

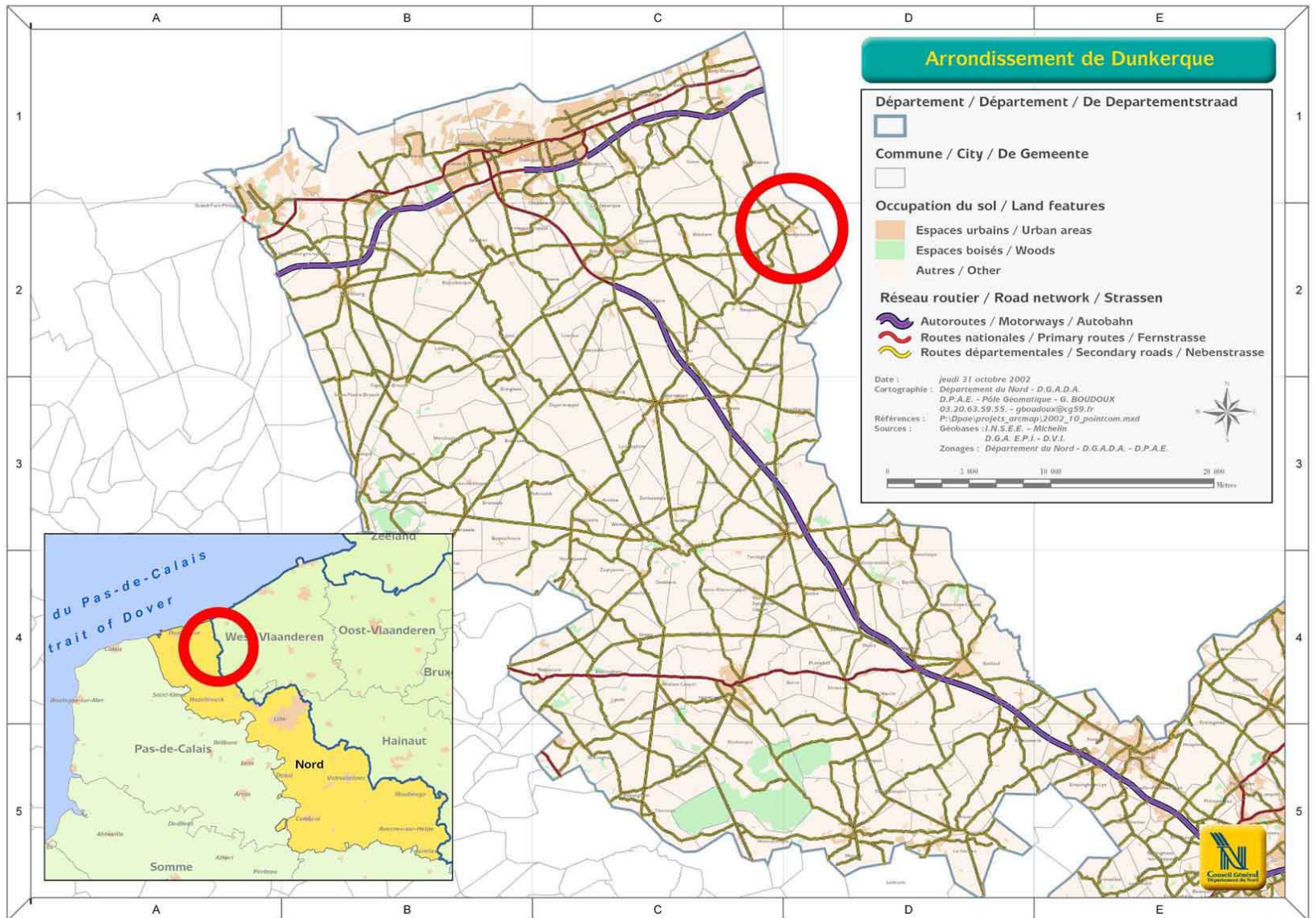
Point com. in Hondschoote

**Local Agency
of Public Services**

The Local Agency of Public Services

The idea :

A pilot project to improve accessibility to administrative services and public organisations for people living in rural areas by using Information and Communication Technologies.



