

ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

This tool aims to help public service providers effectively use the best channel to reach their target audience.

Many services provided by local authorities and other public service suppliers can be delivered to their local communities through a variety of different ways, some of which will be through the use of technology. Each community is made up of differing social and demographic groups of people. Some will be in a good position to use services from their home via the internet. Others are less likely to be able to do that, yet will be able to engage in an alternative way. This may be face to face or it may be through a different type of technology. The purpose of delivering services in a variety of ways is to reach as many people as possible in the most efficient way. There are many different types of technology that can be utilised in service provision and the range should be exploited to best effect.

This document gives one or more real examples that address particular social groups for various technologies that may be used to access public services. For each example it gives the name and description of the service and refers to a local authority or location in which it is used. It shows the demographic group that the technology is likely to be the most successful at reaching, and it highlights value for money, resilience and the driver for doing the service in that way. Where available, it provides some measures of success.

Please note:

- The groups of people described in this context may not necessarily reflect social disadvantage. For example, those living in rural areas may be technologically disadvantaged but not socially. The same may be true for some elderly people.
- Some people may be socially disadvantaged but showing a high use of technology. This may be true for example for some young people, but not all.
- Special services aimed at people with disabilities will not be associated with any particular demographic group.

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Examples of inclusive access to public services through technology

Service Access Method	Target demographic type for receipt of public information and services			
	'Mainstream' population e.g. employed, reasonable income, reasonable education	←	→	Increasingly disadvantaged Life challenges eg low income, rural isolation, disability, complex needs
Telephone	CRM Contact Centres		SMS Language Detection (Stratford)	Looking Local services via mobile phone CRM/prioritise vulnerable calls (Staffordshire Moorlands) Sign Video call Centre (London Councils)
Face to face		Single Contact Centres (Bunny Hill Sunderland)		Joint Teams (Staffordshire Moorlands/National)
Post			Targeting through Customer Insight Analysis (Norfolk)	GIS benefits mapping/ targeted letters (Stratford)
Digital TV	Internet Protocol TV (Stratford)		DiTV GP appointments (easy@connects) Looking Local services	IPTV telecare/telehealth (Hull) Syndicated web services (Kirklees)
Analogue TV				DiTV Choice Based Lettings (Solihull) BBCs Ceefax TV Programme messaging (UK online in Eastenders)



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Mediation		Third Sector Partnerships (CAB, Age Concern etc)	Mediated Access to internet services (Directgov/ukonline centres)	Mobile Contact Centres (Stratford)
Posters		Bluetooth posters (Stratford)		
Games				InLiving (Kirklees)
Home PC	Local Govt websites Central Govt websites	Fosternets (foster carers Norfolk)	Wireless/powerline internet for blocks of flats (Solihull) Directgov (national) Slivers of Time (e-recruitment for LA, national)	E Clinics (Adults with mental health N Lincs) E Mentoring (Looked After Children N Lincs)
Community screen		Kent Police (Medway)	Local Strategic Partnership TV (Easington)	GP surgeries/schools (national)
Kiosks		Information Service kiosks (East Sussex)	Employment Kiosks (Jobcentre Plus)	Health kiosk (Newham/Sunderland) Starthere (national/local) Prison/probation kiosks (Starthere Pentonville, Tower Hamlets)

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Examples of inclusive access to public services through technology

Community bus	Silver Kettle E Bus (Staffordshire Moorlands)
Community IT Centre	E Mentoring (NEET young people Reading)
Provider-hosted system	Virtual Home (Leicester PPOs)
Provider-hosted PC	Virtual Campus in Prisons (East England)

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Examples of inclusive access to public services through technology

Name of Service Virtual Home

Service Access Method

Provider hosted system

Which public services are delivered by this access method

Document storage and retrieval for personal identification and reference

Target Demographic community group Ex Offenders demographic group E

High Level Description of Service

The Virtual Home is a mechanism for ex offenders to store documents that they can use for personal identification. These documents include birth certificate, utility bill, national insurance information, education achievements, family photographs for example. The purpose is to assist the offender find accommodation, employment and open a bank account, all of which require identification of the individual. The ex offender presents the documents to the probation service, who scans them into a secure offender database. The documents can be emailed to the job centre to assist employment for example or printed for the ex offender to take away and use appropriately.

Local Authority and location with service implemented

Leicestershire, Leicester and Rutland Multi Agency for Prolific and Priority Offender Management implemented this service in Jan 2010.

