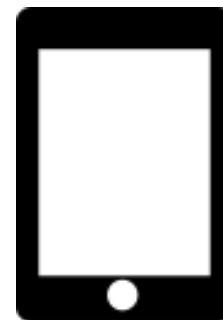
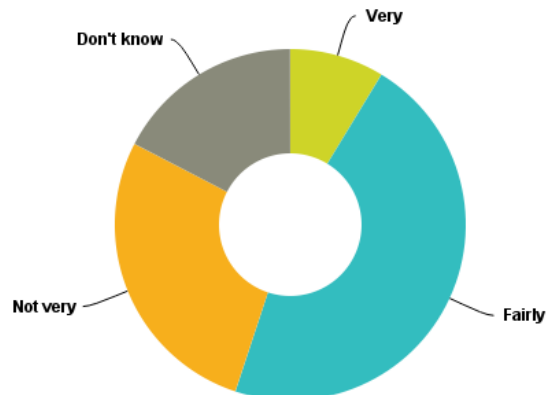
These data were gathered between 3 February 2015 and 2 March 2015 using a surveyMonkey survey. All data was displayed before time someone logged onto a People's Network computer.

Responses are not unique individuals and people may have filled in surveys multiple times.

Designed by: Pictochart

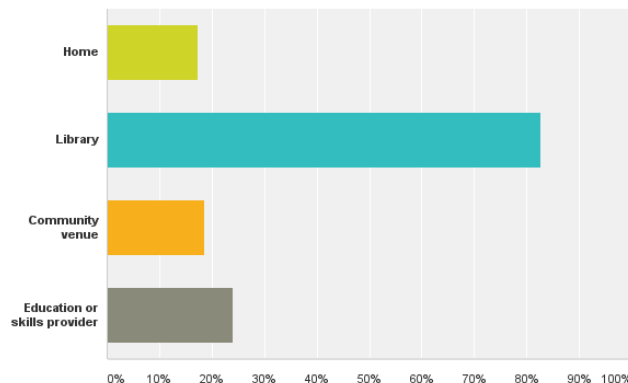
## Q8 How confident do you feel about judging the reliability of online information?

Answered: 69 Skipped: 69



## Q9 Where would you feel most comfortable learning IT skills?

Answered: 75 Skipped: 63



**Workforce  
development**





**key workforces can cascade digital skills to thousands of residents**

# Are frontline staff ready for 'Digital by Choice'?:



Develop internal digital skills and training mechanisms.

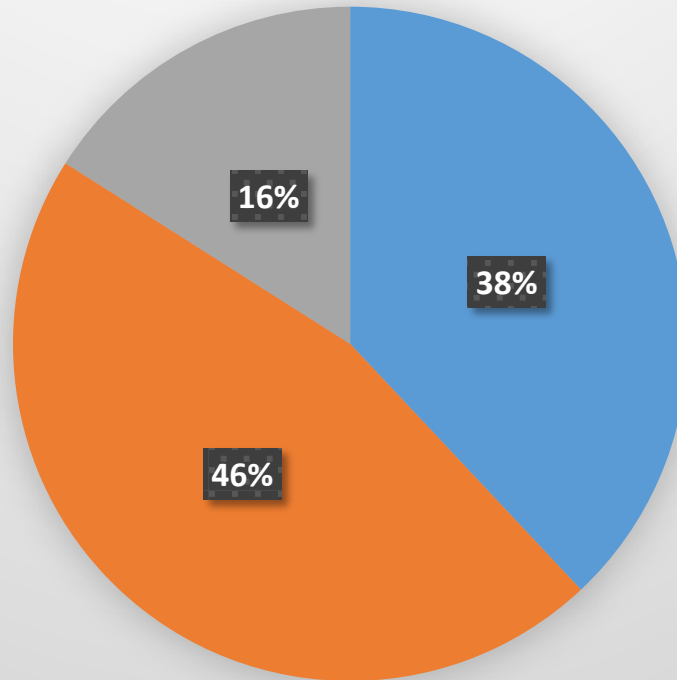
Address barriers to digital inclusion.

Support digital literacy in Newcastle.

Framework for other councils, private and third sector organisations.

