

# Statutory Notices for the 21<sup>st</sup> Century

## Expression of Interest Form

This form should be completed and emailed, no later than 5pm on 28 January 2015, to [statutorynoticepilots@communities.gsi.gov.uk](mailto:statutorynoticepilots@communities.gsi.gov.uk)

### Section 1: Lead partner contact details

*Please supply contact details for the partner who is leading the Expression of Interest process and who will lead implementation of the pilot if this is successful.*

Name of organisation	London Borough of Waltham Forest
Name of contact	James Holden
Position in the organisation	Policy & Public Affairs Officer
Landline telephone number of the contact	020 8496 4729
Mobile telephone number of the contact	N/A
Email address of the contact	James.holden@walthamforest.gov.uk

### Section 2: Details of other partners

Is this Expression of Interest being submitted with other partners? Yes ☐ No ☒

Are all local authorities in the potential pilot area included? Yes ☒ No ☐

Are all local newspapers in the potential pilot area included? Yes ☐ No ☒

*Please provide the names of all partners, add additional names if required.*

Below are details of community and voluntary groups we have spoken to that would be willing to participate. We believe this is indicative, and have attached a spreadsheet with a full list of partners we believe we could work with.

Name of delivery partner 1	Voluntary Action Waltham Forest
Name of delivery partner 2	Waltham Forest Athletics
Name of delivery partner 3	The Mill
Name of delivery partner 4	Waltham Forest Cycling
Name of delivery partner 5	

Name of delivery partner 6	
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## Section 3: Confirmations

*Please tick to confirm that this Expression of Interest meets the requirements below. Note for item E, where local authorities are involved in the proposed pilot (either as lead or a partner) it is proposed that one of them receives the grant and is accountable for it so that authority's Section 151 officer should sign off this form; alternatively, where no local authority is involved, the chief officer of the lead partner should sign off this form.*

- A. The proposed pilot can be started in March 2015 and completed by August 2015 ☒
- B. The proposed pilot represents new and additional activity ☒
- C. All partners have agreed this Expression of Interest ☒
- D. The 'conditions' at annex A have been read and accepted ☒
- E. A Section 151 officer has signed off this form (where a local authority is involved) ☒  
or  
Lead partner's chief officer has signed off this form (no authority involvement) ☐

## Section 4: Pilot title

*Please give a short title for your proposed pilot.*

Promoting public notices through community and voluntary groups
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## Section 5: Project description

*Please provide a brief description (maximum 500 words) outlining the key elements of the proposed pilot, the rationale for the proposals, how the Government's objectives for the pilots will be met, what is new and additional about the proposals and how the proposals will make a genuine and lasting contribution to the debate on changing statutory notices.*

Within all local authority boundaries there are a number of community and voluntary groups that are trusted by the local community but who also attract followers on social media and achieve a level of engagement that is not always possible by local authorities.

Our proposal for a pilot will harness these groups to ensure that public notices are better promoted and receive a greater impact than they do at present.

We have identified groups that operate on a borough wide level, but also those who operate across the four key areas within Waltham Forest (Chingford, Walthamstow, Leyton and Leytonstone). We will secure their cooperation so that they will promote public notices through their social media and newsletters, either on a borough-wide basis, or notices that are relevant to the area where they operate.

Promoting public notices through a partner will increase the visibility of public notices as they will receive a reach through social media, plus they will be promoted through trusted third party sources, increasing the likelihood of participation. It will also allow us to target information about public notices better so that people are more aware of notices that are relevant to them.

We are proposing that the community and voluntary groups use social media to link to brief, clearly written details about a public notice, with a link to the full notice on the Council's website. This will enable them to see the full public notice, where they will also be able lodge their opinion on the merits of the application.

This will also be supported by the Council's own Twitter feed and the Council's own our e-news, which is currently emailed to 25,000 residents and businesses. We will make public notices more prominent on our website, featuring them on the rolling gallery of our homepage and ensuring that they are highlighted as a key link across all relevant pages. Last year we received 3,022 hits a day on our homepage.