Channel value for money, resilience and the driver for doing the service in that way.

The service uses the probation service's existing proprietary IT System and scanners without any additional cost. The service is maintained by the existing IT Personnel and is securely housed within the probation service. The documents are all 'vetted' by probation personnel before being scanned and so there is ensured security of the type of data held for the ex offenders and their retrieval. Emailed documents are encrypted.

Measures of Success

The process has been warmly welcomed by probation staff as it removes the time consuming search for documentation that is required. There is currently no evaluation of the outcomes for ex offenders and the potential to reduce reoffending, find accommodation, employment and training.

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Examples of inclusive access to public services through technology

References, Contact details

There is no website to reference however the project details can be found on the Digital Inclusion Innovation Tool Kit
Contact Tim Scotson at Leicestershire, Leicester, Rutland Multi Agency for Prolific and Priority Offender Management (MAPPOM)
Tim.Scotson@leicestershire.probaton.gsi.gov.uk

Helpful hints on how to implement

This is straightforward to implement if the existing IT system in use has the function to store scanned documents.
It would be significantly more complex if this function had to be developed.

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Examples of inclusive access to public services through technology

Name of Service E-Bus

Service Access Method

Face to face Mediation Community bus Community IT Centre

Which public services are delivered by this access method

Access is provided to all main council service areas (e.g. benefits, council tax, non domestic rates, planning, environmental services). Other enquires are mediated via staff and IT facilities on board the Bus. This also includes wider public services such as the Pension Service and Jobcentre Plus. In addition the project delivers an educational role to help people gain confidence in accessing services through online services.

Target Demographic community group

Residents living in rurally isolated communities, residents with no/limited access to online services/skills, people aged 50+ & low income households, wards that display particularly high levels of crime or health inequalities.

High Level Description of Service

The Council is committed to addressing issues of digital inclusion and bridge the “digital divide” within the district. Having conducted pilot studies with partner organisations the value of a vehicle that can be used to provide access to services within communities has been noticeable, particularly given the high level of public interest generated by it.

The E-Bus project has been set up to create a facility that will be used to increase awareness of online services and people’s ability to take advantage of this. In addition this will support community engagement, health promotion and community safety initiatives. The vehicle will be equipped with an on board ICT suite and satellite internet access (for online access to services and training facilities) promotional space and informal meeting areas.

Local Authority and location with service implemented

The administrative areas covered by the High Peak Borough Council and Staffordshire Moorlands District Council Strategic Alliance.

Channel value for money, resilience and the driver for doing the service in that way.

Due to the rural nature of the above authorities there is a requirement to deliver services to residents living in very isolated locations who, in addition, do not have ready access to broadband internet services. The E-bus will enable each Council to target a valuable resource to individual neighbourhoods and enable the council to better engage with hard to reach groups who would not otherwise access services or feedback their views via traditional routes.

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Measures of Success

Number of people engaged via the E-Bus and satisfaction levels with the service provided.

References, Contact details

Details of the service will be available via the Council's website when launched (July'10). Officer contact details – Linden Vernon, Customer Services Manager. Tel: 01538 395613.

www.staffsmoorlands.gov.uk

Helpful hints on how to implement

To establish success or problem areas to further develop your Business Case it's useful to run a pilot project. This was achieved for the E-Bus project by working in partnership with Leek College and the use of their IT vehicle. In addition partners such as other public sector providers may help to add economy of scale and also help to fund the project. This can be achieved via existing links in Local Strategic Partnerships. Other opportunities may also arise through different partnerships. For example IT facilities for the E-Bus have been funded by the Derbyshire Dales and High Peak Accessibility Partnership and Staffordshire County Council expertise in procuring our vehicle has been invaluable.

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Name of Service Choice Based Letting

Service Access Method

Phone Face to face Post Digital TV Community Screen Community IT Centre

Which public services are delivered by this access method?

Housing – Choice Based Letting is a web based approach to advertising vacant council properties and allowing potential tenants to express an interest in the property by a process known as “bidding”.

Target Demographic community group

Residents living in or wishing to live in Council rented properties. Residents with no or limited access to online services/skills, people aged from 18 to 70+ & low income households, typically families are on low incomes or unemployed.

