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Regional Electronic Economy
Holistic Change Management

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Background

- TNL: Software Developer and E-business Consultancy
- Based in NE England
- Employs 30 people
- Primary Business Focus: Public Sector
  – UK Government
  – Local Government
  – Public Agencies
  – Education

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NiAA

- Regional public/private partnership
  – Exploitation of ICT for regional economic and social development
  – To combat "digital divide"
- Recognition of need for cultural change
  – Not just technological but in social and educational sectors
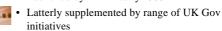- TNL: NiAA partner 6 Years

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Regional Information Society Strategic Framework

- First in UK
- Strategy Implemented as REEP
  – Regional Electronic Economy Programme
- Launched by PM in early 1999
- Latterly supplemented by range of UK Gov initiatives
  – Positioning UK as leading exponent of Information Society

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Holistic Change

- Early recognition of need to develop elements of Information Society in sync
- Key elements of REEP
  – Developing people and communities
  – Developing information education and training services
  – Developing existing business and commerce
  – Creating new knowledge based, high value business

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People and Communities

- Local Centres: access to information sources and services
- Local champions, help build confidence and skills, set direction
- Affordable communications and links to peer networks
  – Pennywell Community and Business Development Centre

TNL Education Training and Development

- Schools, Colleges and Universities on bridged networks
- Northern Colleges Network
- AXIS, schools, communities and SMEs
- Centres of Excellence Network
- Vision2Learn

TNL Knowledge Based Business Development

- Key objective for post industrial North East England
  - Move to higher value products services and earnings
- Improving access to international markets
- E-business Foundation
  - Major project to develop and support new e-businesses

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Further Information

www.niaa.org.uk
www.e-businessfoundation.net
www.vision2learn.com