The Local Agency of Public Services

The aim :

To provide people living in the « **canton** » (8 towns, about 15 000 inhabitants, that is 4 200 families) with access to various remote administrative services from the « **chef lieu de canton** ».

A pilot project to meet 4 issues

✓ Spatial planning issue

The continues development of rural centers « **bourgs** » provided with an increasing number of public services.

✓ To facilitate the dissemination of Information and Communication Technologies

To train residents and public services to use them.

✓ To create job issue

To test the work of the ICT 's receptionist according to the policy « new services-new jobs » carried out by the « **Département** ».

✓ Cross border cooperation issue

The « Département du Nord » and Kent County Council share the results of their experimental initiatives concerning public services and Information and Communication Technologies.



Conseil Général
Département du Nord



History

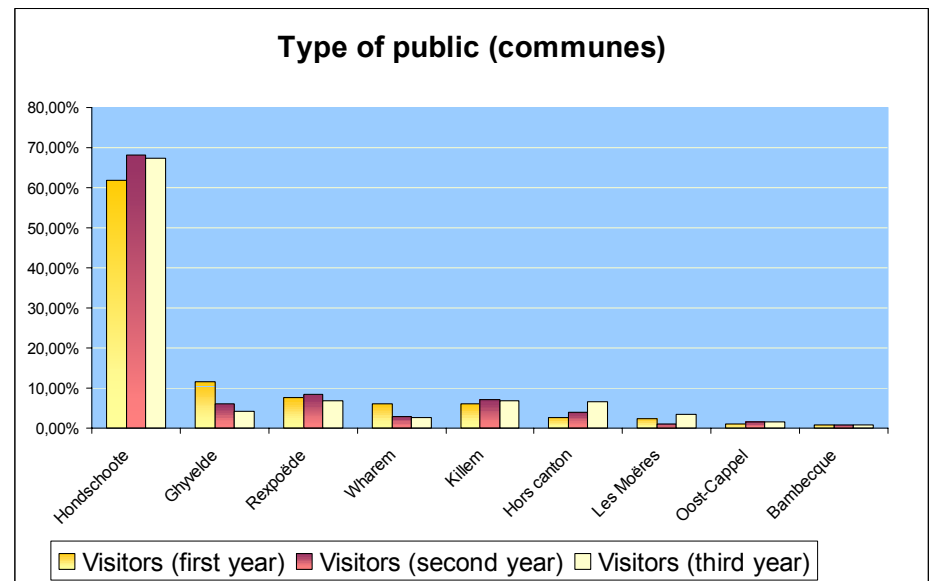
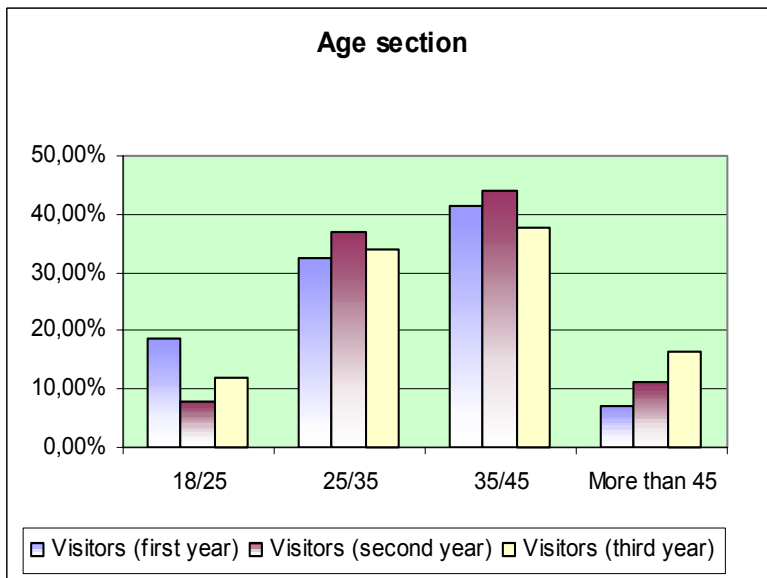
- October 4th 1999 :** Opening of POINTCOM
- November 19th 1999 :** Inauguration
- March 31st 2000 :** 1 200 users.
Six public partners : **ANPE**, **ASSEDIC**,
CAF, **MSA**, **CRAM** (retirement department)
and France Télécom.
- October 1st 2000 :** 2 500 users.
Two more public partners : **CPAM**
and **Sous-Préfecture** of Dunkerque.
- October 1st 2001 :** 5 357 users.
One more public partner : **Fonds**
de gestion du Congé Individuel de Formation.
- October 1st 2002 :** 9 000 users.

