

Datagraphic

Social value case study

Creating local impact through practical social value projects

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Datagraphic believes social value works best when it's practical, local, and rooted in real need.

Newcastle City Council identified digital access as a key barrier for many members.

Simultaneously, more people are seeking jobs, pursuing qualifications, and looking to stay connected using online tools.

At a glance

Through its contract with Newcastle City Council, as part of 'Get Newcastle Online', **Datagraphic funded a Chromebook lending scheme** at Newcastle City Library.

This collaboration shows what's possible when organisations work together with trust and shared purpose.



The challenge

'Get Newcastle Online' already helps residents to learn digital skills and/or obtain internet access.

Members still lacked access to devices, however, for everyday tasks, such as job applications, research, or accessing services.

The solution

Datagraphic funded **40 new Chromebooks** to create a device lending scheme for members.

Library members can borrow a Chromebook for up to 12 weeks. Free of charge, without prejudice, with full privacy.



Making a difference

The digital skills team at the library manages the day-to-day operation of the scheme and is familiar with many of its members, having previously worked with them.

This personalised approach keeps the project local, practical and sustainable.

The impact

- The first 20 Chromebooks delivered as part of the pilot were **always fully booked**, with a typical waiting list of around 10 individuals wanting to hire them.
- Two weeks after **we delivered an additional 20 units**, 32 out of 40 had already been loaned out.
- **Most loans last 12 weeks.**
- Some users have renewed multiple times.
- These devices are primarily being used for job searching and applications, studying and qualifications, and staying connected with family or support.

Users have had no issues in locating Wi-Fi connections, demonstrating that **the initiative has directly addressed a goal** of Newcastle City Council's community agenda.

As a Certified B Corp and participant of the UN Global Compact, this project helps Datagraphic to align with recognised ethical standards and the UN Sustainable Development Goals (SDGs).



Participating in the Chromebook lending scheme over the past three months has been a defining chapter in my personal and professional growth. My primary goal during this time was to complete my Level 2 Counselling course. With the support of this technology, I have officially passed the course.

Piotr,
Library Member

It's been really, really good.

Matthew Cadger,
Digital Development Manager -
Newcastle Libraries



Read about Datagraphic's [Social Impact Strategy](#) and how it informs responsible decisions taken across every aspect of our organisation.

Datagraphic

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