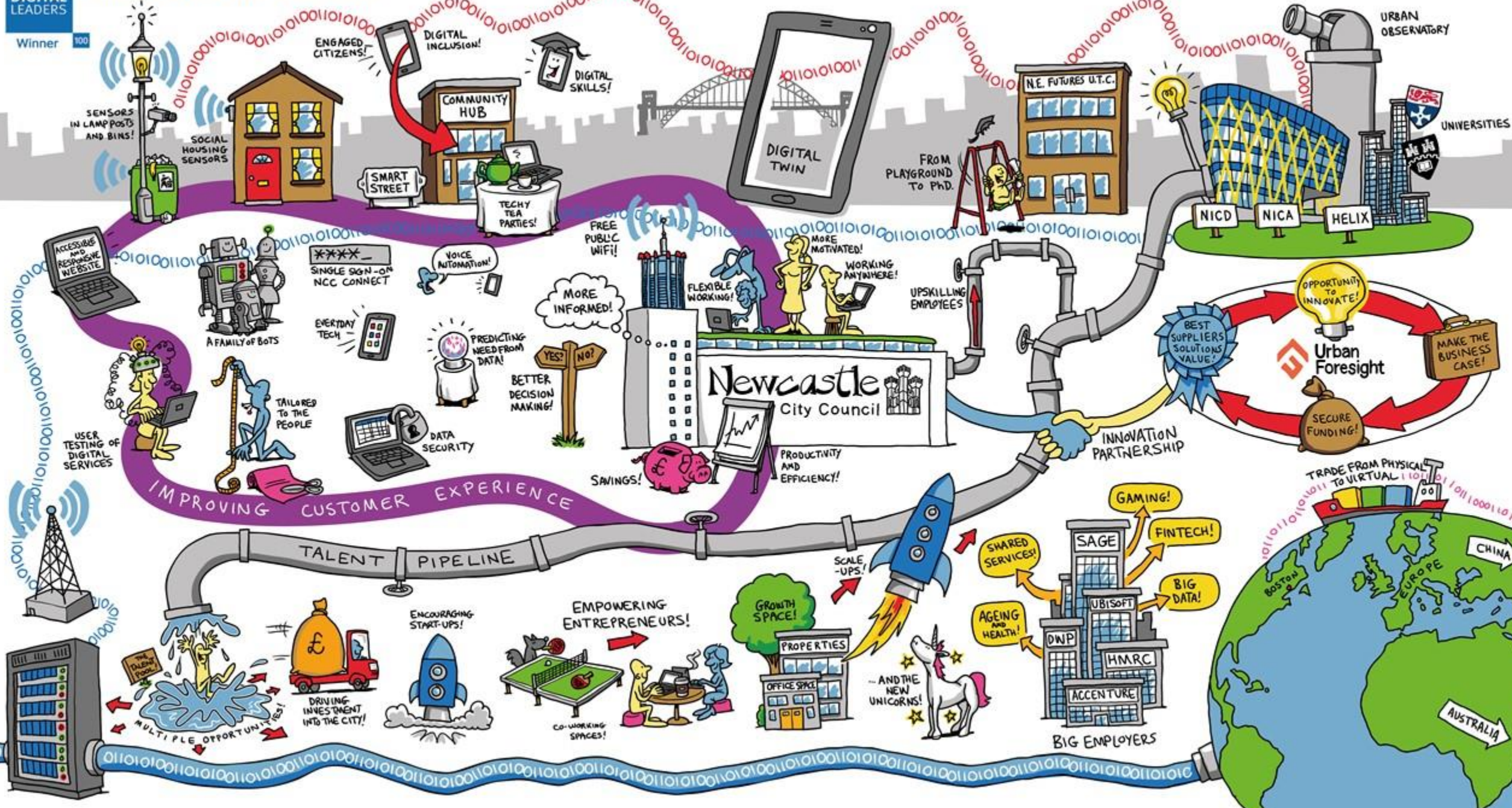


A smart city response to COVID-19

Jenny Nelson @JennyNCCDigital
Digital Newcastle Programme Manager
Newcastle City Council

**This is our
Newcastle**

Winner 100



Newcastle City Council

IMPROVING CUSTOMER EXPERIENCE

TALENT PIPELINE

INNOVATION PARTNERSHIP

BIG EMPLOYERS

Urban Foresight

URBAN OBSERVATORY

UNIVERSITIES

TRADE FROM PHYSICAL TO VIRTUAL

AUSTRALIA

EUROPE

CHINA

BOSTON

GAMING!