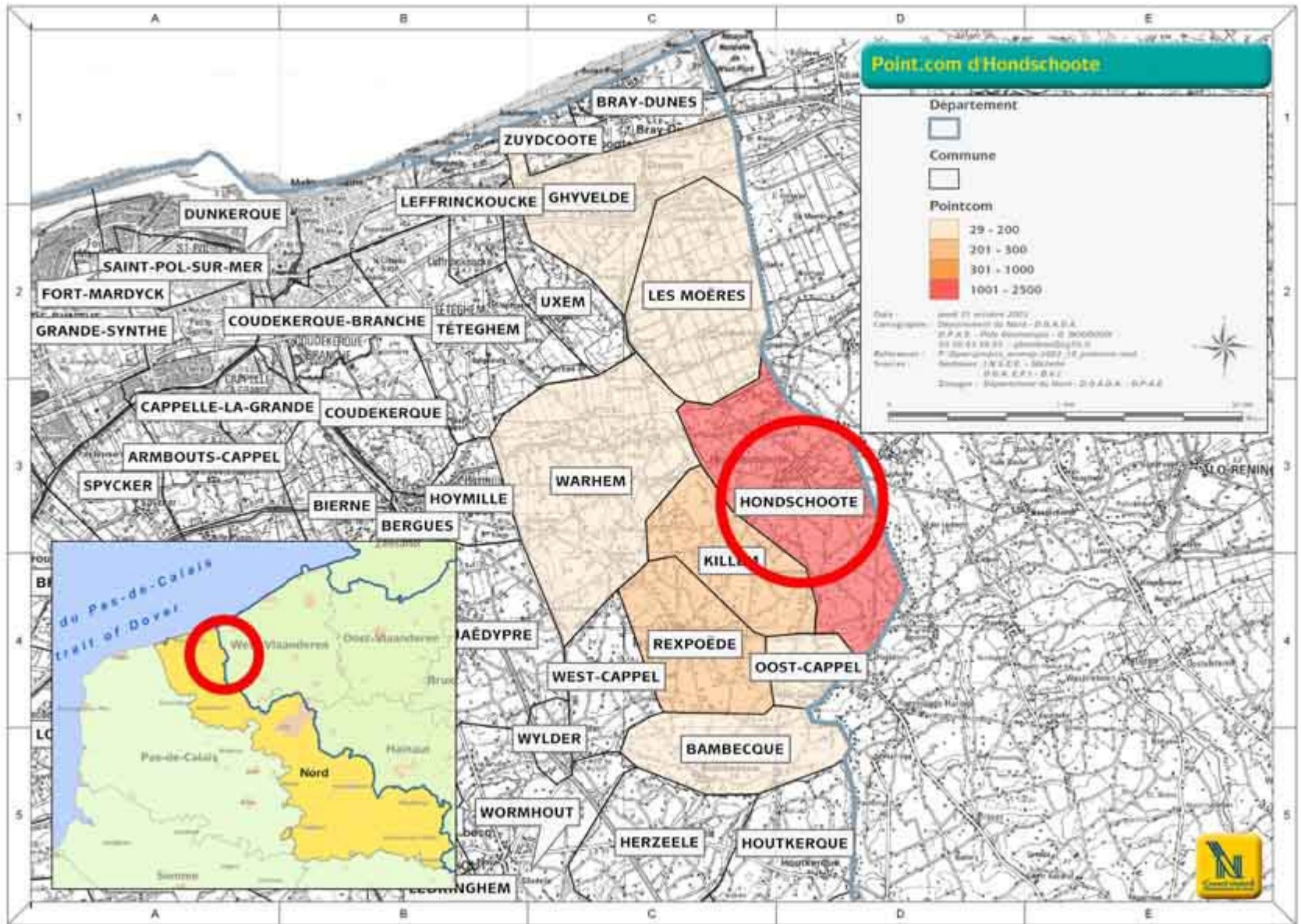
Type of public

The public of POINTCOM is made up of **women** in the majority. **57 %** of users are women.

70 % of the sample is **from 25 to 45**. The average age is 36.

