

Promotion



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



A collage of promotional materials for Open:tyne&wear. It includes a leaflet titled 'A new way to about our' with text about services and a list of services: Council Services, Tourist Information, Transport Information, and And much more. Below this is a banner for 'Go to your nearest i+ touch on the fi' with the website 'www.opentyneand'. Another leaflet features the text 'The free and easy-to-u information serviv about our area' and icons for phone, web, and kiosk. A large poster on the right says 'local services at your fingertips' and lists services like council services, visitor information, travel information, find a job, what's on?, who's my councillor, contact your council, request a service, and places to visit. At the bottom, it lists locations: Gateshead, Newcastle, North Tyneside, South Tyneside, Sunderland, and Nexus.

Are these Services used?

- Kiosks
 - On average each kiosk gets 800 users a month
 - busiest ones get 90+ users each day
 - used most on Saturdays and during school holidays
 - not always the obvious locations
 - Every user uses either Council or Tourism services
 - A third access another council's services
 - Kiosks handle more than 400,000 council customer contacts each year
- Digital TV
 - Investigating what people want and will use and what they think of the channel and pilot service
 - Currently 300 users each month
 - More promotion undertaken in April
 - National Red button campaign on Sky
 - Local Yellow Button campaign on NTL / Telewest
 - And via Connexions
 - 00s of % rise in usage during campaign

What users say

- I think the i+ are very good because you can email your friends for free.
- Brilliant system! Why can't we have more?
- Thank you for these computers they make the place look tidy and new.
- I find this very useful I use it every time I am down the quayside.
- This is great. It is really useful to e-mail my friends. I think there should be more of these, thank you for putting one here.
- I love it! I like this facility because it just to be phones here

What users say

- I find this very useful because the information on jobs that I want actually prints out!
- This machine is great thanks! I think it plus is very useful for people like myself because I have only lived here for 1 month and I sometimes get lost!
- I've never seen anything like it. 10/10, well done!
- Hi, this is great stuff. I like the fun section and hope u keep it. I like the games - something to do when u are waiting for your bus
- I just want to say this has saved my life

Creating Accessible Services via Portals

- Background
- Vision
- Organisation & Implementation
- Current Position
- Kiosks
 - Overview
 - Using Kiosks
- DigiTV Overview
- Promotion & Usage
- Next Steps
- Summary & Contact Details