Although public notices are presently carried by a third party as well as local authorities, we believe that community and voluntary groups occupy a very different position with the local community – a trusted and visible source of information. Working with these groups will add to the debate as it will seek to utilise a third party whose reach extends beyond the council and the local newspaper.

We believe that this meets the pilot's objectives because it will:

**Increase accessibility** by signposting public notices in clear, easy to understand language needed for successful communication through social media

**Be cost effective** as this will be a cheap way of promoting public notices

**Secure a robust evidence base** through monitoring of what happens to the social media posts, and the number of unique online page views.

**Increase reach and visibility** by using new forms of communication to bring public notices to residents' attention, and harnessing trusted third parties to do this.

(482/500)

## Section 6: Criteria (see pages 8 and 9 of the invitation)

*Please describe how the proposed pilot meets the criteria set out in the invitation (a maximum of 300 words for each criteria).*

**Innovation and effectiveness** *(as a minimum, you must address the points on page 8 of the invitation)*

Harnessing community and voluntary groups for the promotion of public notices is not something that is currently undertaken by local authorities. We believe that it is innovative as it relies on linking up with community partners to harness new forms of technology and social media who have a different, wider and broader reach than either local authorities or local newspapers to generate greater interest in public notices. Providing information on a local basis will improve the system as it will improve the relevance of the public notices to residents.

We believe that this will increase the reach of public notices, but providing links from social media to the council's public notices will also provide an easy way for people to respond to public notices that are relevant to them.

This approach could easily be adopted by other local authorities. The evidence we collect to measure the impact will help us to easily demonstrate the benefits of our approach to other local authorities.

(162/300)

**Partnership** *(as a minimum, you must address the points on page 8 of the invitation)*

Our approach to this pilot is based around partnership working, with local community and voluntary groups as third parties to share public notices and help to promote them. The success of this pilot will depend on our ability to work cooperatively with local groups to ensure a wide reach for public notices, and also our ability to target them for people in specific geographic locations.

Our partners will bring to this pilot their existing networks, allowing us to find a greater reach and also helping our partners to cement their position as important community sources of information.

We have spoken to a small number of community groups who were indicative of the wider list we had identified who would be suitable partners for this pilot. They understood what the Council was trying to achieve, and could see the benefits of being involved and were happy to participate. We believe that this is indicative of the reception that we would receive if we were to properly seek to harness the social media power of local community and voluntary groups.

(178/300)

### **Impact** *(as a minimum, you must address the points on page 9 of the invitation)*

We currently post between 10 and 15 public notices a month, and there are three ways in which we are proposing to measure the impact of our pilot:

1. There is a clear and simple way to monitor the success of this pilot by monitoring the 'click rates' of web pages. Using social media and e-news functionality, we will also be able to ascertain the source of the links.
2. We will be able to track how popular the posts about public notices are, tracking how many shares, likes and comments they receive, and use our website monitoring to determine where clicks on our public notices pages have come from.
3. We will monitor the responses that are received to public notices that are promoted through our partners.
4. We will carry out qualitative research with residents before and after the pilot on their willingness and propensity to use social media and web sources for statutory notices.
5. We will carry out research groups with representative groups of residents to test the language and layout used for online public notices.

(147/300)

### **Deliverability** *(as a minimum, you must address the points on page 9 of the invitation)*

We believe that this pilot will be easy to set up, as it does not rely on development of new technology, but relies on utilising existing networks supported by third parties. If our pilot is successful we will move rapidly secure buy-in from local community and voluntary organisations. Setting up a system to promote and monitor this new system can be quickly achieved and we would anticipate that further partners could be added to our pilot as it progresses and community groups can see the benefit of being involved in the pilot.

(92/300)

### **Funding** *(as a minimum, you must address the points on page 9 of the invitation)*

How much funding are you seeking from the Department?

£9,000

What is the total cost of your pilot?

