

# ICTs for social capital?

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Institute for  
Policy and Practice

# Outline of my presentation

1. Key elements of social capital in relation to ICTs
2. Why is there support for *rural*/ICT?
3. Some examples of ICT as an "enabler of social capital building":
4. What ICT *cannot* do for social capital
5. Your examples
6. Discussion

# Key elements of social capital supported by ICTs

- Individual's networks - grow
- Shared values & understandings = > co-operative and collective behaviour
  - Communities of interest/trust
- Open up tight social groups
  - democratising?
  - Open to innovations = > economic growth?
  - Bridging (horizontal) & Linking (vertical)
  - Instability & threats?
- Create new networks

# Why is there support for *rural* ICT?

- There is a belief that ICTs can lead to a "death of distance"
- ICTs (& being connected) => democratic processes for people on the periphery
- Because ICTs can lead to more, and different, people becoming active in their own futures
- Because people build their own skills - social & technical

# What can ICTs do for YOU?

Instant post



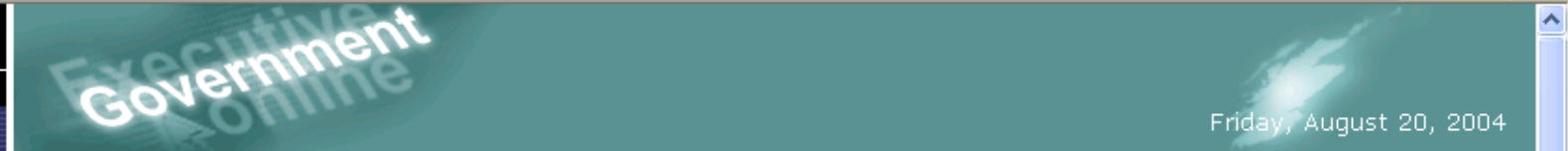
Distant friends



Get away!



©OpenScotland




- Openscotland**
- Introduction
- 21st century government
- eGovernment and Electronic Service Delivery
- Data Sharing
- Digital Inclusion
- Modernising Government Fund
- Quality Schemes

**Introduction**

**Openscotland** provides a broad framework to cover the Executive's Modernising Government and Digital Inclusion agendas.

It aims to put individuals and communities at the forefront of public service delivery, and to fulfil the Executive's commitment to openness and accountability.

**Openscotland** also aims to achieve universal access to the web - making it affordable and pervasive across Scotland. It offers people the opportunity to make the best use of new technologies and to get more out of commercial and public services.



**Also Worth Seeing**

- Directgov
- Scottish Enterprise
- Highlands & Islands ENTERPRISE
- ukgovtalk™  
setting standards for seamless electronic government
- CP Community Planning Implementation Group
- QUALITY SCOTLAND
- COSLA
- ICT for

- Government**
- Introduction
- Promoting Scotland
- Freedom of Information
- Openscotland**
- Scottish Procurement Directorate
- Finance
- Local government
- International relations

**21st Century Government**  
Promotes openness and accountability, inclusion, effective partnerships and service delivery in accordance with public expectations

**eGovernment and Electronic Service Delivery**  
The Executive's objective is for all public services which can be delivered electronically to be online by 2005

**Digital Inclusion**  
Using the web and other information and communication technologies to improve quality of life

**Data Sharing**



Homepage > Rural Affairs > **Rural Broadband**

## Rural Broadband

Rural Affairs homepage

### Rural Broadband

- ↳ e-commerce Awards
- ↳ Broadband Aggregation Programme
- ↳ Community Broadband Network

Department for Trade and Industry (DTI) Broadband website

www.adit.gov.uk

UKVbroadbandplace.co.uk

Stimulating broadband across the whole of the UK, especially in rural areas, is one of the Government's top priorities. In the past year there has been enormous progress towards providing access to broadband to every community in England. Despite this, Defra recognise that there is still more to do to make broadband available in all parts of the country.

To ensure that the rural dimensions of broadband access are addressed, a dedicated Rural Broadband Team was set up in May 2003 within the DTI. It includes a team of four including a secondee from Defra. The team will focus on the problems and issues relevant to rural areas and will work closely with both ICT and rural specialists in RDAs and local authorities to identify best practice and value for money.

