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<b>Report To:</b>	<b>Policy and Resources Committee</b>	<b>Date</b>	<b>19 November 2013</b>
<b>Report By:</b>	<b>Head of Organisational Development, Human Resources and Communications</b>	<b>Report No:</b>	<b>HR/24/13/GB</b>
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<b>Subject:</b>	<b>Public Information Notices (PINs) Portal : 'Tell Me Scotland'</b>		

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## **1.0 PURPOSE**

- 1.1 The purpose of this report is to highlight the development of the national public information notices portal 'Tell me Scotland' and to agree Inverclyde Council's involvement

## **2.0 SUMMARY**

- 2.1 'Tell me Scotland' is the national portal for publishing public notices online. It is supported by the Scottish Government and development has been led by the Improvement Service.
- 2.2 Currently 27 of the 32 Scottish Councils participate in uploading public information notices to the national portal.
- 2.3 The most recent visitor figures for the 'Tell Me Scotland' portal are: from 1 April-30 September 2013: 31,505 visits; 133,458 page views. In addition to the portal, an iPhone and android app is also available to allow users to access public notices through mobile devices. In September 2013 32.1% of traffic to the portal came from mobile devices.
- 2.4 Councils are required to advertise statutory public notices in local newspaper and with no change in legislation in place through the Scottish Government; Inverclyde Council would continue to advertise statutory public notices in addition to publishing on the 'Tell Me Scotland' portal.

## **3.0 RECOMMENDATIONS**

- 3.1 It is recommended that the Committee agree that the Council participate in the 'Tell Me Scotland' portal site. Statutory notices will be advertised in the local press.

Head of Organisational Development,  
Human Resources and Communications

## **4.0 BACKGROUND**

- 4.1 The portal [www.tellmesotland.gov.uk](http://www.tellmesotland.gov.uk) was delivered through a collaborative partnership under the auspices of the National Shared Services Board, led by COSLA and supported by the Scottish Government. The Improvement Service led the development and delivery of the portal website.
- 4.2 The public information notices portal (PINs), branded as 'Tell Me Scotland' is a web resource to publish public notices across Scotland online in one location.
- 4.3 Currently other Scottish councils are uploading notices to the site. The notices being published include planning notices, roads and licensing.
- 4.4 The most recent visitor figures for the Tell Me Scotland portal are, from 1 April-30 September 2013: 31,505 visits; 133,458 page views. An iPhone and android app is also available to allow users to access public notices through mobile devices. In September 2013 32% of traffic to the portal came from mobile devices.
- 4.5 In addition to local authorities, a range of other public sector organisations are using 'Tell Me Scotland' to publish their notices including: Care Inspectorate; Historic Scotland; Scottish Environment Protection Agency (SEPA); Scottish Natural Heritage and Scottish Water. Discussions have also taken place with community councils on their use of the portal as a key stakeholder and in the potential for publishing their own notices on the site.
- 4.6 Publicising the 'Tell Me Scotland' portal relies on participating councils to actively promote it. The Improvement Service can provide some publicity material such as posters, bookmarks and business cards for display in customer access points.
- 4.7 In addition to making use of these, Inverclyde Council can help to promote the portal and the notices uploaded onto it through its social media channels, by incorporating the website into existing public notice adverts (where space allows); on the Council website and through InView newspaper.

## **5.0 PROPOSALS**

- 5.1 Discussions have taken place between the Council's Corporate Communications Service and the Improvement Service and to allow the Council to participate in Tell Me Scotland it is proposed that training is arranged for the Council by the Improvement Service.

If this is agreed by the Committee the Council would then be able to upload public notice content to the Tell Me Scotland portal by January 2014.

## **6.0 IMPLICATIONS**

- 6.1 Financial Implications – There are no direct costs associated with using the public information notices portal. Funding discussions have taken place between the Scottish Government and the Improvement Service and the indications are that funding shall be provisioned within the current budget estimates being compiled with the Scottish Government for 2014/15.
- 6.2 Human Resources: None
- 6.3 Legal: None
- 6.4 Equalities: None

## **7.0 CONSULTATION**

7.1 n/a

## **8.0 LIST OF BACKGROUND PAPERS**

n/a