80% of users come from four **communes** : Hondschoote, Rexpoede, Killem et Ghyvelde.





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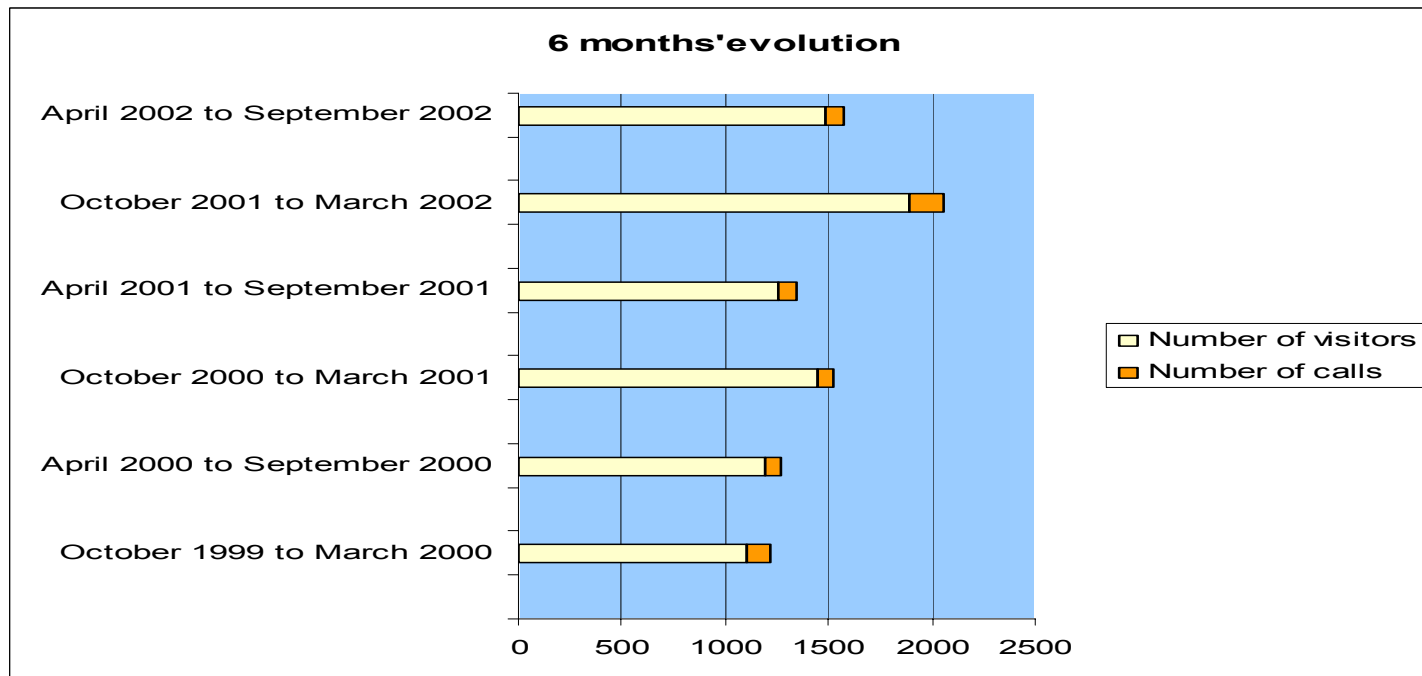


Analysis of the number of visitors

The turn of **9.000 users** was reached on **october 1st 2002**.