The Rural Broadband Team have recently produced a broadband toolkit to help rural communities and businesses understand the issues surrounding access to broadband.

- ▶ The toolkit can be downloaded from the [DTI Broadband Website](#).



Page last modified: 4 November, 2004

Page created: 7 April, 2004

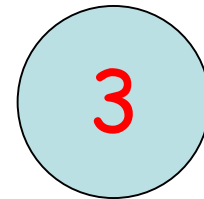
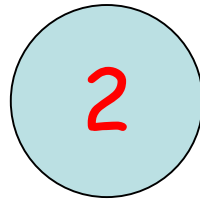
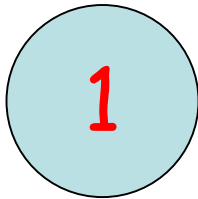
Some UK examples  
of ICT as an  
“enabler of social  
capital building”

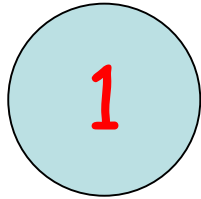
Then, YOUR examples...





# Online ICT networks





## Places

[Home](#)

[Map Of Our Area](#)

[Biggar](#)

[Carnwath](#)

[Elvanfoot](#)

[Forth](#)

[Lamington](#)

[Lanark](#)

[Leadhills](#)

[Nemphar](#)

[Members](#)

[Join](#)

[Lost Password?](#)

[Search This Site](#)

### Local Places

South Lanarkshire is located in the Central Belt of Scotland and straddles the upper reaches of the River Clyde, extending into the Southern Uplands.

### Local Editors

Our goal is to have a section for each settlement in rural South Lanarkshire, each one run by an editor who lives there - real information that you won't get in a normal guidebook. There are already a number of people who have started pages on their town or village, but there is still plenty of opportunity here for you to put your place on the map.



The area covers over 156,000 hectares and is bounded to the south by the Southern Uplands, encompassing part of the Lowther Hills, while to the east it touches the western extent of the Pentland Hills. To the west it meets Eaglesham Moor and to the north comes close to the more urbanised parts of South Lanarkshire. It is bisected by the main north-south M74 motorway and dissected by four river valleys and a network of



**Find a local place**

**Search by place name or description keyword:**

Settlement Name

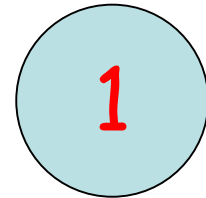
Description

Type the name of your rural South Lanarkshire town or village in the box above, then click on search to find out information about that place.

**Through Public Internet Access Points**

### Local Sites

**The volunteer section leader for the PLACES section is John Mitchell, helped by volunteer editors who each represents his or her place.**



## Marketplace

Welcome

For Business

Classified

Shops And Services

Local Exchange

Find Accommodation

Search For Businesses

Members

Join

Lost Password?

Search This Site



### Welcome to theGuidLife online Marketplace

We're currently building shops and microsites for the businesses that have applied and will be launching the Marketplace soon.

If you're interested in advertising your business, you can have a free listing in our Business Directory. Just [join theGuidLife](#) and you'll be able to add your company's details.



### Accommodation for the fourth Scottish Rural Services Conference

We're happy to provide a listing of some of the [local places to stay](#). If you do use their services, please mention theGuidLife.

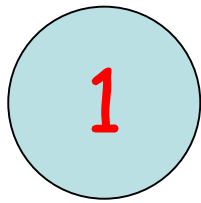
### Local Exchange Trading System

Find out about LETS in our [Local Exchange section](#).



### theGuidLife Shopping section

Once the Marketplace has launched, you'll be able to browse our Shops and Services section to find the ideal gift, something for your home or your everyday purchases... all without leaving your home.



## Organisations

Welcome

Funding And Support

Association Of Local  
Voluntary Organisations

Members

Join

Lost Password?

Search This Site

### Organisation microsites

This is where we signpost the way to the many organisations in rural South Lanarkshire.

*(Some of the organisations are currently updating their sites and they are not available for public viewing at the moment. For further information, contact [our webmaster](#).)*

Take a look at these shining examples and see if your organisation could have a place here. No technical skills are required and full training is provided.