FINTECH!

BIG DATA!

SAGE

UBISOFT

HMRC

ACCENTURE

DWP

SHARED SERVICES!

SCALE-UPS!

GROWTH SPACE!

OFFICE SPACE

PROPERTIES

AND THE NEW UNICORNS!

EMPOWERING ENTREPRENEURS!

CO-WORKING SPACES!

ENCOURAGING START-UPS!

DRIVING INVESTMENT INTO THE CITY!

MULTIPLE OPPORTUNITIES!

OPPORTUNITY TO INNOVATE!

BEST SUPPLIERS SOLUTIONS VALUE!

MAKE THE BUSINESS CASE!

SECURE FUNDING!

FROM PLAYGROUND TO PH.D.

N.E. FUTURES U.T.C.

NICD

NICA

HELIX

MORE INFORMED!

YES! NO!

FLEXIBLE WORKING!

WORKING ANYWHERE!

UPSKILLING EMPLOYEES

SAVINGS!

PRODUCTIVITY AND EFFICIENCY!

BETTER DECISION MAKING!

PREDICTING NEED FROM DATA!

EVERYDAY TECH

A FAMILY OF BOTS

TAILORED TO THE PEOPLE

USER TESTING OF DIGITAL SERVICES

SINGLE SIGN-ON NCC CONNECT

VOICE AUTOMATION!

FREE PUBLIC WIFI!

TECHY TEA PARTIES!

SMART STREET

DIGITAL INCLUSION!

DIGITAL SKILLS!

ENGAGED CITIZENS!

SOCIAL HOUSING SENSORS

SENSORS IN LAMPPOSTS AND BINS!

ACCESSIBLE AND RESPONSIVE WEBSITE

Citylife Line



Over 2,680
Requests

For support made by citizens who needed help accessing food, medicines and other essential supplies



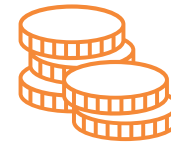
215 VCS
Organisations

Co-ordinated through the system and their ability to deliver aligned to requests for support



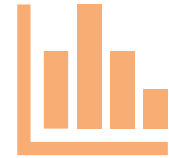
Over 1500
Volunteers

Registered to help on the system so that these could be matched with organisations providing support



Over £50,000
Donated

By individuals and businesses through an online funding campaign which was used to support the voluntary sector