High Level Description of Service

The Housing Act 1996 (Part 6), as amended by the Homelessness Act 2002, (“the Act”) requires all local authorities to have an allocations scheme for determining priorities, and for defining the procedures to be followed in allocating housing accommodation. All applicants will receive confirmation in writing if they have been placed on the housing register. This will include information on the date the housing application was received and level of priority for an allocation under the banding system. Applicants are also told the maximum size of property, in terms of the number of bedrooms, for which the applicant can show expressions of interest on available properties. Applicants that are not eligible for an allocation of housing, or that have had any relevant priority reduced or removed, will receive written notification.

Once registered the applicant is given a pin number that will allow them to register an interest (bid) on any properties that they are interested in and which they are entitled to bid for. Most authorities limit the number of bids an applicant can make in a given period.

Local Authority and location with service implemented

Most Councils and housing associations now operate a choice based letting scheme. Solihull and its Solihull Home Options scheme is a good example of this type of scheme that gives the applicants the ability to bid using a web site, text messaging, face-to-face, phone or digital TV.

Channel value for money, resilience and the driver for doing the service in that way.

The service is primarily web based. The web based interactions represent very good value for money, however due to the nature of the service many potential users do not have easy access to the internet. Therefore a number of other access channels have been provided. These include the ability to place a bid over the phone or via text. Also because of the very limited information that is needed when placing a bid, the use of digital TV and a TV remote control is a practical access channel.

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Although the number of customers using digital TV is low compared to those using the web, this can still be seen as good value for money as many of these customers are vulnerable and may be prevented from accessing the service if it was only available via a PC.

Measures of Success

It is important to know the number of people who have bid and the proportion of those people who have used the various channels. It is also important to know how long people in the various categories or bands have to wait on average and the percentage of customers who turn down a property after initially declaring an interest in it. But information about those people who are not accessing the service is also important. The interactive nature of the process may prevent vulnerable service users from registering or bidding on properties.

References, Contact details

Details of the Solihull scheme can be obtained from their website <http://www.solihullhomeoptions.org.uk/Data/ASPPages/1/30.aspx> or by writing to:

Solihull Home Options
Freepost RLSS-UEBA-RTUZ
Solihull Community Housing
Endeavour House
Meriden Drive
Solihull
B37 6BX

Helpful hints on how to implement

If your choice based letting system is provided by Abritas then a connector already exists to allow people to bid on properties using digital TV. This connector is currently in use by Solihull and Stratford. However not all system providers offer this type of connector. The costs per potential user can be quite high for digital TV, it is recommended that you check the number of potential users with access interactive TV packages such as Sky or Virgin before making any investment decisions.

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Examples of inclusive access to public services through technology

Name of Service Single Contact Centre

Service Access Method

Phone Face to face

Which public services are delivered by this access method

Housing, health services, a fitness centre, a library, community spaces and adult education classrooms

Target Demographic community group

All local community

High Level Description of Service

Sunderland's Bunnyhill centre is a place where ICT and different services and disciplines, and service users come together under one roof – including housing, health services, a fitness centre, a library, community spaces and adult education classrooms. Significant ICT facilities are included and the collocation encourages new ways of joined-up working.

Local Authority and location with service implemented

Sunderland

www.sunderland.gov.uk

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service Mobile contact centre

Service Access Method

Face to face Community bus

Which public services are delivered by this access method

Local community public services

Target Demographic community group

Vulnerable people in rural areas

High Level Description of Service

The FLAME bus is a mobile office, which visits villages and towns across South Warwickshire taking public services to residents' doorsteps. It is operated by regular contact centre staff who have a mobile clause in their contracts – so staffing is sustainable

Local Authority and location with service implemented

Stratford Upon Avon

www.stratford.gov.uk

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Examples of inclusive access to public services through technology

Name of Service CRM /prioritise vulnerable calls

Service Access Method

Phone

Which public services are delivered by this access method

Telephone customer service contact

Target Demographic community group

Vulnerable people

High Level Description of Service

Staffordshire Moorlands has developed its telephone system so as to automatically give priority to calls from citizens identified as vulnerable and promote them to the front of the queue. This is based on information stored in its CRM system.

Local Authority and location with service implemented

Staffordshire Moorlands

www.staffsmoorlands.gov.uk

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

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Name of Service Looking Local

Service Access Method

Phone Digital TV

Which public services are delivered by this access method

Choice based social housing schemes, job and transport information searches, GP appointment and repeat prescription booking and other local community services to sectors of the population which most need them.