### Get involved

If your organisation isn't listed here, [join theGuidLife](#) today or [e-mail our webmaster](#) to find out how to get a microsite for YOUR organisation.

If you're involved with local organisations or live in the rural area, you'll find lots of interesting information on the [Rural Gateway](#) website.

- [ACE Rural Environmental Watch](#)
- [Association of Local Voluntary Organisations](#)
- [Biggar Museum Trust](#)
- [Clydesdale International Twinning Association](#)
- [Carluke Parish Historical Society](#)
- [Carluke Primrose Prize Flute Band](#)
- [Clydesdale Women's Aid](#)
- [Carmichaelmill](#)
- [Carnwath 2000](#)
- [Crawfordjohn Museum](#)
- [Douglas Museum](#)
- [Glespin Storytelling Group](#)
- [KODA](#)
- [Lodge Hozier Douglas Water](#)
- [Lanark Rotary Club](#)
- [Levenseat Trust](#)
- [Loudon Pond Association](#)
- [Royal Burgh of Lanark Community Council](#)
- [Strathaven and Chapelton Parish Churches](#)
- [Stonehouse Male Voice Choir](#)
- [Talamh Housing Co-Op](#)
- [Talamh Life Centre](#)
- [YMCA Wiston Lodge](#)

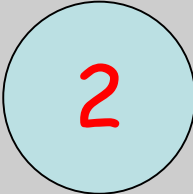


"Cybermoor",  
Alston, Cumbria,  
England

## Main objectives:

- Computers into homes (not businesses)
- Cheap Broadband Internet connections
- Equal Opportunities for inclusion
- Community website to raise capacity & increase bonding





**Search**

enter search here

**Cybermoor**

**Google**

Search tips

**Bumps, Babes & Toddlers**  
 Come and join us every Tuesday (term time only) between 1-3pm at the Topp. The children have fun playing and meeting others while the Parents can enjo...[Read more>>](#)

**Stop Press!!!**

 <a href="#">Amazon.co.uk</a>	 Minor Injuries department
 Cumbria Highways Hotline	 CyberCop 16th May 2005

**My Cybermoor**

Please log in to use MyCybermoor.

**Your Full Email**

**Password**

New users, click here to register>>



**Cybermoor Broadband Services**

**\*\* The great Snail Race\*\***

What more can be said than watch the action!"





**Cybermoor Poll**

**Do you want an official poll on Windfarm proposal?**

YES

NO


Not sure

Don't Care

[View Past Polls](#)

**Cybermoor News**

**Alston Moor Environmental Action Plan**  
 01 June 2005



East Cumbria Countryside Project (ECCP) has built upon the information gathered during the Vital Villages project in 2002 by consulting the people of Alston Moor about their environmental concerns  
[Read full story>>](#)

**Cybermoor Today**

**All system OK!**

**0 Items in the Market Place**

**37 New Discussion postings**

**1 Event Today**


[Alston weather from The Weather Channel.](#)

**Live 8 Poverty Debate comes to Alston**  
 01 June 2005

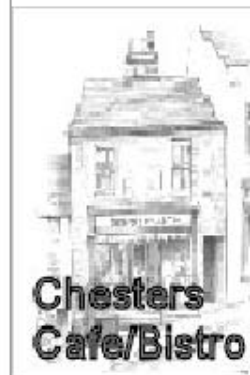


On the day that Live 8, a music event to draw attention to poverty in Africa was launched, over 40 people attended a meeting at Alston Town Hall to discuss Poverty in Africa,

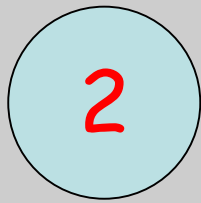
**Kids quiz - easy questions? Not here!**  
 20 May 2005



A total amount of £156.40 was raised for Alston Preschool this week at a well attended quiz night at the Bluebell. There were lots of teams participating, the usual crews of the Barflies and Window seat mob, as well as the Toddler Mamas. Off your



# Cybermoor



[Communicate](#)
[Travel](#)
[Local Directory](#)
[What's On](#)
[Market Place](#)
[My Account](#)
[Service Status](#)

You are at : [Cybermoor Home](#) > [Local Directory](#)

Cybermoor Home
LID Home
Business
Cybermoor Project
Groups
Public Services
Tourists
Contact Us

## Local Information Directory

Welcome to the new home of the Local Information Directory (LID)

This is the section on the website where you will find information about local businesses, community groups and organisations, as well as information about the Cybermoor project itself.