£9,000

We anticipate that we would make a small payment to organisations to support this, and as such would anticipate that we would need some funding for these payments. We would either pay all participating organisations a flat rate of £50 for each month that they participate, or purchase Twitter advertising credits for them to that value. If we are successful in signing up 30 organisations, this means that we would pay each organisation £300 over the course of the pilot, and expend £9,000 in total.

## Section 7: Approval

*Please provide details of the Section 151 officer or senior authorised person in other organisations that have agreed and signed off this Expression of Interest.*

Name of person in lead partner	Click here to enter text
Lead partner organisation	Click here to enter text
Date approved	Click here to enter text

Name of person in delivery partner 1	Click here to enter text
Delivery partner 1 organisation	Click here to enter text
Date approved	Click here to enter text

Name of person in delivery partner 2	Click here to enter text
Delivery partner 2 organisation	Click here to enter text
Date approved	Click here to enter text

Name of person in delivery partner 3	Click here to enter text
Delivery partner 3 organisation	Click here to enter text
Date approved	Click here to enter text

Name of person in delivery partner 4	Click here to enter text
Delivery partner 4 organisation	Click here to enter text
Date approved	Click here to enter text

Name of person in delivery partner 5	Click here to enter text
Delivery partner 5 organisation	Click here to enter text
Date approved	Click here to enter text

Name of person in delivery partner 6	Click here to enter text
Delivery partner 6 organisation	Click here to enter text
Date approved	Click here to enter text

## Annex A: 'Conditions'

### Disclaimer

There shall be no expectation of grant until the lead partner has been formally notified in writing by the Department. All the partners' costs and charges incurred as a result of submitting this Expression of Interest shall be for the partners' accounts and cannot be claimed as part of any pilot.

### Data Protection Act 1998 and Freedom of Information Act 2000

The Department for Communities and Local Government will use its best endeavours to hold confidential any information provided in a submitted Expression of Interest, subject to out contracting obligations under law, including the Freedom of Information Act 2000.

If you consider that any of the information submitted in your Expression of Interest should not be disclosed because of its sensitivity (including during the evaluation of Expressions of Interest as set out above) then this should be stated with the reason for considering it to be sensitive. The Department will then consult with you in considering any request received under the Freedom of Information Act 2000 before replying to such a request.

You should be aware that that the following conditions will also apply to all Expressions of Interest:

- we may use your information for the purposes of research and statistical analysis and may share anonymised information with other government departments, agencies of third parties for research and statistical analysis and reporting processes
- our policies and procedures in relation to the payment of grants are subject to audit and review by both internal and external auditors – the information in your Expression of Interest may be subject to such audit and review
- we encourage everyone submitting Expressions of Interest to regularly publicise progress and disseminate good practice, and
- the Department will publish summaries of all successful Expressions of Interest.