Target Demographic community group

Vulnerable people

High Level Description of Service

With many of the households in the UK without computer or internet access already using Sky Digital, Virgin Media or mobile phone browsing, DigiTV and Kirklees Council's managed portal opens automated services via digitv and mobile phones

Local Authority and location with service implemented

Over 70 local authorities and partners offer interactive services on Looking Local. Eg Kirklees, Leeds, Birmingham, Stoke, Dudley

<http://lookinglocal.gov.uk/>

Channel value for money, resilience and the driver for doing the service in that way.

DigiTV is a cost effective way to reach the digitally excluded. One authority reported that the annual costs of using Looking Local were cancelled out by as few as 65 people per week accessing services using it instead of phoning the call centre.

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Name of Service Sign Video Call Centre

Service Access Method

Phone

Which public services are delivered by this access method

London Councils

Target Demographic community group

Deaf and hard of hearing people

High Level Description of Service

SignVideo is an award winning service developed by Significan't. The SignVideo Contact Centre provides high quality interpretation services for deaf people using remote computer links with interpreters.

<http://www.signvideo.co.uk/services/signvideocontact.php>

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Name of Service Language Detection

Service Access Method

Phone

Which public services are delivered by this access method

Telephone contact centre

Target Demographic community group

Community not speaking English

High Level Description of Service

Contact centre staff for Stratford-Upon-Avon District Council can press a button to ask the callers speaking in different languages which language they are speaking. This then enables them to be routed to someone who can deal with that language.

Local Authority and location with service implemented

Stratford Upon Avon

www.stratford.gov.uk

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Examples of inclusive access to public services through technology

Name of Service Joint Teams

Service Access Method

Face to face

Which public services are delivered by this access method

Welfare benefits service

Target Demographic community group

Older members of community

High Level Description of Service

Staffordshire Moorlands has implemented Joint Pensions Visiting Teams, facilitated jointly by the Council's benefit service and the Pensions Service, and supported by appropriate technology. This provides a one stop, holistic welfare benefits service to the older members of the community, and particularly those in the most isolated areas.

Local Authority and location with service implemented

Staffordshire Moorlands

www.staffs Moorlands.gov.uk

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service Deprivation mapping

Service Access Method

Post

Which public services are delivered by this access method

Postal service customer services

Target Demographic community group

Vulnerable groups and deprived communities

High Level Description of Service

Stratford-Upon-Avon conducts deprivation mapping by extracting data from back office systems into a Geographical Information System (GIS). This enables better targeting of services around vulnerable groups and deprived communities.

Local Authority and location with service implemented

Stratford Upon Avon

www.stratford.gov.uk

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Examples of inclusive access to public services through technology

Name of Service Customer Insight Analysis

Service Access Method

Post

Which public services are delivered by this access method

customer services

Target Demographic community group

Local vulnerable communities

High Level Description of Service

Norfolk Customer Insight aims to use computers and the internet to improve the way we deliver services. The project is based on understanding the needs of different groups of customers, re-designing services to better fit their needs, and then targeting information in a way that will best encourage them to take those services up.

Specific projects and groups are:

- Delivering services and information about cardio-vascular health to those most at risk
- Making sure children and families get the services they need – especially under 5s
- Encouraging more young people to get qualifications after the age of 16
- Identifying the best way to reduce teenage pregnancy

Local Authority and location with service implemented

Norfolk

www.norfolk.gov.uk

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service DiTV GP appointments

Service Access Method

Digital TV

Which public services are delivered by this access method

Over 1,100 surgeries are now in a position to offer their patients the ability to book, amend and cancel GP appointments via digital interactive TV and mobile.

Target Demographic community group

local communities

High Level Description of Service

Patients across the country are now able to safely access their GP's appointment book just by pushing a few buttons on their remote control or mobile phone. Patients will have access to the same system that the doctor's receptionist uses when someone phones up or asks for an appointment in person. EMIS has already made this facility available to internet users, so it was a natural extension to make it available on DiTV and mobile phones.

Local Authority and location with service implemented

National

<http://lookinglocal.gov.uk/wiki/display/pub/Looking+Local+GP+Appointments+-+Information+for+GP+Surgeries>

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service STREAM

Service Access Method

Digital TV

Which public services are delivered by this access method

Local programmes and services eg health

Target Demographic community group

Older vulnerable people

High Level Description of Service

Provides vulnerable older people with access to local programmes and services through their existing television, using an IPTV application developed by the STREAM team.

