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InLink Product Statement

V2.0 | September 2018



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About us

InLinkUK is a London-based joint venture between technology company Intersection and Primesight, a leading UK out-of-home media company.

We work in exclusive partnership with BT in the UK to ensure communities in urban areas are well-served in the digital age through the roll out of InLinks to replace and rationalise their network of payphones.

Locally we have been collaborating with councils throughout the UK on the installation of InLinks and the removal of non-listed BT payphones. Since June 2017 we have over 220 InLinks already go live with hundreds more in the coming months expected throughout central areas of London, Birmingham, Gateshead, Glasgow, Leeds, Newcastle, Swansea, Southampton and other major cities around the UK.

In doing so we are creating a service (InLinkUK from BT) to revolutionise streetscapes and helping provide a connected city solution that delivers the fastest and most robust free public Wi-Fi service in the UK.

Creating multiple amenity benefits for the local area, the services provided by each InLink will be **available free for everyone** (not just BT customers) as they are funded through the inclusion of static commercial advertising alongside Council and community content on the two digital display screens in the same manner as television stations like ITV and Channel 5.

Each InLink provides communities with an unprecedented suite of essential urban tools, including free ultrafast Wi-Fi, phone calls, wayfinding, device charging, an emergency 999 call button, public messaging capabilities, and a platform for future technologies such as air quality monitoring.



What is an InLink

InLinks are a fully-accessible community structure helping to connect and improve local streets in urban areas. At no cost to taxpayers or end users, InLinks provide communities with an unprecedented suite of essential urban tools:

- **Free ultrafast Wi-Fi for everyone** (not just BT customers) with speeds up to 1 Gb per second within 100m of each InLink
    - More than 169,000 unique users have already subscribed to the Wi-Fi, which as of last month, saw them use enough data to view over 513 million webpages or listen to 27.3 million songs
- **Touchscreen tablets** to access council services, local charities, BT's phone book, maps and directions, with more than 50,000 sessions recorded every week
- **Accessible** in design including hearing induction loops, braille embossed and TalkBack functionality in the tablet for those with disabilities
- All InLinks are powered by **100% renewable carbon-free energy** with screens dimming at night in accordance with the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements
- Each InLink is **inspected weekly and are cleaned at least every two weeks**, with the ability to rapidly respond on an as-needed basis to any issues monitored by sensors in the InLinks
- Secure power-only USB ports for **rapid device charging**
- **Free phone calls** provided by BT, including the option to plug in headphones for more privacy, with ~50,000 made each week
- **Direct 999 call button** with location sharing two-press approach to limit accidental activation
- The InLink screens can be used by groups such as the Police to **display emergency and community awareness messaging**
- The opportunity to integrate **additional environmental sensors** in collaboration including on air quality (under trial), noise, and other environmental factors.



A range of factors are considered when choosing the site for each InLink, including Council and community feedback, pedestrian and vehicle flows, visual character of the street scene, proximity to sensitive heritage assets, pavement widths, surrounding land uses and social context in accordance with local policy requirements.

All services are provided in accordance with the InLinkUK Terms of Use and Privacy Notice, and are compliant with relevant privacy rules and regulations in the UK.

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Contributing to the community

We are committed that the InLinks make a positive contribution to the public realm as well as the communities they are in.

- With a **footprint of just 0.22m^2** InLinks are smaller than any comparable street furniture, and their installation also facilitates and **funds the removal of two existing BT payphones** giving back 1,78m^2 for each installation
    - So far we have given back pavement space to local communities equivalent to more than 170 street trees, 560 litter bins or storage of 350 bicycles
- **876 hours of free Council advertising per InLink** are provided to the local authority each year to promote local initiatives, news, and events
- Direct **access to charities** through the use of the dedicated charity tile on the fully-accessible interactive tablet
- Over 1,000 hours per year of hyper-local content allow each InLink to act as a **community notice board** with the InLinkUK team able to work with local groups to promote nearby events and activities
- Business rates for each location are paid when requested by the Council, ensuring the **InLinks make an ongoing financial contribution to the local area**.



Awards and community feedback

InLinks are an award-winning design that are sensitive to their context both in terms of the built environment and the people who use it.