## List of Community and Voluntary Organisations We Could Approach

Group name	Account name	Fol- low- ers	Area of the borough	About
Harrow Green Community Library	<a href="http://www.twitter.com/E11library">www.twitter.com/ E11library</a>	248	Leyton	Harrow Green Community Library is the new library now open Sat 11am - 2pm, Mon 11am -4pm & Thur 3 - 7.30pm On Cathall Road of West Street, Leytonstone,
MagicMe arts	<a href="http://www.twitter.com/MagicMeArts">www.twitter.com/ MagicMeArts</a>	880	Borough wide	London arts charity. We connect young and older people through arts projects. Watch out for our @binageism campaign and #cocktailsincarehomes updates - Run the cocktail parties that have taken place in some of the borough's care homes
Waltham Forest Vision	<a href="http://www.twitter.com/WalthamForestV">www.twitter.com/ WalthamForestV</a>	112	Borough wide	Waltham Forest Vision (WfV), are a user led organisation which works to meet the wishes of people in Waltham Forest who are blind & Partially Sighted.
Waltham Forest Athletics	<a href="http://www.twitter.com/AthleticsWF">www.twitter.com/ AthleticsWF</a>	268	Borough wide	Athletics Updates for the London Borough of Waltham Forest
Waltham Forest Women in Business	<a href="http://www.twitter.com/WFWIB">www.twitter.com/ WFWIB</a>	602	Borough wide	Waltham Forest based business and networking group. If you want to network with WF business women - join us!
Friends of Lloyd Park	<a href="http://www.twitter.com/folpe17">www.twitter.com/f olpe17</a>	1424	Waltham tham- stow	We are the Friends of Lloyd Park working hard to improve our park in East London.
Waltham Forest Business Network	<a href="http://www.twitter.com/WFBNetwork">www.twitter.com/ WFBNetwork</a>	262	Borough wide	Connecting Waltham Forest Businesses, incorporating WF Women in Business, WF Business Directory & WF Small Business Competition
Stow Residents	<a href="http://www.twitter.com/StowResidents">www.twitter.com/ StowResidents</a>	1065	Waltham tham- stow	<u>We are Walthamstow Stadium Area Residents/Community Association.</u> <u><a href="http://stowresidents.btck.co.uk">http://stowresidents.btck.co.uk</a></u> Waltham Forest Small Business Competition 2013 Finalists
Waltham Forest Credit Union	<a href="http://www.twitter.com/WFCCU">www.twitter.com/ WFCCU</a>	652	Borough wide	Safe financial co-operative owned & run by local people. Financial Services Compensation Scheme security. Savings & loans. By the people, for the people.
LBWF Fairtrade	<a href="http://www.twitter.com/LBWFFairtrade">www.twitter.com/ LBWFFairtrade</a>	338	Borough wide	London Borough of Waltham Forest is a Fairtrade borough. Steering group aims to bring like minded community groups together. Send a DM to attend meetings.



Waltham Forest Disability Resource Centre	<a href="http://www.twitter.com/WFDRC">www.twitter.com/WFDRC</a>	155	Borough wide	We help prevent social isolation by providing activities for people with disabilities
Cultivate Waltham Forest	<a href="http://www.twitter.com/CultivateWF">www.twitter.com/CultivateWF</a>	410	Borough wide	Waltham Forest's urban food growing festival 20-29 March 2015
Love North Chingford	<a href="http://www.twitter.com/LoveNorCh">www.twitter.com/LoveNorCh</a>	495	Chingford	<a href="#">Station Road E4 Connecting Glorious Forest, Steeped In History &amp; Diverse Shopping. Keep It Local#LoveNorthChingford</a>
Walthamstow Foodies	<a href="http://www.twitter.com/walthamstowfood">www.twitter.com/walthamstowfood</a>	2645	Walthamstow	A passion for good food – bought locally, cooked simply and shared with friends in Walthamstow, London. Blog, supperclub & community events.
Voluntary Action Waltham Forest	<a href="http://www.twitter.com/VAWF">www.twitter.com/VAWF</a>	839	Borough wide	We are a local charity that seeks to strengthen voluntary and community organisations working in Waltham Forest.
Stow Roses	<a href="http://www.twitter.com/stowroses">www.twitter.com/stowroses</a>	972	Walthamstow	The Women's Institute in Walthamstow. We meet at 7.30pm on the first Wednesday of every month at the Warrant Officer, E17. Membership books currently closed.
Waltham Forest Carers	<a href="http://www.twitter.com/walthamwords">www.twitter.com/walthamwords</a>	143	Borough wide	Support services for unpaid carers in Waltham Forest; information about local carers' groups, services & activities, by Waltham Forest Carers Association
Blackhorsestow	<a href="http://www.twitter.com/blackhorsestow1">www.twitter.com/blackhorsestow1</a>	2855	Borough wide	RTs everything about Walthamstow/Blackhorse Road/the borough
Waltham Forest Cycling	<a href="http://www.twitter.com/wfcycling">www.twitter.com/wfcycling</a>	1854	Borough wide	Waltham Forest Cycling Campaign promotes cycling and campaigns for better conditions for cyclists in the borough. We're part of the London Cycling Campaign.
Waltham Forest Parent Forum	<a href="http://www.twitter.com/wfparentforum">www.twitter.com/wfparentforum</a>	795	Borough wide	Waltham Forest Parent Forum - We are a friendly, voluntary group of parents and carers of disabled children and young people from 0-25 in Waltham Forest
Chingford Life	<a href="http://www.twitter.com/chingfordlife">www.twitter.com/chingfordlife</a>	951	Chingford	Chingford website for local businesses and community. News articles, takeaway menus, shops, restaurants, community info + much more