Local Authority and location with service implemented

Hull

www.streamonline.co.uk

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service Mediated Access to UK Online Centres

Service Access Method

Mediation

Which public services are delivered by this access method

Public services all in one place on Directgov

Target Demographic community group

Local Community

High Level Description of Service

Directgov is the website with information about all public services eg crime and justice, health, employment, parenting, education. On Directgov, for example, you can find out about childcare and schools in your area, apply for a school place and check term dates.

UK online centres are a great place for complete beginners to give the internet a go for free, with expert help on hand.

There are over 6,000 centres across England - all staffed by people ready to offer help and advice.

Online basics and Myguide are free learning tools, specially created to help novices get started on the internet. They can be used at a UK online centre, or at home.

Local Authority and location with service implemented

National

www.ukonlinecentres.com

www.direct.gov.uk

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service Citizens Advice Bureau

Service Access Method

Mediation

Which public services are delivered by this access method

Advice on debt, benefits, housing, employment, consumer issues, relationships, family matters, health, education, discrimination, immigration and the law.

Target Demographic community group

Local community

High Level Description of Service

The Citizens Advice service is the UK's largest advice provider, with nearly half of the population using the service at some point in their lives. The service is provided in over 3,200 locations including the high street, community centres, health settings, courts and prisons. They are equipped to deal with any issue, from anyone; debt, benefits, housing, employment, consumer issues, relationships, family matters, health, education, discrimination, immigration and the law. The service provides free, independent, confidential and impartial advice to everyone on their rights and responsibilities.

The information and advice is delivered through face-to-face, telephone and email services, and online via [Adviceguide.org.uk](https://www.adviceguide.org.uk).

Local Authority and location with service implemented

National basis

www.citizensadvice.org.uk

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Examples of inclusive access to public services through technology

Name of Service Ceefax

Service Access Method

Analogue TV

Which public services are delivered by this access method

News, sport, weather, TV listings, businesses

Target Demographic community group

People without digital TV or internet access

High Level Description of Service

BBC's Ceefax service is still providing information on a wide range of topics covering News, Sport, Weather, TV Listings and Businesses. The pages are still kept extremely up-to-date.

Ceefax is the last remaining analogue text service on UK television

Local Authority and location with service implemented

National service

www.ceefax.tv

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Examples of inclusive access to public services through technology

Name of Service Fosternets

Service Access Method

Home PC

Which public services are delivered by this access method

Communication to foster carers

Target Demographic community group

Foster carers within the local authority area

High Level Description of Service

Fosternets is a network communication service for foster carers. Information from the local authority and its employees can be directed to the carers. Communication between carers themselves is also a feature.

Local Authority and location with service implemented

Norfolk

References, Contact details

Mike Woodward mike.woodward@norfolk.gov.uk

Philip Clarke philip.clarke@redhood.co.uk

www.fosternets.co.uk

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Examples of inclusive access to public services through technology

Name of Service Wireless/powerline internet for blocks of flats

Service Access Method

Home PC

Which public services are delivered by this access method

Solihull provides free broadband in council-owned high-rise blocks distributed via electrical power lines. This has been installed in 6 tower blocks so far with the ambition to extend to 42 tower blocks covering 400 families

Target Demographic community group

People living in council – owned high rise blocks of flats

High Level Description of Service

Solihull Council works with the registered social landlord Solihull Community Housing to provide free broadband in council-owned high-rise blocks distributed to the buildings by wireless radio signals and then to individual flats via the electrical power circuits. The project is supported by the third sector - ReCOM who provide re-cycled PCs, and by the Colebridge Trust, which provides training workshops for residents.

Solihull has worked with the private sector, CI-Net, in a partnership to deliver free broadband in high-rise blocks. As part of the project CI-Net were able to use Solihull housing as a test-bed for delivering cutting edge, low cost 'powerline' broadband services.

Local Authority and location with service implemented

Solihull

Channel value for money, resilience and the driver for doing the service in that way.

The council were able to introduce broadband competition in areas where traditional communications companies were not interested in going. And residents benefited from free, and then cheap broadband.

References, Contact details

Deery, Chris (Solihull Community Housing - Solihull MBC)

cdeery@solihull.gov.uk

<http://www.ci-net.com/customer-showcase/solihull.html>

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Name of Service Bluetooth posters

Service Access Method

Phone

Which public services are delivered by this access method

The posters are displayed in Stirling's train station. Those coming into the station who have Bluetooth capabilities will receive a text message detailing what is on in Stirling and what offers are available in the shops. The messages will feature information on events in the city as well as shopping offers.