# 25 x Study Participants:

- Customer Services
- Libraries
- Service Support

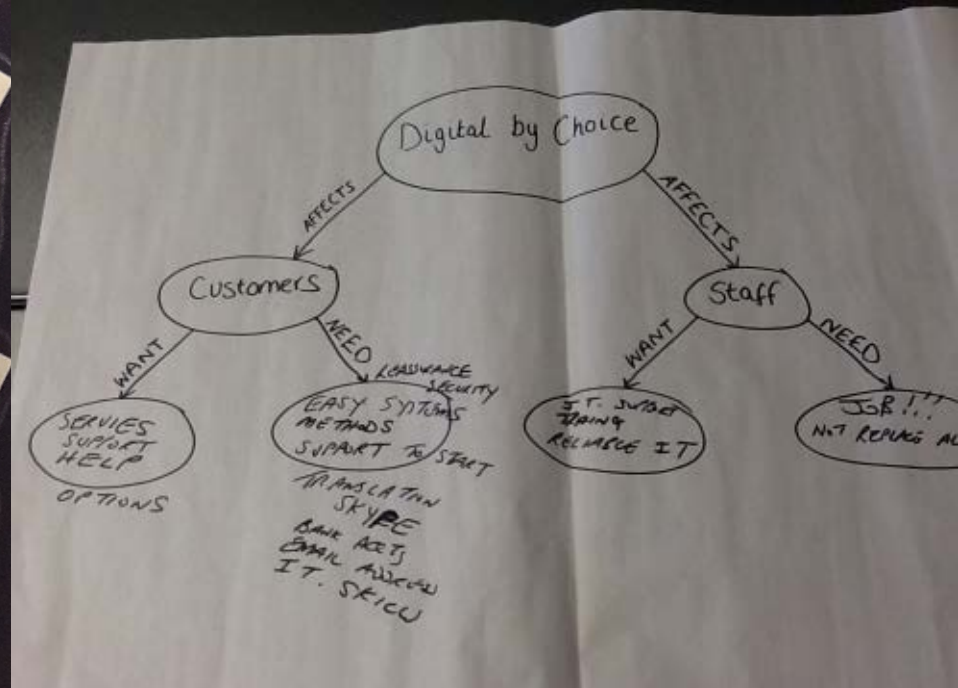
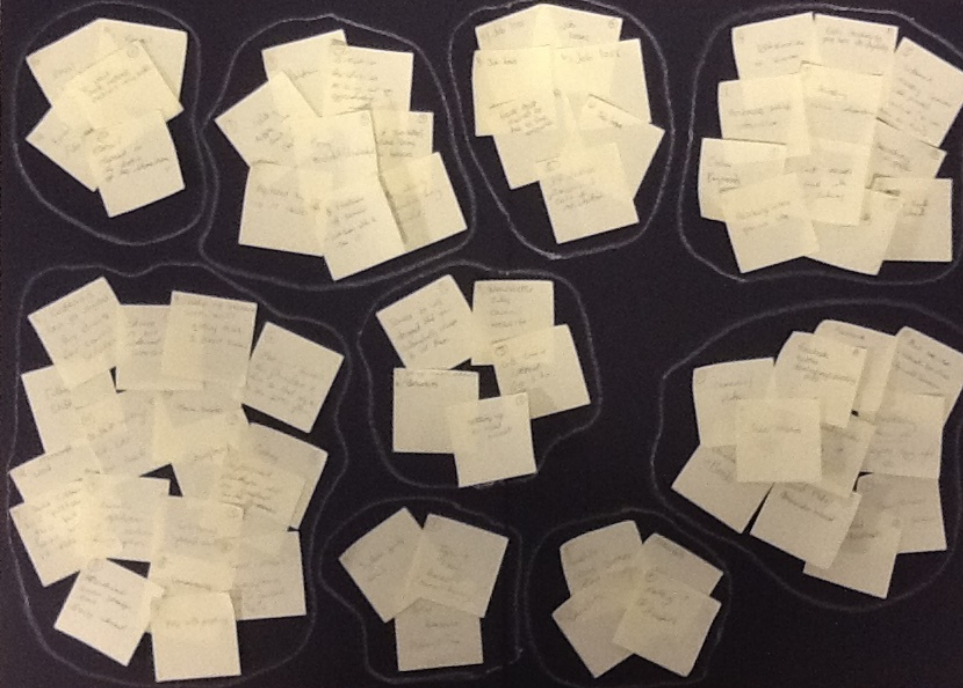


