

## **Appendix O Kingston upon Hull Area, Learning through Interactive Digital TV**

### ***Introduction***

This case study gives a few examples of how interactive TV in a more Personalised TV mode is being used through Broadband TV to a local community. It is based around the Kingston upon Hull area on the eastern side of England.

It also provides an indication of just some of the planned developments in this area. It is based on interviews with the Hull City learning Coordinator, the Managing Director and Director of Business Content Development manager at Kingston Interactive Television (KIT) and the Head teacher of the Kingswood Comprehensive School.

This case study focuses on home-school links and basic skills needs but there are other examples of how learning can take place through KIT in the useful links below.

### ***Context***

The Hull area seems to have one of the highest percentages of people with Basic Skills needs, which appears to be a factor for unemployment. Yet, there are enough jobs available in the region for every unemployed person – if their skills were improved. Some Wards in the region like Noddle Hill have 42.6% of adults with low literacy levels.

Although, LearnDirect Hub covering this region does appear to have been successful in terms of meeting its targets in this area, there are not enough Basic Skills Tutors in the region to cover all Basic Skills needs. Therefore, Hull Citylearning are looking towards another technology-based solution to try to overcome this problem.

The Kingston upon Hull area already has a broadband digital TV interactive service called Kingston Interactive Television (KIT) – part of the Kingston Communications Group. There are around 9,000 subscribers to the service that includes video-on-demand (instant not near) as well as national and local TV and interactive services. They also involved in a major project with the BBC – who are exploring ways of developing more localised content and utilising the on-demand and interactive TV facilities. This includes new ways of accessing various forms of learning through TV.

The region also has one of the largest housing estates in Europe – Bransholme – with a former “failing” secondary school that was bottom of the DfES league tables. It has now re-opened, as a “Fresh Start” called Kingswood High and the recent Ofsted report July 2002 was favourable.

In order to encourage home –school links, the school has adopted an innovative approach that involves students developing interactive on-demand

curriculum-based content that can be accessed from the home through KIT. For example, as part of the secondary students history studies, they have developed material on the Miners Strike – using archive material from the BBC and video interviewing local people who were actually involved in the strike. As well as being of value from a curriculum learning perspective, it is also getting the engagement of local people.

Around 300 households have been supplied with KIT set-top boxes so that families can access all the interactive and on-demand services through their TV sets. KIT also a joint proposal with the Hull City Council to supply up to one in three homes (30,000+) set-top boxes – targeting those that might not be able to afford buying into the interactive digital TV service. This would enable the homes to have access to a wide range of services including e-government and commercial transactions as well as providing various learning services. It is understood that this forms part of a proposal that has been submitted to the UK Office of the Deputy Prime Minister (ODPM). The pilot phase could start in May 2003.

### ***Useful links***

1. Early years learning materials - on demand, UK  
<http://www.pjb.co.uk/t-learning/case5.htm>
2. A video-rich revision tool, UK - on demand, UK  
<http://www.pjb.co.uk/t-learning/case5.htm>
3. Home-School Links, UK  
<http://www.pjb.co.uk/t-learning/case8.htm>
4. SOS Teacher, UK - on demand, UK  
<http://www.pjb.co.uk/t-learning/case9.htm>
5. G-Cluster web site  
<http://www.g-cluster.com/index.html>
6. Hull Citylearning  
<http://www.hullcitylearning.org.uk/>
7. BBCi Hull  
[http://www.bbc.co.uk/humber/bbc\\_i\\_hull/index.shtml](http://www.bbc.co.uk/humber/bbc_i_hull/index.shtml)
8. Kingston Interactive Television  
<http://www.kit.tv/pc/index.html>
9. Kingston Communications  
<http://www.kcom.com>