

SCDIP Implementation Phase

Progress report

25 January 2019

Name of council:	Bracknell Forest Council
Project name:	“Bridging the Gap” The Warm Welcome Programme in Bracknell Forest
Project summary:	Install six information kiosks with user designed content to provide information on community support and activates for people not using web informationcalls and reduced false alarms.

Building the kiosks

We procured PopComms, a small design studio who create touchscreen experiences, to help with the design and supply of the four interactive kiosks. The project team identified 62 groups from our online community map to include on the kiosks. Information is divided geographically (north and south Bracknell and Sandhurst & Crowthorne) and by category used on the map itself (Get Connected, Get Help, Get Active, Get Learning, Get Creative and Get Ideas for Kids).

The team worked closely with PopComms to design the resident’s journey through the kiosk, reflecting residents’ feedback from the discovery phase and building in a user feedback mechanism.

Four locations were selected from a “long list” of seven across the borough: 2 GP surgeries (Boundary House Surgery and Sandhurst Medical Practice), one site accessed predominantly by older people (Sandhurst Day Centre) and one by families (The Oaks and Hollies Children’s Centre). Two of the sites are in central Bracknell and two in the Sandhurst/Crowthorne area.

Site permissions were secured and a “terms of use” document drafted. Pre-installation site visits were carried out on 28 December. The kiosks were delivered and site tested on 4 January. The kiosks were ready to use on 7 January.

How do we know if the kiosks are working?

The research timetable was agreed with the research partner QA Research, with 20 fieldwork days between 14 January and 8 February, and follow-up telephone calls taking place after four weeks.



A kiosk in action

What else are we doing?

We completed the artwork for billboards which plan to promote community activities and they are now ready to be printed. 100 sites were identified (80 in Bracknell and 20 in Sandhurst/Crowthorne), for display on a weekly/two weekly phased basis. Currently we are awaiting confirmation from ClearChannel of their availability to install. The impact of the billboards will be compared to the kiosks.

Are the kiosks being used?

- Approximately **350** people have used a kiosk across the four locations.
- **974** groups/activities have been looked at
- **1,300** pages have been looked at
- **93** people completed the in-kiosk survey

In-kiosk survey	Did you find the information useful?		Was the Kiosk easy to use?	
	Count	Percentage	Count	Percentage
Yes	56	60.2%	53	57.0%
No	19	20.4%	22	23.7%
Indifferent	18	19.4%	18	19.4%
Total	93	100.0%	93	100.0%

Number of first-round Interviews achieved from 14 – 22 January:

- Boundary House Surgery: 5
- The Oaks Childrens Centre: 23 (includes proportion of non-users – tbc)
- Sandhurst Group Practice: 5