Non-  
Participants:

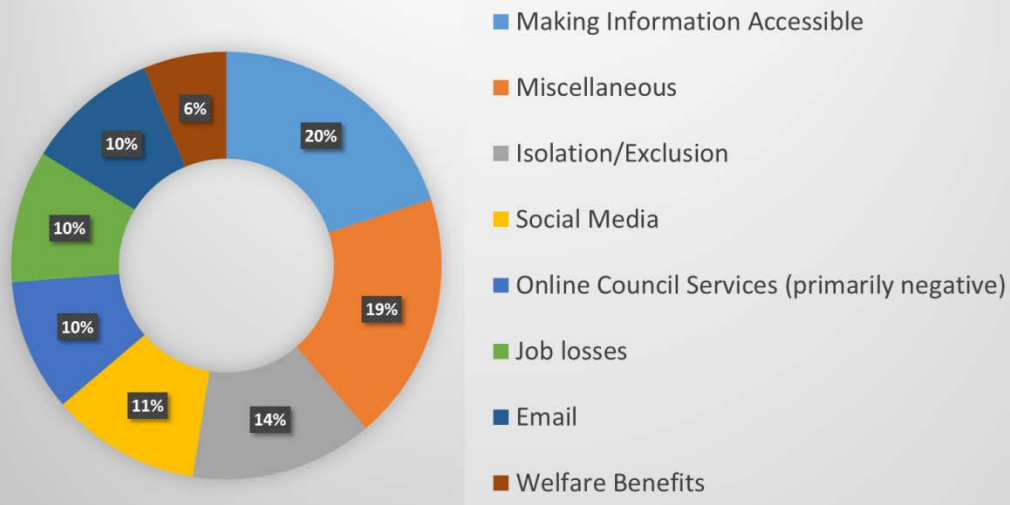
Revs & Bens

Road Services





## Stage 3a: Impacts of Digitisation...



### Customer Wants

Services  
Support  
Help  
Options  
Instant responses  
Assistance from a person  
Urgency

### Customer Needs

Reassurance  
Security  
Support to start (using online)  
Translation services  
IT skills and access  
Relevant information  
Confidence

### Staff Wants

IT support  
Reliable IT  
Working, efficient equipment  
Good quality, relevant training  
Up to date information

### Staff Needs

Jobs  
Not to be replaced altogether  
IT support  
Adequate staffing levels

# Disconnected?





# **Outputs:**

**Skills Audit (CCS)**


**SFA Accredited Training**

**'Digi' Marketplaces**

**Simplified Internal Comms**

**Remodelled LMS (all)**

**Senior Level Advocates**



keep  
UP  
The  
Good  
Work!

**Crucial  
message  
and  
investment in  
staff skills**

**Challenges**



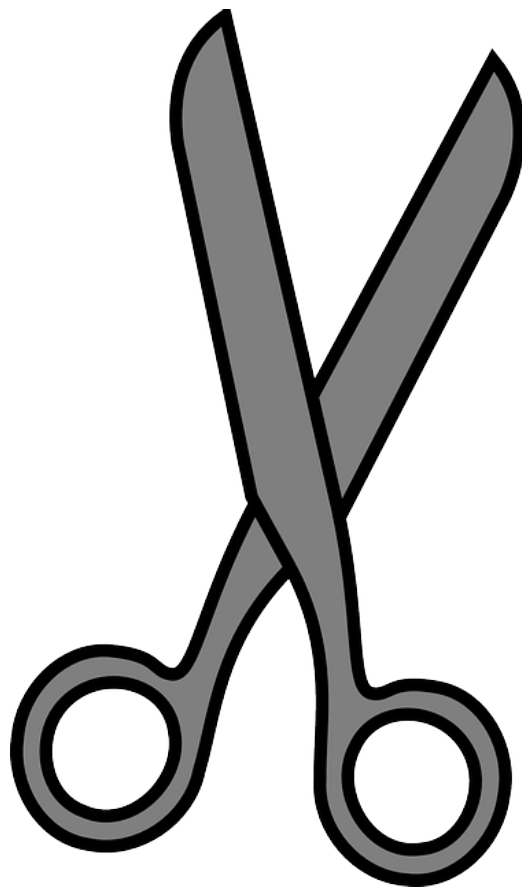
**Fewer  
champions  
than we had  
hoped**







