

# The PINs Portal

## - What is it?

The PINs portal is Scotland's national public information notices (PINs) portal, allowing public notices across Scotland to be published in a single online location for the first time. It is a national initiative endorsed and supported by the Scottish Government. Visitors can click on a virtual map of Scotland to see listings of public notices in any area, satellite imagery of their location and information on the issues involved. The aim is to provide improved accessibility to statutory information, and to help Scotland's 32 councils save money on advertising public notices. The portal will be scalable for use by the wider public sector and is part of a major national shared services collaboration.

The aim is to revolutionise local authority statutory advertising. Like any organisation seeking to communicate with the public, local authorities have to adapt. The PINs Portal is seen as an innovative, flexible and effective method to meet customer demand and provide improved accessible information to a wider audience. The concept is to create a new channel of communication to local communities via the internet. This will enable councils to provide local information regarding services - such as road closures or construction work, planning or property developments, licensing and all other types of approved and proposed projects - in a clear and easy to use format.

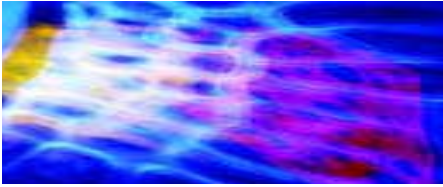


The brand name 'tellme' is currently being used during the PINs portal pilot and functionality testing. This name has been market tested and domain names registered. However the decision to use this brand has yet to be finalised.

### What can it do?

Anyone can use the national PINs portal to see how they might be affected by statutory or public service developments in their local authority area or any other part of Scotland. This is a significant improvement in the accessibility and depth of information provided previously through local advertisements. These improvements, in turn, should lead to greater engagement and a higher level of response to public notices.





Key improvements for users of the national PINs portal include:

- A clear visual representation of the notice location and what it involves, with the interactive online map highlighting the areas or streets affected
- A more coherent national picture of the whole journey. For example, how a series of street closures may impact on someone travelling through more than one local authority. This will be much clearer to see online
- A much quicker response for those seeking information - which can be found online out of office hours
- The opportunity to obtain extra information beyond the statutory requirements, which will enhance the public's knowledge of notices
- The public will be able to register and based on their postcode be notified via email or text message of the notices that will impact on them - immediately.
- The ability to see statutory or public service developments in other regions of Scotland, and how these are implemented.

The priority is to ensure that the public can access information in the most effective ways possible and to ensure that councils and taxpayers get the best value for money.

The Improvement Service (IS) will therefore continue to push ahead with completing the development of the portal in line with being ready in May 2010; encouraging councils to participate and supporting local preparations.

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