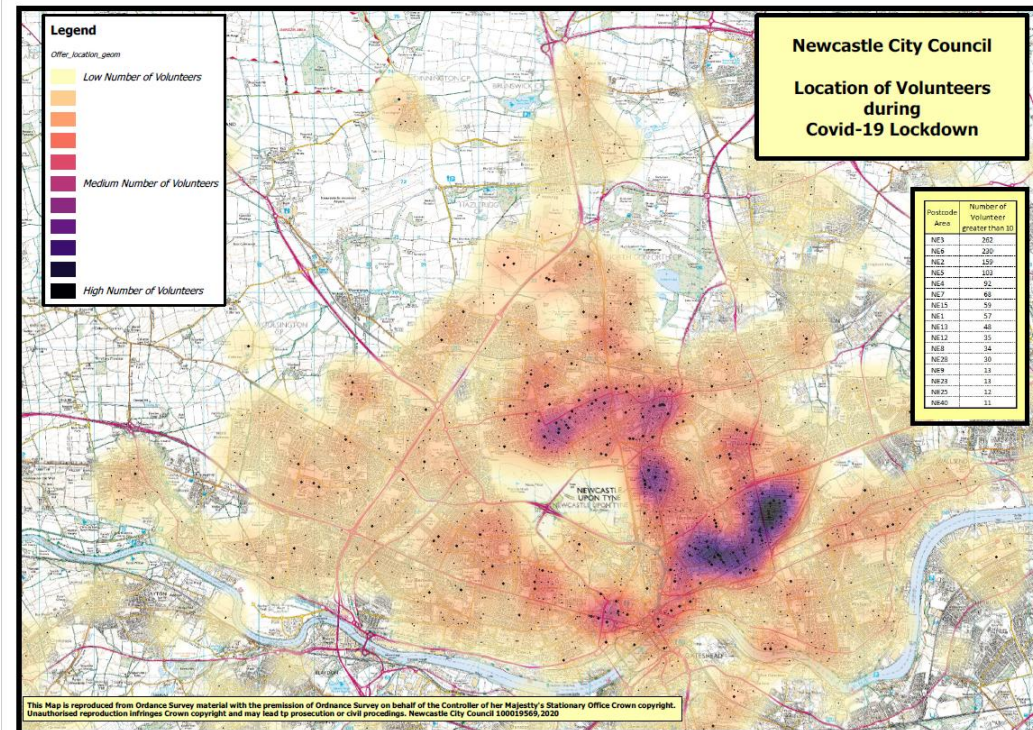
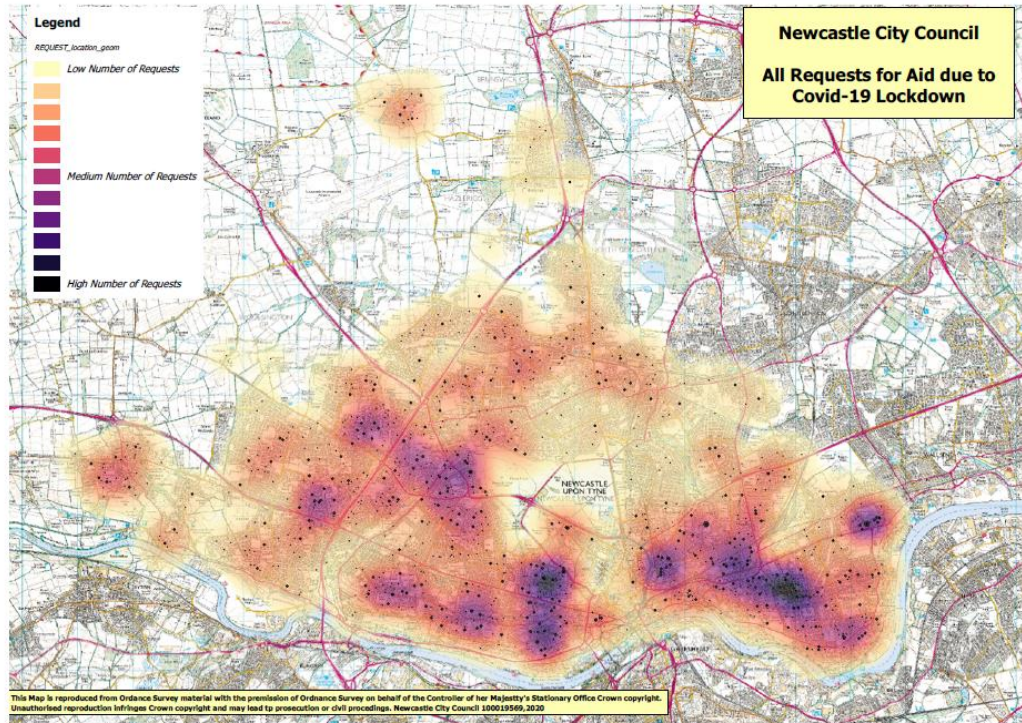


Data and
Insight

Ability to map need across the city and understand how the city was responding to the ongoing pandemic

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Newcastle**

Data and Insight



This is our Newcastle

Informing a long term response



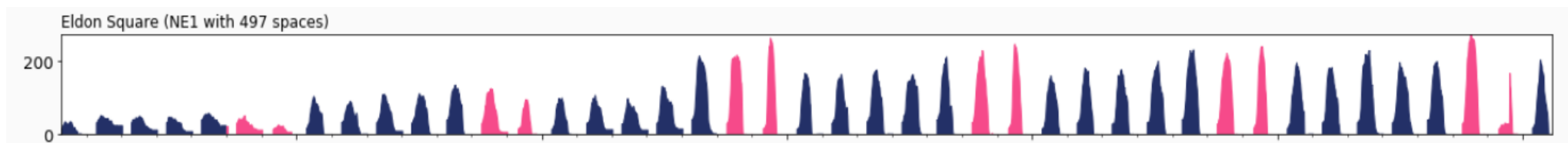
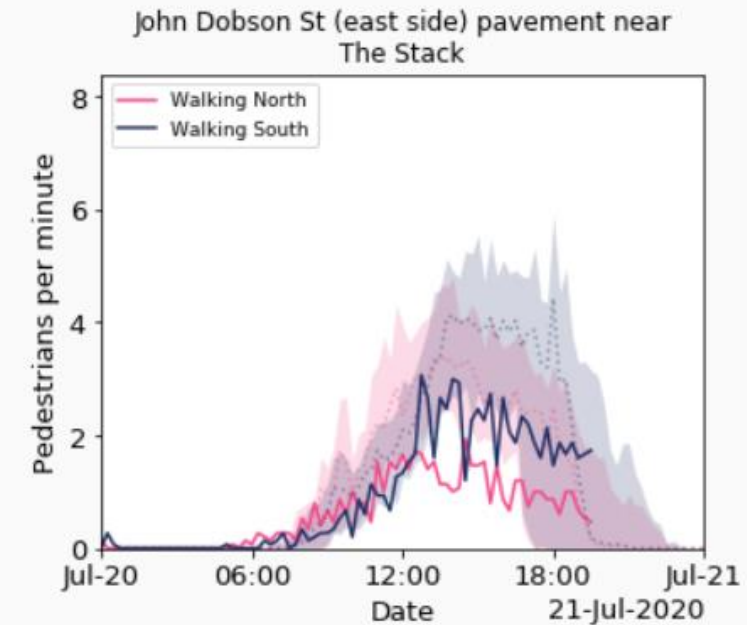
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Urban Observatory COVID-19 dashboard