We have tried to include an entry about every known local business, group or organisation, but if we have missed you out, please let us know and we will be happy to add you into the directory. If you would like to publish more detailed information about your local group or organisation or would like to advertise your business or service on the website, please email [publishing@cybermoor.org.uk](mailto:publishing@cybermoor.org.uk) or phone 01434 382808.

In addition, if you have any comments or suggestions on this section, please let us know.

**Business** update 03/06/2005  
[Accommodation - B&B's](#),  
[Accommodation - Caravan Parks & Hostels](#),  
[Accommodation - Hotels](#), ...

**Cybermoor Project** update 11/05/2005  
[Broadband](#), [Community Website](#),  
[Cybermoor Computers](#), ...

**Groups** update 02/06/2005  
[Arts, Music & Hobbies](#), [Charitable Organisations](#), [Community](#), ...

**Public Services** update 27/05/2005  
[Alston Cottage Hospital](#), [Alston Medical Practice](#),  
[Alston Moor Information Centre](#), ...

**Tourists** update 28/05/2004  
[Tourist Information](#), ...

**Alston Moor Sports Club (Juniors & Adults)**

**Alston Moor Golf Club**  
 Alston Moor Golf Club is undoubtedly the highest golf course in England

*For details on how to advertise on the website*  
**CLICK HERE**

**My Cybermoor**

Please log in to use MyCybermoor.

**Your Full Email**

**Password**

**New users, click here to register >>**

**LID Links**

Latest Updates

**Search**

enter search here

Cybermoor

Google



# Cybermoor

2

Communicate Travel Local Directory What's On Market Place My Account Service Status

You are at : [Cybermoor Home](#) > [Communicate!](#)

Cybermoor

Home

Communicate!

Discussions

Webmail

Contact Us



**Miners Arms  
Take-Away Pizza  
01434-381427**

## Communicate!

We all need to keep in touch and this is the place to do it in Cybermoor. You will find all sorts of communication tools such as **Discussions** and **e-mail**.

### Webmail



Check out your e-mail via the Cybermoor webmail system.  
[Open Webmail>>](#)

### Discussions



The Discussions Forum is THE place to have your say. Not only can you post replies to existing topics that have been set up by other members of the community, but you can create your own discussion topic. Perhaps you want to lobby public opinion on a particular matter or collect feedback on a local community issue.

[Open Discussions>>](#)

### Contact Us



How are we doing? Good, Bad or Ugly, feel free to let us know here!  
[Send Feedback >>](#)

\*\*\*NEW\*\*\*

### Gossip is Good!



Use the new "Big Juicy Gossip" forum to keep everyone up-to-date with current goings on. This is THE rumour mill for the moor.

[Get Gossiping>>](#)

### My Cybermoor

Please log in to use MyCybermoor.

Your Full Email

Password

New users, click [here to register>>](#)

### Cybermoor Today

All system OK!

0 Items in the [Market Place](#)

37 New [Discussion postings](#)

1 [Event Today](#)

[Alston weather](#) from The Weather Channel.

# SCOTLAND



3

THE GATEWAY FOR INFORMATION AND SERVICES TO RURAL COMMUNITIES IN SCOTLAND



# Key features

3

1. Scale: national, for all communities in Scotland
2. So much going on in rural Scotland:
  - How to keep track of it all?
  - How to meet information needs?
3. Innovative Approaches & Sharing Best Practice
  - Exchange of experience and knowledge online
4. One-Stop Shop:
  - Signposting because information overload
  - Timely access to news and documents/consultations

# Rural Community GATEWAY

HOME | INFORMATION | TOPICS | FORUM | MY GATEWAY | HELP

## Home ▶ Top Story

### [Funding latest - 21](#)

13-Sep-2004 - The latest news on funding, including new programmes, deadlines and events. This month's Spotlight is on the GlaxoSmithKline UK Impact Awards.