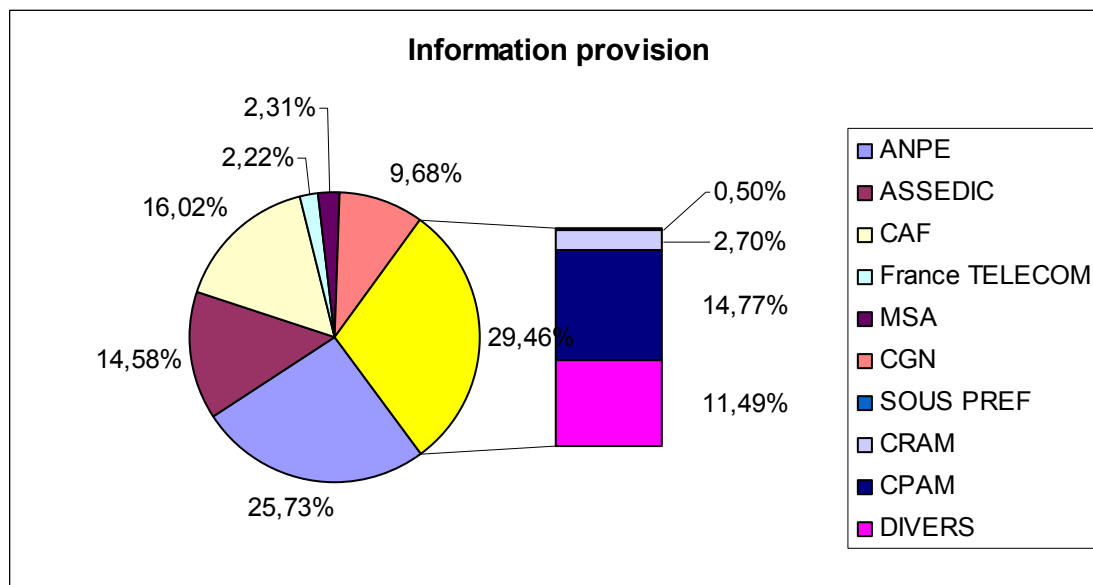
The receptionist answers **245 users a month** on an average (they were 239 in 2001).

Business hours 8.45 to 11.00 o'clock a.m. and 2 to 4 o'clock p.m. remain the most visited, their respective rates are 38 % and 34 %.



Analysis of the application for information provision

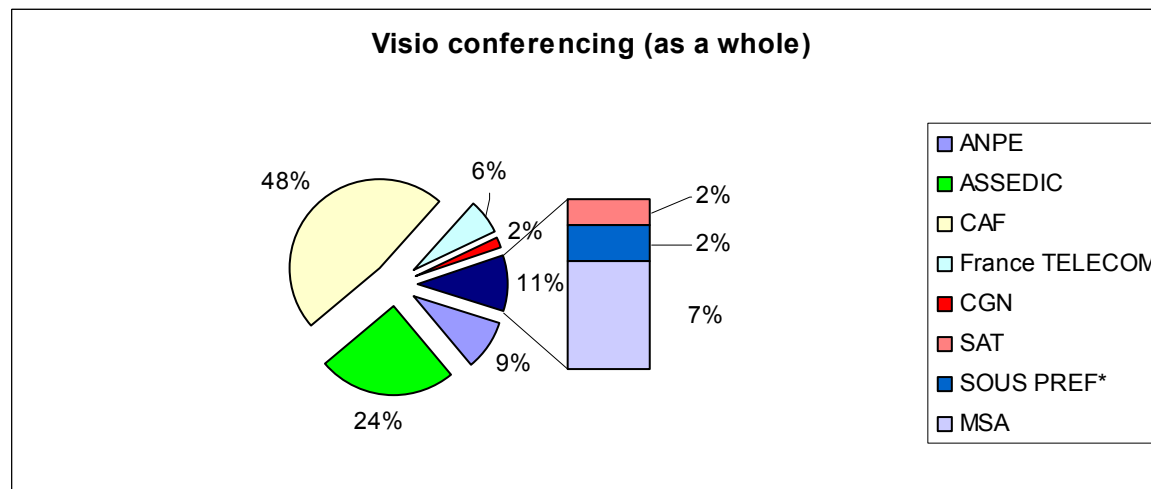
The receptionist dealt with **10 210 applications**, that is more than **15 applications per day**.
80 % of the applications are about five organisations : ANPE, ASSEDIC, CAF, CPAM and the Conseil Général du Nord.



