

# 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).



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*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

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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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