## Latest News

		Hits
10-Sep-2004	<a href="#">Integrated Scottish Tourism Network - what's happening?</a>	71
9-Sep-2004	<a href="#">Announcement - SRPF seminar cancelled/ new date</a>	79
9-Sep-2004	<a href="#">Demonstration organic farms opens</a>	72
8-Sep-2004	<a href="#">Special Report - Village Action Movements in Europe</a>	276
8-Sep-2004	<a href="#">Call to break down barriers between business and voluntary sector</a>	81
6-Sep-2004	<a href="#">Rural Jobs Round Up 4</a>	216
3-Sep-2004	<a href="#">Postwatch slams Royal Mail performance</a>	119

## Latest Documents

### [Consultation on draft Rural Development Regulation](#)

The Executive is inviting responses until **5th November, 2004** (though some sections of the draft Regulation require comments at an earlier

Type/Size



158 Kb

Hits

19

Search

Visitor [Register Now](#)  
[Login / Logout](#)

**Hello** and welcome to Scotland's Rural Gateway - your first stop for rural community networking, news, information, **389** [links](#) [pages](#) and more.

## New

[Rural Services Conference: local accommodation](#)  
[Community windfall poll](#)  
[Annual Rural Report 2004](#)  
[Garden Blether](#)  
[Funding Latest](#)  
[Submit a story](#)

## Website Of The Month

Largs is known for a Viking battle, ice cream & [Largs Online!](#) - our September WOTM. [Nominate](#) your favourite website for our October award!

## Useful Information

[Latest conferences and events](#)  
[Local community websites](#)  
[Scottish Rural Partnership Fund](#)  
Find a [voluntary sector job](#) in rural Scotland with Goodmoves  
[Land Reform](#): what is it all about?  
[Latest Scottish Executive Consultations](#)

TIMELY  
& TIME-  
SAVING

ADDED  
VALUE

PERSONAL

YOU TELL  
US!

PLACE

3

### [The Rural Parliament of Slovakia](#)

Vanessa Halhead's study trip in October 2003 provides a useful insight into the origins, development, structure and activities of the movement.

Date Uploaded: 07 Sep 2004

Author: Vanessa Halhead



849 Kb

10

### [The Village Action Association of Finland](#)

Vanessa Halhead's case study of Finland was compiled from a study visit in September 2003. It is a snapshot in time of this dynamic movement, and many developments have taken place since then.

Date Uploaded: 07 Sep 2004

Author: Vanessa Halhead



882 Kb

18

### Latest Forum Postings

10-Sep-2004 [civil society](#)

(Replies: 0)

7-Sep-2004 [Village Action Movements - any questions/comments?](#)

(Replies: 0)

7-Sep-2004 [Communities and planning issues](#)

(Replies: 0)

10-Sep-2004 [Civil Society](#)

(Replies: 4)

3-Sep-2004 [Civil Society Measurement](#)

(Replies: 0)

3-Sep-2004 [Civil Society](#)

(Replies: 1)

1-Sep-2004 [Participative Democracy](#)

(Replies: 0)

1-Sep-2004 [BBC article](#)

(Replies: 0)

EMAIL  
ALERTING  
SERVICE



[The Enchanted Forest](#)

### Regulars

[Trials and tribulations of an organic farmer](#)  
[Current Newswire](#)

### Editor's Update



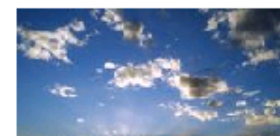
### Remember to register:

subscribe to our **free** newswire & regular e-mail updates. More than **32,200** visitors have viewed over **283,000** pages on this site. We have **1,222** registered members.

**Register Now**

**CLICK HERE TO  
RECEIVE OUR REGULAR  
RURAL UPDATE**

BBC Weather forecast



3

JOIN A  
COMMUNITY!

# Members?

Health: walking, health research,  
MS, Red Cross, Patient Participation

Community: Trusts,  
Development Partnerships,  
Forums, rural partners,  
Rural management,  
Websites, land mngt

3

Community learning  
& development

Youth work



Churches

Business Consultants:  
enterprise, media,  
e-business

Voluntary sector

Save the Children,  
Shelter Housing, Victim Support,  
Age Concern, Poverty Alliance,  
Depression Support

Individuals...