Target Demographic community group

Residents and visitors with mobile phones

High Level Description of Service

Visitors to the station will be given information about the city via Bluetooth posters which activate a text message to phones. Bluetooth is a wireless connection for phones, laptops or PDAs which can transfer information between mobile devices. The local authority said the project was aimed at keeping residents and visitors up to date with the opportunities available to them.

Local Authority and location with service implemented

Stirling's train station has become the first in the country to communicate with commuters through Bluetooth.

Channel value for money, resilience and the driver for doing the service in that way.

This new medium is a new way to reach residents and visitors directly via their mobile phones and keep them informed on what is happening in the city.

http://news.bbc.co.uk/1/hi/scotland/tayside_and_central/7228905.stm

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Name of Service E Clinics

Service Access Method

Home PC

Which public services are delivered by this access method

NICE approved services for adults with mental health problems

Target Demographic community group

Adults with mental health problems – with Geographical Disadvantage, Income/ Poverty, Unemployment, Maintaining Employment, Families with Complex Needs

High Level Description of Service

A realtime telehealth care service for treating and managing depression and anxiety. This service includes: realtime internet based therapy, virtual drop in or scheduled appointments, advice and support via email. It offers an extended hours service. An established/ innovative private sector practice is adopted and customised to meet NHS clinic governance standards, which will support flexible working (home/ out of hours) and improving the working lives of staff - enabling productivity gains. The increased choice and control will improve patient satisfaction. The service will specifically target those on long term medication. The service supports key national policies Improving Access to Psychological Therapies, Darzi Report, Good to Great DoH report which recommends using technology to deliver services and Community Services Vision to delivery care close to home. Patients have rights to access NICE approved treatment.

Local Authority and location with service implemented

North Lincolnshire; Rotherham Doncaster and South Humber Mental Health NHS Foundation Trust (RDaSH)

Channel value for money, resilience and the driver for doing the service in that way.

Existing services that are available are not being accessed due to lack of awareness among service users and inconvenient modes of delivery particularly in rural areas of North Lincolnshire.

Measures of Success

Predicted future demand is very high - World Health Organisation predicts that depression will be the second greatest burdening disease on NHS by 2020 and current and planned public sector resources will not meet this demand. Current capacity in N Lincolnshire is not even meeting current demand because some people who need the service can't attend clinics outside normal working hours particularly patients in employment who have to miss work. Currently the Trust is not able to offer out of hours services because of lack of resources and safety of staff along with the difficulty of recruiting qualified therapists due to geographical

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constraints. The impact is higher suicide rates (linked to economic downturn and unemployment), higher medication costs, lost productivity for major employers in area - the Council and Tata. (Cost to NHS of depression is £1.7bn and national economy £7.5bn)

References, Contact details

Carole Hirst

Carole.Hirst@rdash.nhs.uk

Helpful hints on how to implement

E clinics utilises innovative technology as advocated by DoH, and creates a virtual care pathway and allows therapists to work remotely from home and gives patients greatest flexibility and open access to therapy at 'drop in' times convenient to them, and increases productivity of existing staff - reducing travel needs while also increasing direct patient contact.

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Name of Service e Mentoring

Service Access Method

Home PC Community IT Centre

Which public services are delivered by this access method

Choice in access to mentoring support - face to face, electronic or both. Independence of specialist support, remote access, anonymous and secure. Technology is engaging for young people which helps to increase participation. Young people can more easily shape and refine the service themselves. It is cost effective particularly to provide support over wider geographical areas. It also helps to introduce young people to universal services.

Target Demographic community group

Children in Care and Care Leavers age 14-21 from North Lincolnshire

High Level Description of Service

Delivers an e-mentoring service which establishes an independent stable relationship between young people & positive role models. This service can either enhance an existing face to face mentoring scheme, or be implemented as a pure electronic service. The e-mentoring service provides secure, internet based communications between mentor and mentee, emotional support, life skills tools, resources to support the mentoring relationship such as activities, self-serve information & guidance. There is a mix of generic & localised information based on the needs of both the service provider & young people. The service also supports consultation and feedback & getting the 'real views' of young people about services independent from others such as foster carers. The service supports existing mentor co-ordinators in running an efficient & effective mentoring scheme - by providing electronic contact with all mentors & management information statistics around mentoring relationships. The mentoring service is provided by a charity which enables targeted, anonymous, independent mentors to be recruited alongside any suitable local mentors - therefore providing the best opportunities for matching experience to need.