Shortlisted	**Placemaking Award** London Infrastructure Awards | 2018
WINNER	**Best use of Connected Technology** The Connies by Mediatel | 2018
Shortlisted	**Product Innovation** Campaign Media Awards | 2018
Shortlisted	**Wave - Product Innovation** Creativepool Awards | 2018
Shortlisted	**Digital Product of the Year** British Media Awards | 2018
Finalist	**Interaction Disruption** IxDA | 2017
WINNER	**Excellence in Design** NYC Public Design Commission | 2016
Finalist	**Innovation by Design** Fast Company | 2016
WINNER	**Best Product or Service to Connect the Unconnected** World Wi-Fi Day Awards | 2016
WINNER	**Innovation / Products to Watch** As Age A-List & Creativity Awards | 2016
WINNER	**Best Smart City** Smart City Expo World Congress | 2016
WINNER	**Innovation Award** Cannes Lions | 2016

"By providing facilities for people to make free calls, access free WiFi and information and charge their phones, we move one step closer to becoming an attractive modern city where people are proud to live and work."

Councillor Chris Hammond, Leader of Southampton City Council and Cabinet Member for Clean Growth & Development

"We're delighted to be on InLinks. At Childline we're always looking at new ways to increase our reach and help as many young people as we possibly can."

Grania Hyde-Smith, National Services Communications Manager for Childline

InLink roll out programme

Our approach to planning is to be collaborative with Councils wherever possible, looking for the roll out of each InLink to improve the street scene of their local community.

We therefore work closely with local authorities and other relevant local stakeholders to identify suitable sites for InLinks and to select which payphones are to be removed.

Once the appropriate permissions have been gained for the installation, we progress with removals and installations with the minimal possible disruption to the local residents and businesses.

We have designed the activation of the units to be as automated as possible to minimise the time requirements for our engineers to set-up and prove that the units are ready for service.

As part of this approach we welcome the opportunity to collaborate on all stages of the roll out in an area wherever possible.



InLink design and technical information

To assist in improving the overall public realm of the area up to two non-listed BT payphones will be removed for each new InLink that goes in the ground, allowing us to **return hundreds of square meters of valuable pavement space** to the local community while preserving and enhancing the existing pedestrian network in the area.

InLinks themselves are free-standing structures featuring a fully accessible tablet interface and digital display screens on two sides, while the small ‘privacy wings’ give a sense of personal space without enclosures.

Overall InLink dimensions are 28cm deep and 89cm wide, with a height of 290cm to maximise the range of the ultrafast Wi-Fi while not dominating the streetscene. A narrow 79cm base limits the footprint while ensuring access to wheelchair users and a slender appearance.



The two InLink display screens automatically dim at night to 600cd/m^2 in accordance with the levels set for this type and size of screen (those under 10m^2) by the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements.

There are two video cameras above the ad displays as well as one built into the tablet. Currently the cameras are deactivated, and we have no immediate plans for this to change. If the time comes for the cameras to be turned on, it will be for a community benefit, and we will notify the public through multiple communication channels, including, where appropriate, doing so with public consultation and notifying stakeholders of our intentions.

InLinks are designed so they do not require feeder pillars in relation to their power supply, further limiting any potential impact on the nearby pavement area and pedestrian flows.

Similarly, InLinks are made for urban environments with their structure and foundations able to easily withstand being pushed by individuals or high winds. The overall structure is made to fall slowly should it be involved in a vehicle collision, with internal motion sensors included in each InLink that are designed to send automatic notifications in the event of such an incident.

Accessible for all types of users

InLinks have been designed to be accessible to all users, regardless of their physical or technological capabilities, including:

- The tablet interface placed at 121cm and angled at 15 degrees to provide easy access, including for wheelchair users
- Braille embossed information on all key features and the numbered keypad
- Easy touch 999 call button to ensure it can be used regardless of mobility restriction (includes two push approach to reduce the chance of accidental calls)
- High-contrast large type labels help the visually impaired
- TalkBack functionality facilitates full access to the tablet for all users
- Hearing induction loops integrated into each unit
- The touch screen interface is designed to feel familiar to consumer tablet products.

We will shortly be introducing Next Generation Text Relay on to the InLinks which will further support people with a disability using the InLinks.



Connectivity through gigabit Wi-Fi

InLinks connect their communities to the fastest and most robust free public Wi-Fi service in the UK. Full fibre connectivity enables speeds **up to 21.6 times faster than standard fixed line home broadband**[1] and are able to handle large numbers of connected users without any reduction in speed.