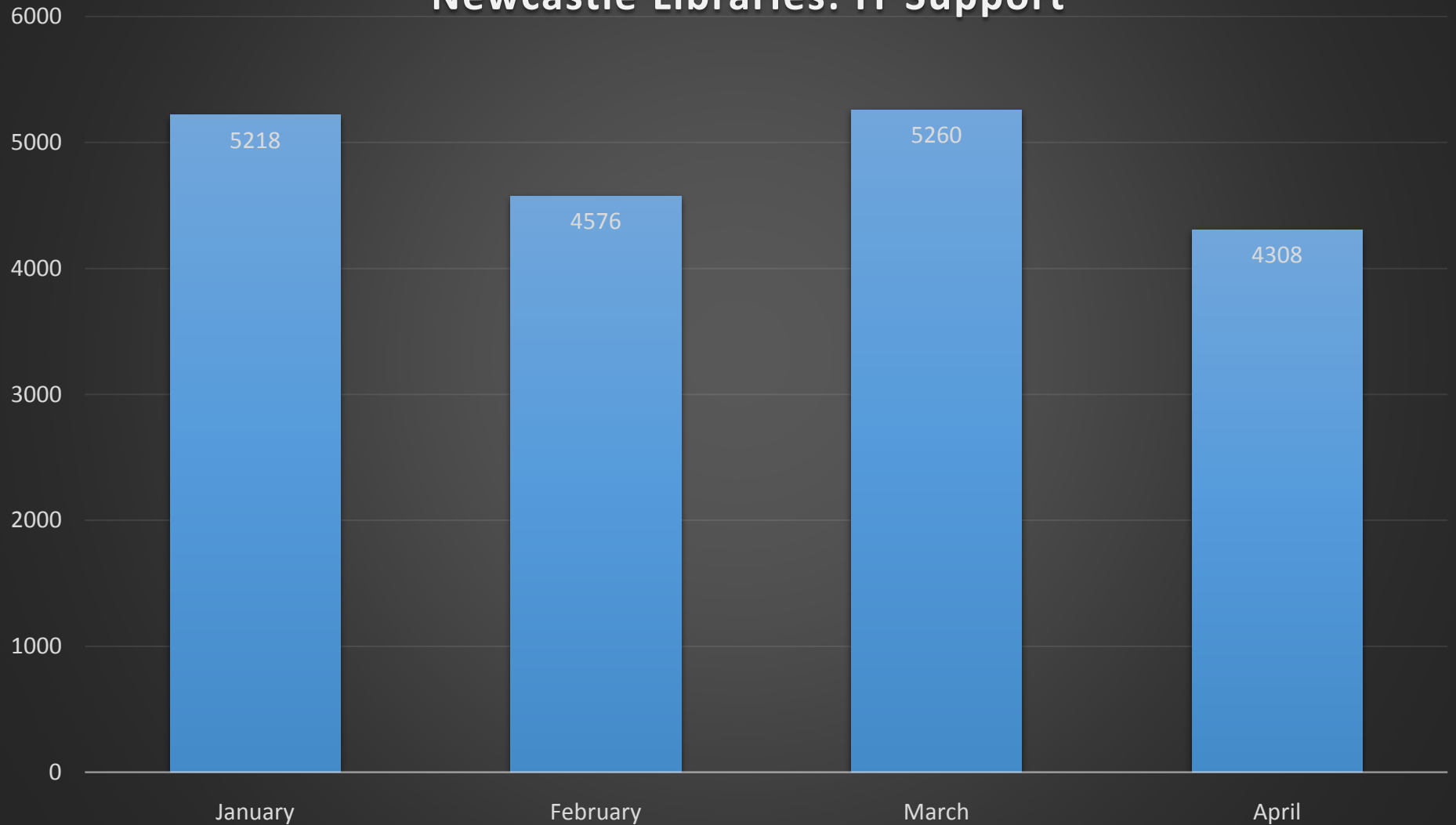




**Conclusions**

# Total: 19,362

## Newcastle Libraries: IT Support





# Conference 2016

Bringing the information world together

**Register your interest**

<http://bit.ly/CILIPConf16>