Local Authority and location with service implemented

North Lincolnshire

Channel value for money, resilience and the driver for doing the service in that way.

The project supports socially excluded adults, and the North Lincolnshire Children and Young Peoples Plan 2009-13.

There is an increase in the number of teenagers entering the care system (national and local) and in addition there is an increase in 16-17yr olds who present as homeless becoming looked after. Leaving care resources are therefore becoming stretched both in terms of capacity and the tools and skills needed to support them. No extra funding has been provided to support this increase in demand - so there is a need to do more for the same or even less. There is also a need to sustain



ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

support for those with lower needs in order to target resources to those with more complex needs. At the moment those with most complex needs consume the most support which puts at risk those with lower needs.

Measures of Success

Children in Care, educational underachievement - cuts across many other areas.

Care leavers leave care with poor 'softer' life skills: low confidence and self esteem which contribute to poor educational, employment and housing outcomes and limited ability to support themselves independently. There is also a lack of aspiration and motivation to improve and potential for mental health problems, with a greater dependency on the leaving care service. In North Lincolnshire without action it is expected that no child in care will get 5GCs at A-C grades including maths and English compared to a significantly higher percentage at a regional level.

It is expected the process will show an increase in sustained access to FE and HE/year 11, to employment, and to those living independently.

References, Contact details

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service Community Screen Police

Service Access Method

Community screen

Which public services are delivered by this access method

These displays provide the main communications channel for public information

Target Demographic community group

Disadvantaged communities

High Level Description of Service

Residents can keep up to date with the latest public information, safety messages and news following the introduction of a Medway public TV network. Fourteen plasma screens are showing the new channel, known as CSP TV, in public places such as hospitals, sports centres and schools. The TV network shows locally filmed footage on what is being done to reduce crime and anti-social behaviour.

Local Authority and location with service implemented

CSP TV is a joint project involving Medway Community Safety Partnership, whose members include Medway Council, Kent Police, Kent Police Authority and Kent Fire and Rescue Service.

<http://www.medway.gov.uk/print/news/newsmain/newspage.htm?item=64508>

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service Community Screen GP Surgeries

Service Access Method

Community screen

Which public services are delivered by this access method

Health communication messages

Target Demographic community group

Local Community

High Level Description of Service

An advanced visual information system that uses a large LCD screen to display a wide variety of messages.

Surgeries can use the system to screen healthy living videos to the waiting room audience. These might include immunisations messages for mothers attending a new baby clinic or more general five-a-day messages.

The system can also be used to communicate more practice-specific information to patients. This ranges from calling patients to their appointments to messages about, for example, the availability of flu vaccines

Local Authority and location with service implemented

National

<http://www.e-health-insider.com/Features/item.cfm?docId=145>

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service Starthere

Service Access Method

Kiosk

Which public services are delivered by this access method

Service information, employment, health.

Target Demographic community group

Local community, unemployed, people in prison, vulnerable excluded people

High Level Description of Service

Simple, electronic, self-service signposting to local face to face and telephone base support services.

Starthere is an example of a service that complements mainstream LA and Central Government services. Its focus is:

- Simplicity – a few words and clicks to get the information that you need
- Signposting to traditional channels (rather than electronic self service)
- Localism – signposting to local help within walking distance or a phone call away
- Partnerships – cross-sector support; particularly important to signpost to trusted third sector and community organisations as well as official support
- Mix of channels – but most importantly access via kiosks among hard to serve populations: prisons, probation centres, community centres, deprived estates.

Local Authority and location with service implemented

National

Measures of Success

Tested in prisons and estates with clear evidence of hard to reach groups using the information. Also tested in health centres, citizens advice bureaux etc.

Evidence is emerging that it is helping local authorities to better support their hardest to service populations.

References, Contact details

www.starthere.org

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service InLiving

Service Access Method

Games

Which public services are delivered by this access method

Social Housing

Target Demographic community group

16 – 24 year olds in Social Housing

High Level Description of Service

InLiving is an interactive mobile phone game which tackles many of the problems associated with independent living in a fun and exciting way.