Universities

Cultural heritage

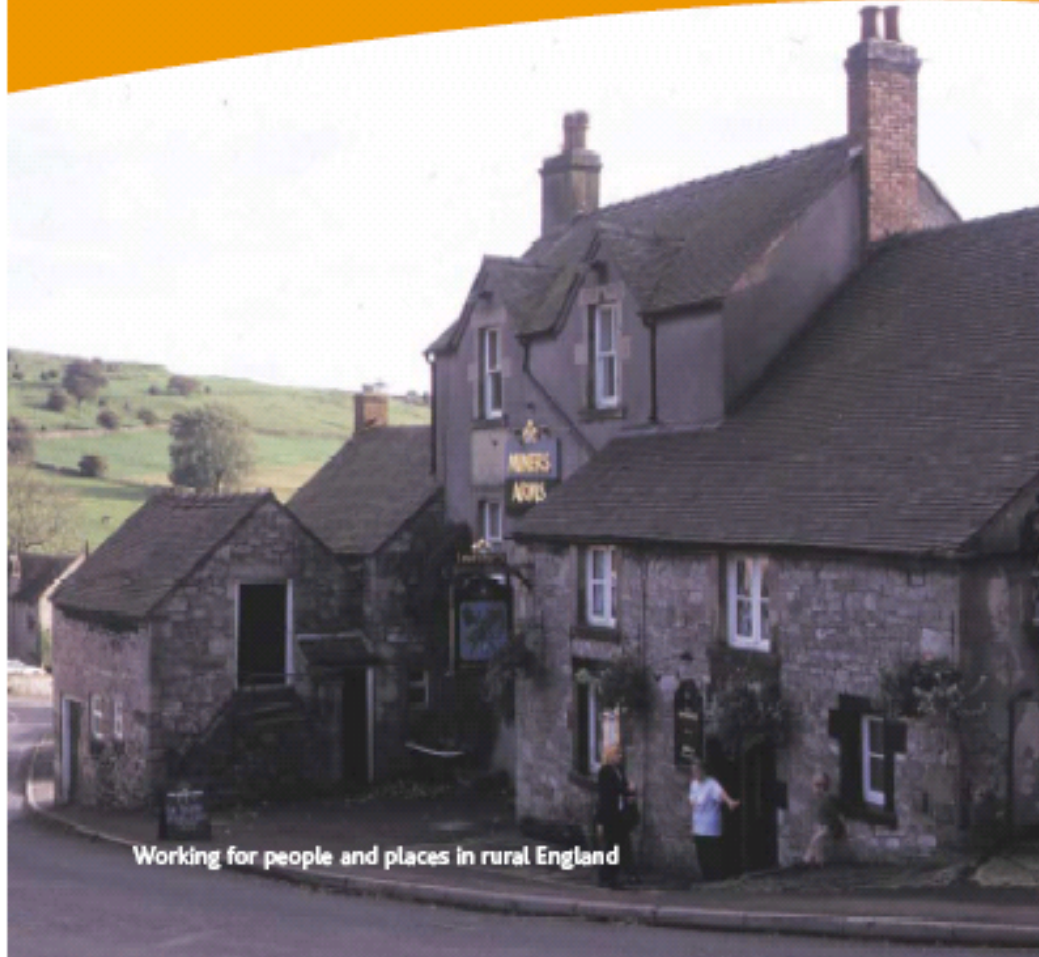
# ICT centres in rural communities

4

5

# The pub is the hub

A good practice guide



Working for people and places in rural England

Dec 2001



# Rural cyberpubs

4

- 9 pubs, wired up through satellite  
Broadband links
- 3 high-spec PCs, printers, scanners,  
digital cameras
- Training offered 12 hours/month
- Broadband access & computers = free  
for 12 months









## Buckfastleigh Broadband Community Network





April 2002

5

“A goal of the project is to create a plan for sustainability after the pilot period, with the resulting benefits of an increase in ICT skills amongst the community, a contribution to the regeneration of the town’s central public area and long-term employment in the town”.