Analysis of the application for information provision

To meet with the application, the receptionist :

- ➔ gave **40 % of visitors documents** (they increased during three years).
- ➔ used **Internet in 17 % of cases** (a steady percentage during three years)
- ➔ used **video conféréncing 750 times**, that is an average rate of use of **9 %** (it fell down during three years). More than **80 % of interviews through video conféréncing deal with CAF, ASSEDIC, and ANPE.**



A reproducible concept

A reproducible concept provided that local public services are not supplanted.

Conditions to reproduce the concept :

- ✓ Shortage of public services and difficult accessibility,
- ✓ Area facing economic difficulties and many jobseekers,
- ✓ Lack of local public services such as branch office or agency,
- ✓ Local initiatives to encourage residents to express themselves,
- ✓ A partnership agreement for creating a new agency,
- ✓ And possibly, a close border region to develop cooperation with border countries.

Financial cost

The project in Hondschoote was financed by Interreg 2 Kent County-Département du Nord program. So European Union financed the project, that is up to 50 % of ITC investment.

The Département du Nord paid for :

- ↳ the building (as the premises belong to the Département),
- ↳ the ITC equipment was about € 61 000,
- ↳ furniture (water, heating, electricity in the premises),
- ↳ installation and working of phones in the office,
- ↳ the salary of the receptionist.

Partners pay for phone rentals whenever they use « video conferencing » for themselves.

Promotion and Communication

The local agency of public services will be successful only if an advertising campaign is launched to promote it as a new, dynamic and positive implement.

Thanks to multimedia equipment they are connected from a distance with public services (Video conferencing, Internet). Public services appear up to date.

To have people from Hondschoote to go to the local agency of public services you must know it 's nearby, modern and most suitable service.

So a promotion campaign was launched by the Département du Nord, and his partners.



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Reception - Human resources

The chief aspect of the local agency of public services is the presence of a receptionist.

So the local agency of public services is provided with a receptionist who welcomes people, provides him with information and helps him with video conferencing.

The receptionist is trained to use video conferencing. Partners want the receptionist to be trained to be acquainted with their mission and organization.

Lexicon

Département : French administrative and geographical institution (France is divided into 22 “ régions ” and subdivided into 96 “ départements ”).

Canton : Each “département” is divided into “canton”

Chef-lieu de canton : main town of the « canton ».

Bourgs : a bourg can be considered as a small town in rural area.

ANPE : agency where jobseekers may be provided with information about situations vacant.

ASSEDIC : French institution : agency where jobseekers have to register to get unemployment benefit.

CAF : providing family allowances (to state insured persons in proportion to size of their families).

MSA : social welfare for farmers.

CRAM : providing sick people unable to work with allowance (in the region).

CPAM : local social welfare.

Sous-Préfecture :: France is divided into “ Prefecture ”(state representative). Prefecture is divided into « sous-prefecture ».

Fonds de gestion du congé individuel de formation : French intended to finance holiday with pay for trainees.