
Report To: Policy and Resources Committee

Date: 29 March 2011

Report By: John Mundell, Chief Executive

**Report No:
CE002/11/JWM**

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Subject: Scottish Public Information Notices Portal

1.0 PURPOSE

- 1.1 The purpose of this report is to outline how Inverclyde Council will work with the Scottish Public Information Notices Portal (PINs).

2.0 SUMMARY

- 2.1 The PINs portal is Scotland's National Public Information Notices Portal. This portal allow public notices across Scotland to be published in a single online location for the first time. It is a national initiative endorsed and support by the Scottish Government. The web address for this service is www.tellmesotland.gov.uk.
- 2.2 Public information notices are announcements that local authorities are legally required to publish. There are two types of PIN. Statutory Notices give required notice of an intended action, such as road closures, construction, licensing and planning/property developments. Public Notices inform people of changes to services, such as refuse collection.
- 2.3 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 enhanced statutory information from across Scotland.
- 2.4 The portal is available for use by the wider public sector and is part of a major national shared services collaboration. Its development follows the successful roll-out of www.myjobscotland.gov.uk, the national shared recruitment portal for Scotland.

3.0 RECOMMENDATIONS

- 3.1 The Committee is asked to note the setting up of a cross service working group to deal with the implementation of the PINs portal in Inverclyde.
- 3.2 The Committee is asked to agree to Inverclyde Council replacing news published advertisements for the items listed in paragraph 4.5 with the PINs portal by the start of financial year 2012/2013.

**Elaine Dyer
Corporate Communications Manager**

4.0 BACKGROUND

- 4.1 In March 2010 the Improvement Service tried to take legislation through the Scottish Parliament to change the way in which public notices were advertised. This legislation did not go through however, a commitment was given to continue to develop the online advertising portal for the public sector. It is expected that the legislation will be presented back to Parliament later this year.
- 4.2 PINs is supported and endorsed by COSLA leads/SOLACE and the Scottish Government. A letter was sent to Council Leaders and Chief Executives in November 2010 requesting their support for implementing PINs in their own areas.
- 4.3 The costs of providing the PINs service is being met centrally by the Improvement Service and this will continue meaning no cost to Scottish Councils.
- 4.4 PINs supports the model around Citizen Self Service and is a strategic fit with other national policy drivers, such as, myjobscotland, onescotland portal and the national entitlement card.
- 4.4 In financial year 2010/2011 an annual budget of approx. £90,000 was allocated to advertising. In the same year the centralisation of advertising was undertaken with Corporate Communications being responsible for all advertisements placed. Latest projections show a saving of some £20,000 in 2010/11. It is forecast that moving all relevant advertisements on to the PINs portal would see a further substantial cost saving, with exact details being reported back to a future committee.
- 4.5 The advertisements that will move over to PINs if the recommendations are agreed would be:-
- Surgery, public, licensing, planning and roads
- 4.6 Internet access across Scotland in 2009 was 73% although our own Citizens' Panel result for 2009 showed that internet access in Inverclyde was slightly behind the national figure at 69%.
- 4.7 The decision to move relevant advertising over to the PINs portal will mean a reduction in advertising spend with the media. It should be noted that the relevant legislation did not receive parliamentary approval on its first outing due in part to the concerns raised by the media.

5.0 CONCLUSIONS

- 5.1 A cross service working group is put in place to deal with the implementation of PINs for Inverclyde Council.
- 5.2 All relevant advertising will move across to the PINs portal for the start of 2012/13 with savings being reported back to a future meeting of the Committee.

6.0 IMPLICATIONS

- 6.1 Finance

Potential cost saving will be factored into future years budgets.

7.0 EQUALITIES

7.1 There are no equalities issues.

8.0 CONSULTATIONS

8.1 The report has been reviewed by Head of Legal and Democratic Service.