What ICT *cannot* do for social capital

# Cybermoor

2

Oct 02

Oct 03

Oct 04

Feb 05

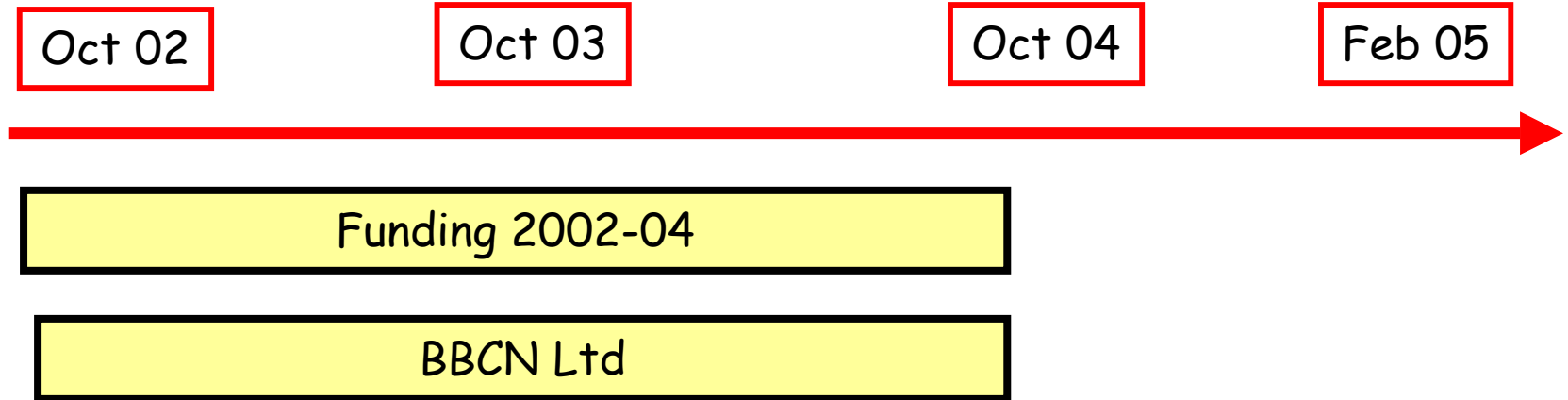
Funding 2002-04

Cybermoor Ltd:  
Community enterprise  
company

Content  
management  
Systems

## Key points:

- An 'exit strategy' from the beginning
- Broadened decision-making body
- Wide 'ownership'
- Training of local contributors
- Marketing of knowledge & experience

**Key points:**

- NO 'exit strategy' from the beginning
- Narrow decision-making body & inflexible knowledge 'loop'
- Narrow 'ownership'
- Training on offer for those using Centre; not wider



