CILIP Conference 2015
Bringing the information world together

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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
13.9% (not even)
lack of services?
Not interested

Don’t want to go on a course

Don’t need help

What support?
awareness * relevance * gaps * benefits

digital inclusion hub
Relevant, local opportunities develop information literacy skills preferred formats preferred environments
First steps
2013-2014...

9,000 people
Brand Identity
Digital Inclusion Newsletter
6th March 2015

In this issue:
1. Newcastle City Council: ‘MyAccount’
2. 3aaa Newcastle Career Opportunities Day
3. Beamer Project: Spring Activities Day
4. Free Video Production Workshop
5. Discovery Museum joins Google Cultural Institute

1. Newcastle City Council: ‘MyAccount’

Now! 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

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 exciting Apprentices who agree that their Apprenticeship satisfied 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 Robinson | Employer Engagement Recruitment Executive 07805 013385 / 0191 222 1200 | garyrobinson@3aaa.co.uk | 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. NE2) to find your nearest facility. Click on the map pins for more information about a particular venue.

I'm looking for...
- Open to All
- Services for Young People
- Services for Older People
- Employment Support
- Blind & VI
- Specialist Service / Clients Only

Postcode Search

Search
Measuring impact
People's Network Usage

2,252 responses
3 February - 2 March 2015

Pie graph showing the distribution of responses across different categories.

Why are you using a computer today?

- 61.17% for personal
- 27.42% for work
- 11.41% for education
- Other

Do you use any of the following devices at home?

- Computer: 49.97%
- Smartphone: 28.28%
- Tablet: 21.71%
- Other: 5.94%

Where else do you use a computer/internet?

- Library (6.23%)
- School (1.73%)
- College (0.33%)
- Access (6.52%)
- Preservation (6.52%)
- Newcastle University (8.42%)

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

Don't know
Very
Fairly
Not very

Q9 Where would you feel most comfortable learning IT skills?

Answered: 73
Skipped: 63

Home
Library
Community venue
Education or skills provider
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: 38%
- Libraries: 46%
- Service Support: 16%

Non-Participants:
- Revs & Bens
- Road Services
Stage 3a: Impacts of Digitisation...

- Making Information Accessible
- Miscellaneous
- Isolation/Exclusion
- Social Media
- Online Council Services (primarily negative)
- Email
- Welfare Benefits

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
Crucial message and investment in staff skills
Fewer champions than we had hoped
Newcastle Libraries: IT Support

Total: 19,362