Signing up is done through a **one-time email address registration** which then connects automatically whenever a user is in range of an active InLink. We do not sell these email addresses on, and have a customer-first policy to create the best experience possible for our users (including having no pop-up advertisements when user devices reconnect to the Wi-Fi).

The InLink full fibre solution also enables us to upgrade the capacity by orders of magnitude e.g. 1GB to 10GB without the need for street works.

Each InLink also has in place content filtering, so accessing websites that are only suitable for adults will not be possible through our service.

Where a 'superconnected cities' public Wi-Fi service is already provided to the Council by BT, this signal will also be broadcast from all InLinks in that city at no additional charge.

Our Privacy Notice can be viewed at: http://www.inlinkuk.com/privacy-policy

Comparable Download Speeds

	InLink Wi-Fi (up to 1Gbps*)	**Proposed UK Broadband Universal Service Obligation** (10 Mbps)	**Average UK Download as per 2017 figures from Ofcom** (46.2 Mbps)
5 minute video (30MB approx.)	**0.24 seconds**	25 seconds	5 seconds
45 minute TV show (200 MB approx.)	**1 second**	3 minutes	36 seconds
2 hour film (1,00MB approx.)	**8 seconds**	14 minutes	3 minutes
2 hour HD film 4,000MB approx.)	**33 seconds**	65 minutes	12 minutes

*Note: Actual performance will depend on a range of factors including but not limited to device performance and radio interference

[1] November 2017 figures, published May 2018 - Ofcom's annual study of fixed line home broadband ISP speeds across the United Kingdom revealed that the average fixed line internet download rate is now **46.2Mbps** (up from 28.9Mbps in 2015).

Interactive tablet

Every InLink includes a fully-accessible interactive tablet that provides a series of ‘tiles’ that give users access to:

- Local council services
- One touch connection to four national charities for support
- BT’s phone book and free calls
- Local weather information
- Maps and wayfinding
- FAQs and instructions

InLink tablet sessions timeout after 30 seconds of inactivity or when selected, wiping all user sessions clean.

The tablet is a ring-fenced system that **does not allow open web browsing**.



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Free calls for everyone

InLinks allow all users to make free calls provided by BT using two different methods:

- Using our directional speaker and built in microphone, equipped with noise-cancelling technology and an adjustable volume, to make calls that rival a traditional handset in clarity and quality