Buckfastleigh  
Broadband Ltd



wave

01364  
648333

5



December 2003

Friday		2.30 - 7.00
Saturday	10.00 - 12.00	

5

# Wave

*Sorry.....*

**“All Good Things  
Come to an End”**

*...and we are now permanently*

***Closed to the Public***

*Thank you for your custom for the last 18 months*

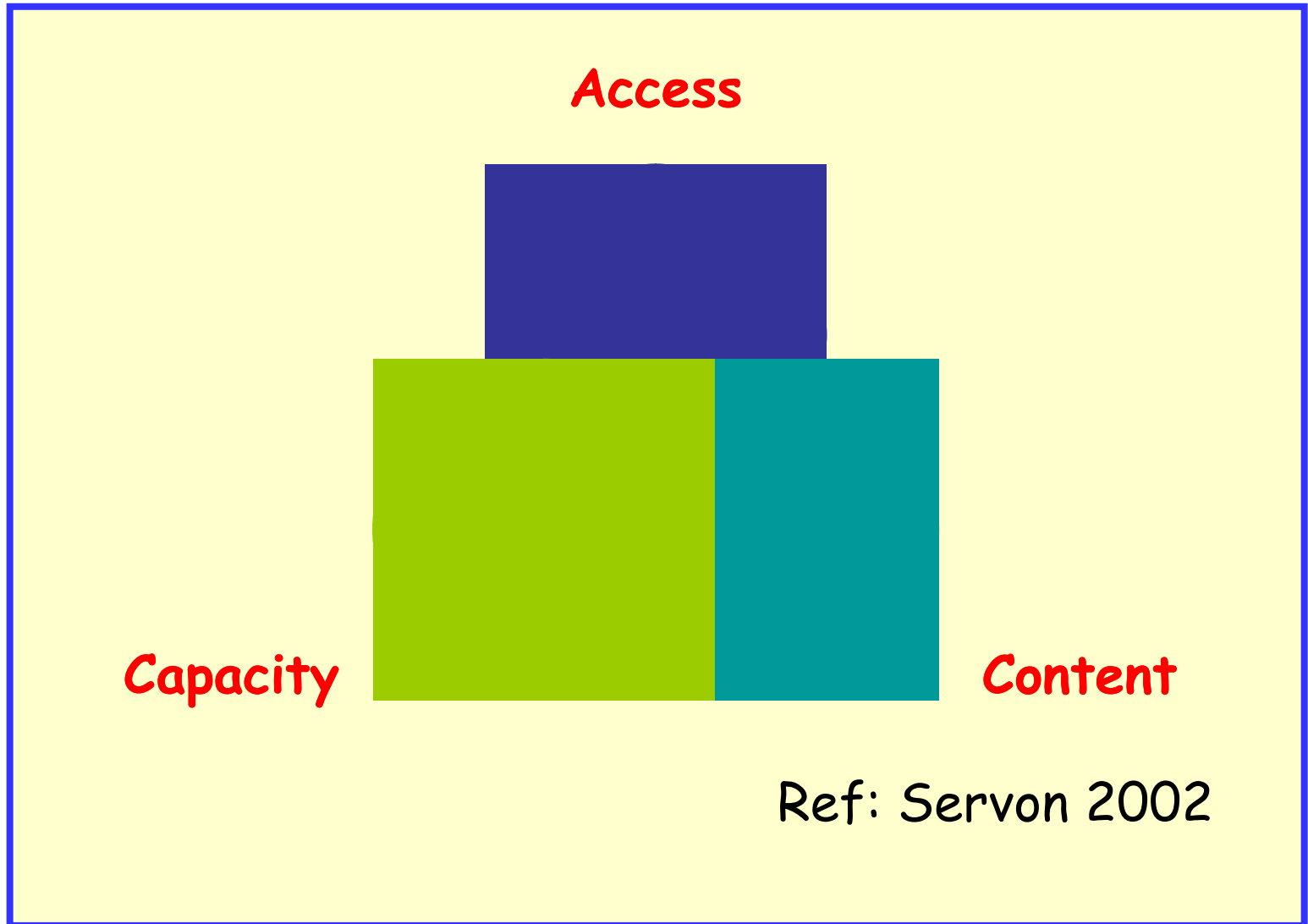
*Broadband is now available via 1st Broadband  
to sign up visit  
[www.1stbroadband.com](http://www.1stbroadband.com)*

# Conclusions & discussion points

## IF: "ICT is the winning solution"

- Infrastructure: computers, phone lines, BB, € ?
- We presume that people have human capital to organise, manage, build the right networks to make a project survive
  - & in rural areas...
- AND: How wide is the decision-making circle? Who are the "champions"? Who 'owns' the projects?
- What's on offer? Why should people want to be involved?

# The digital divide...



Ref: Servon 2002

# Over to you... YOUR examples

- First, Laszlo Osvath (Budapest)
- Then... YOU .
  - E.g. Study Tours, examples from home

Then, after 20 minutes -> ->



# Key discussion points: 3 groups

- **Group 1:** tell us why ICTs ARE the key to building social capital for sustainable rural development?
- **Group 2:** tell us why we should NOT rely on ICTs for supporting social capital development
- **Group 3:** how do we develop the social framework that supports ICTs?

# Online networks

1. [www.cybermoor.org](http://www.cybermoor.org) - bonding capital, and linking capital
2. [www.theGuidlife.net](http://www.theGuidlife.net) -bridging and linking capital
3. [www.ruralgateway.org.uk](http://www.ruralgateway.org.uk) - bridging & linking capital