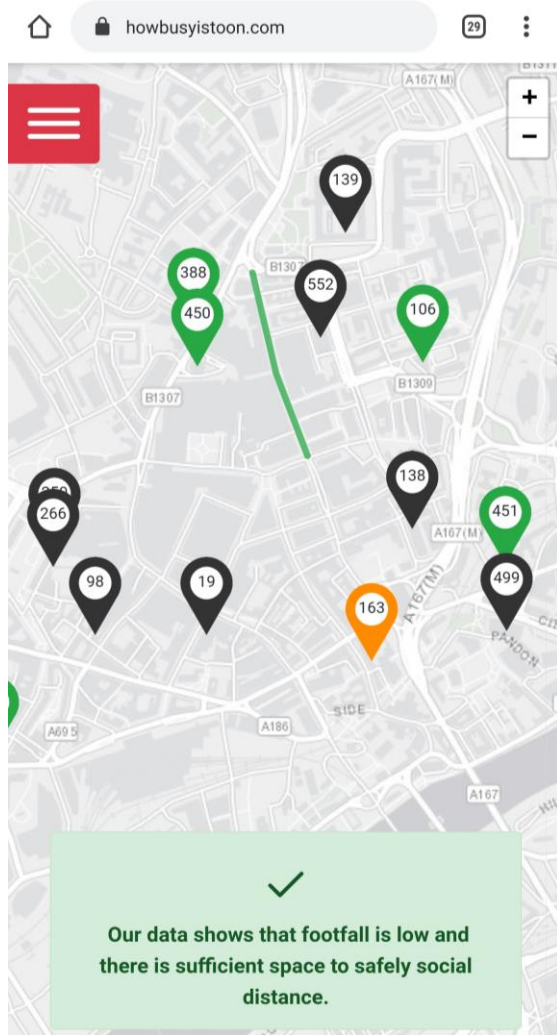
Newcastle: City centre shopping district (Northumberland St near TK Maxx)

| Date | Direction | Morning peak (07:00 - 10:00) | | | Inter-peak (10:00 - 16:00) | | | Evening peak (16:00 - 19:00) | | | Night (19:00 - 07:00) | | | | | | |
|------------------|---------------|------------------------------|----------------------------|-----------------------------|--------------------------------|---------------------|----------------------------|------------------------------|--------------------------------|---------------------|----------------------------|-----------------------------|--------------------------------|---------------------|----------------------------|-----------------------------|--------------------------------|
| | | Hourly average flow | Change from day before (%) | Change from week before (%) | Change from annual average (%) | Hourly average flow | Change from day before (%) | Change from week before (%) | Change from annual average (%) | Hourly average flow | Change from day before (%) | Change from week before (%) | Change from annual average (%) | Hourly average flow | Change from day before (%) | Change from week before (%) | Change from annual average (%) |
| Thursday 02 July | Walking North | 298 | -2% | -14% | -61% | 1,182 | +9% | +6% | -45% | 823 | +34% | +14% | -50% | 66 | +43% | -18% | -69% |
| | Walking South | 289 | +7% | -10% | -47% | 1,256 | +12% | +4% | -45% | 1,052 | +33% | +17% | -54% | 74 | +39% | -12% | -69% |
| Friday 03 July | Walking North | 315 | +6% | -16% | -60% | 1,354 | +15% | +1% | -41% | 886 | +8% | +7% | -47% | 67 | +1% | +2% | -75% |
| | Walking South | 285 | -1% | -8% | -49% | 1,392 | +11% | -2% | -44% | 1,096 | +4% | +7% | -51% | 74 | -1% | -1% | -75% |
| Saturday 04 July | Walking North | 320 | +2% | +7% | -39% | 1,585 | +17% | +20% | -43% | 1,083 | +22% | +57% | -34% | 113 | +70% | +129% | -66% |
| | Walking South | 297 | +4% | +29% | -17% | 1,682 | +21% | +27% | -43% | 1,308 | +19% | +50% | -43% | 106 | +43% | +131% | -67% |
| Sunday 05 July | Walking North | 98 | -69% | +32% | -36% | 1,028 | -35% | -1% | -37% | 474 | -56% | +32% | -47% | 64 | -44% | +70% | -70% |
| | Walking South | 94 | -68% | +49% | -25% | 966 | -43% | +3% | -41% | 595 | -54% | +29% | -50% | 53 | -50% | +64% | -64% |
| Monday 06 July | Walking North | 371 | +278% | +23% | -53% | 1,467 | +43% | +21% | -32% | 916 | +93% | +32% | -36% | 94 | +49% | +64% | -41% |
| | Walking South | 345 | +268% | +27% | -37% | 1,528 | +58% | +22% | -31% | 1,169 | +96% | +31% | -41% | 104 | +97% | +76% | -40% |
| Tuesday 07 July | Walking North | 371 | +0% | -2% | -55% | 1,281 | -13% | -3% | -39% | 851 | -7% | +8% | -44% | 109 | +15% | +83% | -43% |



