GENERAL ELECTION FEVER

HITS BRADFORD CENTREPOINT

Centrepoint's Videotex General Election Result Service

BRADFORD Centrepoint, renowned for its Teleshopping service to the disabled and disadvantaged people in the geographical area controlled by the City of Bradford Metropolitan Council ran a highly successful General Election Result Service on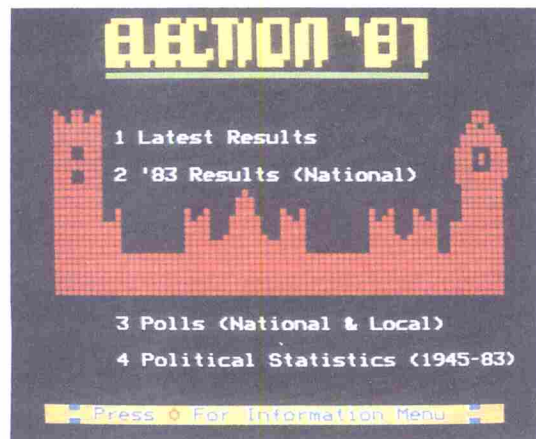 June 11/12. Centrepoint had been officially asked by the Leader of the Council, Councillor Phil Beeley, to provide the service for Bradford's five constituencies. Centrepoint predicted the Conservative overall majority of over 100.

For local election day on May 7, Centrepoint successfully ran a result service for the 30 Bradford Council Wards. The results were simultaneously displayed on four videotex terminals at various access points within the district and two of the terminals were later used by the Labour and Conservative groups at their individual 'after election party'.
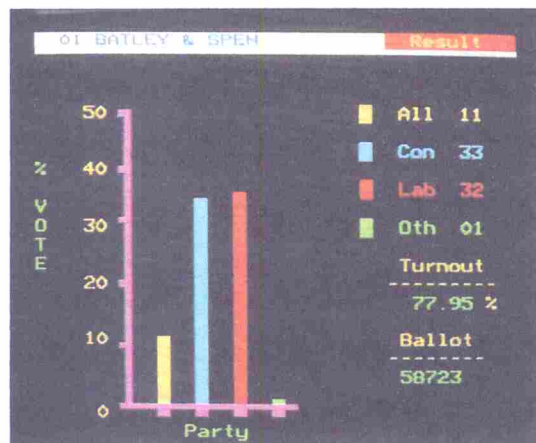
This on-line real-time General and Local Election Result Service was provided by using a ROCC 2840 Corporate Videotex system and Centrepoint's innovatory videotex programming techniques. Once the result had been entered and confirmed, the system simultaneously interpreted videotex to display the latest result with a vertical bar chart and statistical analysis on to the videotex terminals without one single key depression.

It took Centrepoint, which comes under the wing of the Unemployment Unit, one month to organise, design and develop the software to run the results. The staff are on 12-month employment contracts and 50% have some form of disability.

The General Election Results for Bradford was provided by Centrepoint using a ROCC 2840 Corporate Videotex system. After receiving confirmation that each result was correct the videotex system automatically produced a bar chart showing a three dimensional swing from party to party.

Videotex terminals were installed in various areas throughout the five constituencies giving the candidates up-to-the-minute results.

The photograph shows the type of election result which was available.