It deals with the realities and responsibilities of running a home for the first time. The game exposes young people to the challenges of independent living in a safe, educational environment

Developed by **Kirklees Neighbourhood Housing** and **Grassroots Learning**, with input and testing from local students, InLiving is an exciting new tool that housing organisations and others can use to help create successful and sustainable tenancies for 16 to 24 year olds.

Local Authority and location with service implemented

Kirklees

References, Contact details

InLiving is a joint project created by Grassroots Learning and Kirklees Neighbourhood Housing.

www.sero.co.uk/assets/CS-kirklees-capital.pdf

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service E Mentoring for Young People not in education, employment or training (NEET)

Service Access Method

Home PC Community IT Centre

Which public services are delivered by this access method

Support for young NEET people to find employment and training

Target Demographic community group

16 – 18 year olds not in education, employment or training

High Level Description of Service

A facility for conversations between business people & NEET young people, it gives access to and support from the business world for NEET Young People, in order to provide stimulus, inspiration, wider knowledge; to broaden horizons and aspirations, encourage a longer-term outlook on life. It will provide a 24/7 facility so that a Young Person (registered to the system) is in control of setting up a conversation (who, how, when, where) with a business person on the system, and provides in the system a variety of communications facilities. It supports the objective of reducing unemployment by increasing the likelihood of a Young Person being motivated to get into work (or training for work).

Local Authority and location with service implemented

Reading

Measures of Success

There is a cultural background of lack of aspiration in the families of the Young People, not seeing a need to progress into EET. Day to day pressures and activities overwhelms any capacity to envisage a better future. Few connections outside immediate environment, previous experience of failure, risk aversion, makes them less open to new challenges. That results in them taking no practical steps to improve their life opportunities.

Young People having a short-term view of life with no vision, or capacity to obtain a vision, that a different future is feasible and desirable. They lack positive role models. Business people have a convenient channel to give something back.

References, Contact details

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service Virtual Campus in Prisons

Service Access Method

Provider hosted PC

Which public services are delivered by this access method

Rehabilitation for offenders in prison or probation

Target Demographic community group

Offenders in prison

High Level Description of Service

The Virtual Campus is an integrated learning and information environment that offers resettlement opportunities to offenders in custody and the community. The Campus includes interactive educational content such as Open University, Offender Learning and Skills Service and Learn Direct as well as Informative content based on the seven pathways. There is uniformity of key components with local content as appropriate.

The Virtual Campus allows offenders to access information and content to help with their journey to resettlement. Through the Portal, offenders can:

- Search for activities with the prison
- Browse IAG information relevant to their resettlement
- Produce a professional CV
- Locate and work on courses (Learn Direct, Open University...)
- Browse and apply for REAL vacancies

Local Authority and location with service implemented

West Midlands and the East of England

Measures of Success

The Virtual Campus, which is provided by MegaNexus, gives learners secure access to a range of content, specific to their needs during custody and on release, whether in probation or into the community. <http://www.prisonerseducation.org.uk/index.php?id=190>

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ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

Name of Service Slivers of Time

Service Access Method

Home PC

Which public services are delivered by this access method

Employment opportunities for those who find it difficult to do standard working hours.

Target Demographic community group

The initiative was set up to accommodate the many people that are unable to work 'normal' working hours; where they have to fit their other commitments in their life, (childcare, medical issues, caring for an adult, studying etc) around their job. Slivers-of-Time Working is a government-funded initiative to help these people sell their spare hours to local employers

High Level Description of Service

Slivers-of-Time Working presents a new method of working, via online market places.

The aim of the project is to:

- Give people the complete flexibility and control to work and gain experience
- Improve the work balance – People can work as and when they choose to and work around other commitments
- Tackle unemployment
- Give organisations access to local employees

Slivers-of-Time as an on-line system is very flexible and user friendly. Positions can be either very short term i.e. one or two hours or longer term, ongoing bookings on a full-time basis in a broad range of roles including:

- Data Entry
- General Administration
- Mailroom
- Event Stewarding
- Catering
- Market Research
- Manual Labour
- Archiving/Filing



ELECTRONIC SERVICES TARGETING SOCIAL GROUPS

Examples of inclusive access to public services through technology

- Gardening
- Cleaning
- Driving
- Leafleting

The service operates 24/7 with people often keen to work early mornings and late evenings.

Local Authority and location with service implemented

City of London

www.sliversoftime.com

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