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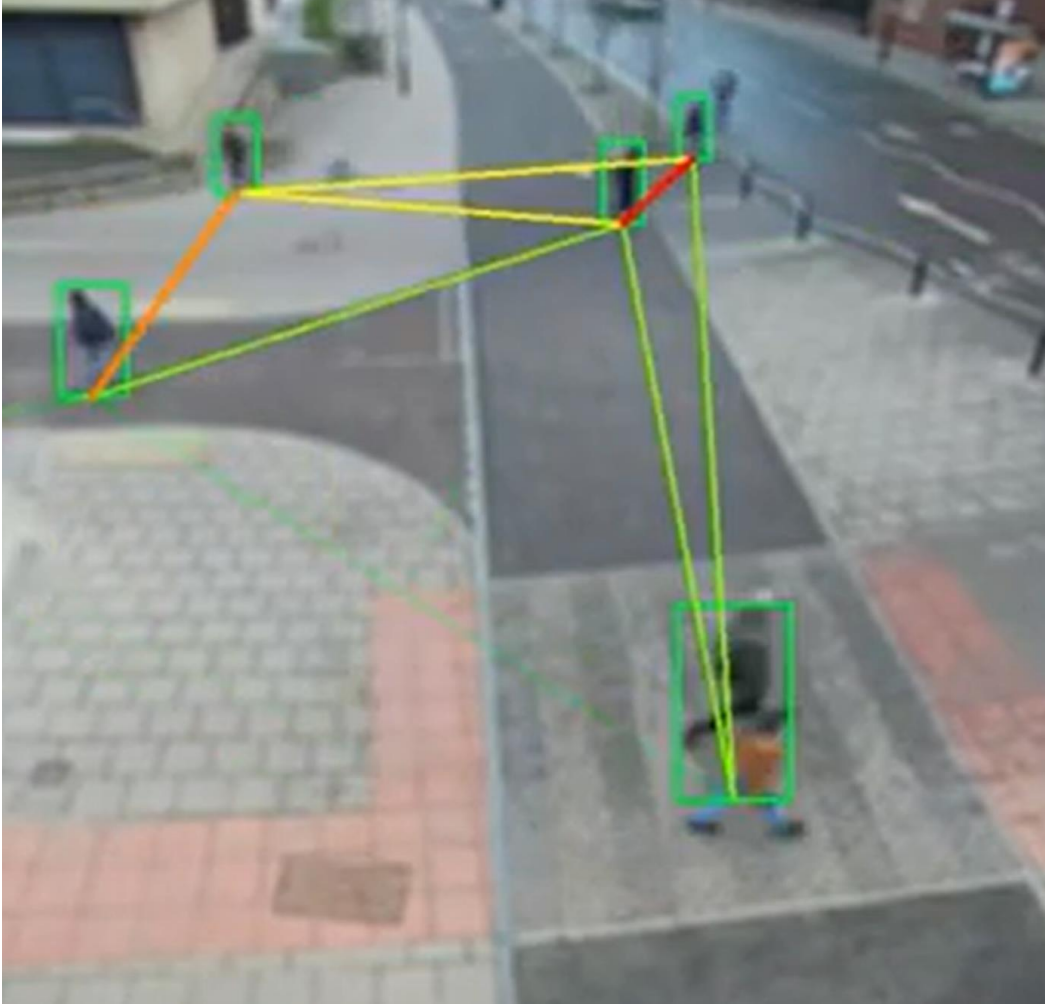
How Busy Is Toon