LiveShopWork	<a href="https://www.twitter.com/ChingfordMount">www.twitter.com/ChingfordMount</a>	130	Chingford	Local shops businesses residents coming together to create a better community in our newly regenerated Chingford Mount high street
E4 Community Library	<a href="https://www.twitter.com/E4library">www.twitter.com/E4library</a>	325	Chingford	A volunteer community library centre based in the South Chingford area of the London Borough of Waltham Forest.
Walthamstow Times	<a href="https://www.twitter.com/walthamstower">www.twitter.com/walthamstower</a>	3,353	Walthamstow	Walthamstow Times is a volunteer-driven website presenting local cultural and art events, reviews, open community & interviews with local creative people.
Walthamstow Life	<a href="https://www.twitter.com/walthamstowlife">www.twitter.com/walthamstowlife</a>	3,510	Walthamstow	
Awesomestow	<a href="https://www.twitter.com/awesomestow">www.twitter.com/awesomestow</a>	4,923	Walthamstow	Promoting music, art, entertainment, environmental, political and community issues in Walthamstow E17
The Mill	<a href="https://www.twitter.com/TheMillE17">www.twitter.com/TheMillE17</a>	3,258	Walthamstow	People making things happen on Coppermill Lane, Walthamstow
Walthamstow Market	<a href="https://www.twitter.com/WalthamstowMrkt">www.twitter.com/WalthamstowMrkt</a>	2,189	Walthamstow	Welcome to Walthamstow Market. Things are happening here! Watch this space!
Walthamstow Town	<a href="https://www.twitter.com/Walthamstowtown">www.twitter.com/Walthamstowtown</a>	1,529	Walthamstow	<a href="#">All things #Walthamstow! RT's are not endorsements</a>
Walthamstow Village	<a href="https://www.twitter.com/WalthamstowV">www.twitter.com/WalthamstowV</a>	554	Walthamstow	Walthamstow Village Residents Association
The E List	<a href="https://www.twitter.com/TheEList_E17">www.twitter.com/TheEList_E17</a>	2,688	Walthamstow	
E17 Wood Street	<a href="https://www.twitter.com/E17WoodStreet">www.twitter.com/E17WoodStreet</a>	2,575	Walthamstow	150+ indie shops

Hornbeam Team	<a href="https://www.twitter.com/HornbeamCafe">www.twitter.com/HornbeamCafe</a>	1,971	Waltham tham- stow	A friendly not-for-profit environmental centre and vegan cafe strengthening local communities through serving local organic food and feeding local creativity!
Waltham Forest MPS	<a href="https://www.twitter.com/MPSWForest">www.twitter.com/MPSWForest</a>	5,275	Borough wide	Updates from Waltham Forest Borough MPS. DO NOT REPORT CRIME ON TWITTER. In emergencies always call 999 and 101 in non emergencies. Not monitored 24/7
Waltham Forest NCT	<a href="https://www.twitter.com/WF_NCT">www.twitter.com/WF_NCT</a>	597	Borough wide	The Waltham Forest branch of the NCT offers support, information & activities for parents & expecting parents.
Waltham Forest JCP	<a href="https://www.twitter.com/WFHub">www.twitter.com/WFHub</a>	741	Borough wide	Welcome to the Waltham Forest Employment Hub Twitter account