- Increasing public confidence in returning to city
- Simple traffic light system
- Footfall monitoring in high footfall areas
- Smart parking to give real-time availability of parking spaces across the city

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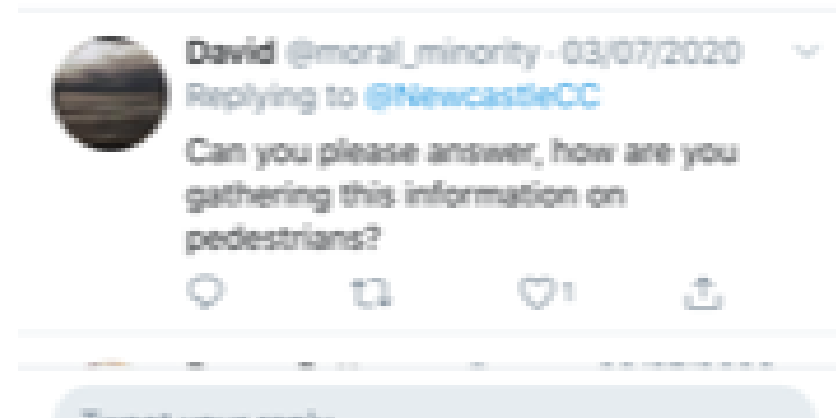
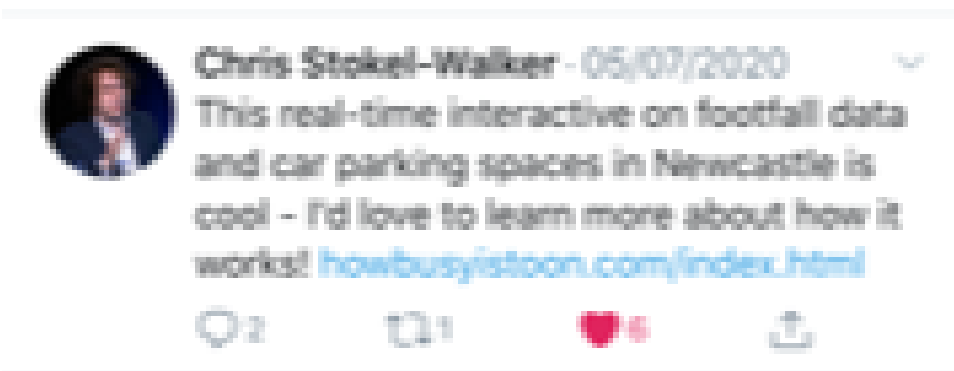
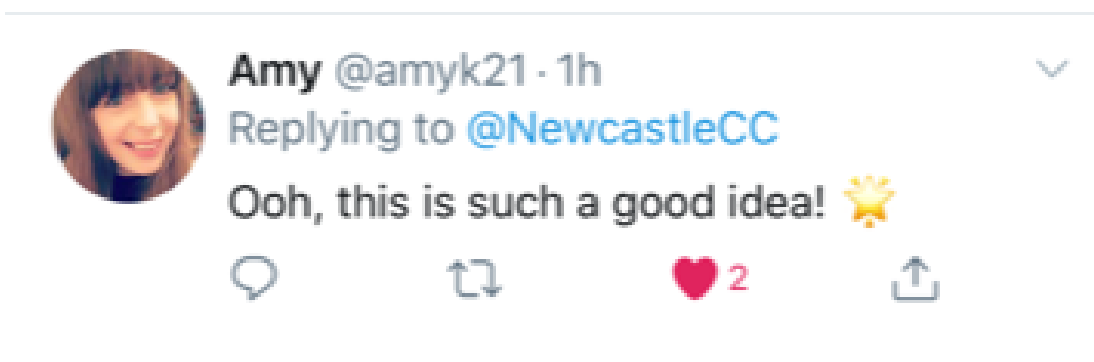
Social Distancing



- Machine vision algorithm implemented across existing CCTV estate
- Influencing communications messages

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Social listening



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