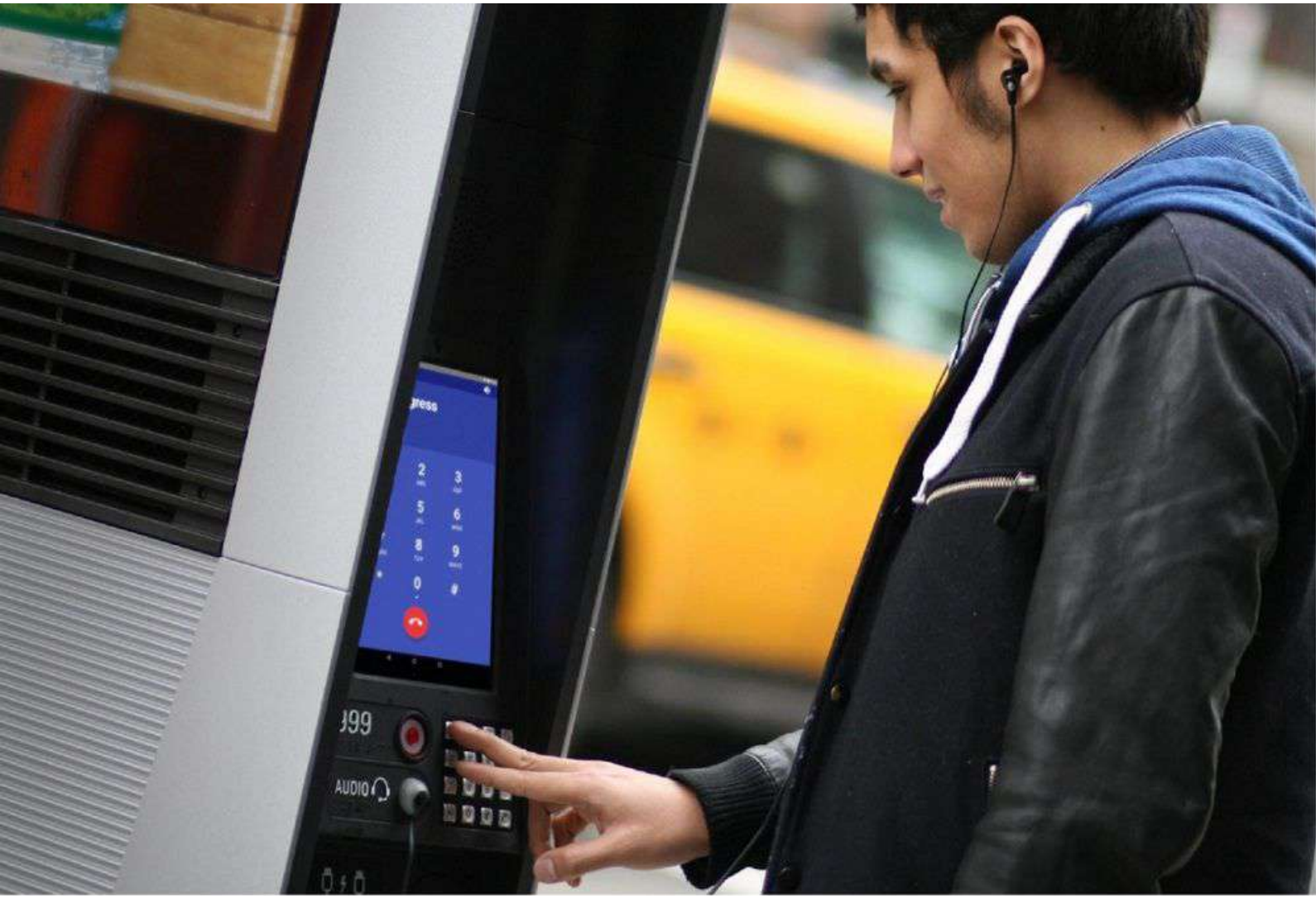
- By plugging in a standard headset or earphones into the built-in headphone jack in for additional privacy

Calls from an InLink are not time-limited, however almost all have been found to last no more than a few minutes as people use them to call friends, family, local service, taxis, etc.

The tablet and speaker are set back into the InLink and sheltered from the sides, allowing for a comfortable level of privacy for personal communications. In addition, **the speaker volume is automatically reduced at night** (except for emergency calls).

For international calling, users can purchase a calling card readily available at retail stores across the country.

Unlike payphones, InLinks do not include or require a handset.



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Safer communities

Seeking to improve the sense of safety in an area and assisting the reporting of crime and disorder every InLink includes a **direct 999 call button** that that connects users in an emergency to the relevant services.

When used, the call button **automatically shares the location** of the InLink with the authorities.

The design of the button is a two push approach to reduce the chance of accidental calls; the first time a voice confirms that the user wish to call the emergency services, prompting them to push the button a second time to confirm.

The InLinks can also support campaigns with local police and other authorities. For more information see the communities section below.

There are two video cameras above the ad displays as well as one built into the tablet. Currently the cameras are deactivated, and we have no immediate plans for this to change. The services we do currently offer via the InLinks, are compliant to the privacy rules and regulations that govern technology and telecommunications companies in the UK.

We are extremely proud of the InLinks and the benefits they offer to society and communities. If the time comes for the cameras to be turned on, it will be for a community benefit, and we will notify the public through multiple communication channels, including, where appropriate, doing so with public consultation and notifying stakeholders of our intentions.



Secure fast charging

Each InLink includes **two marine grade, waterproof USB ports** featuring Quick Charge 2.0. The USB ports are connected directly to a power source only and cannot exchange data between devices and the InLink.

These USB ports are compatible with all mobile devices, but unlike traditional USB charging, they **also support the next generation of phones** with 20X the charging speed.

Users with compatible devices can get a **10% charge in under three minutes**, a great service to tourists and those in an emergency who may need to charge their personal devices.



Digital screens that dim at night

The InLink digital display screens show a set of static content at intervals of 10 seconds each, allowing it to show both the commercial content that funds the service but also a wide range of local community and council content.

These **display screens automatically dim at night to 600cd/m^2** in accordance with the levels set for this type and size of screen (those under 10m^2) by the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements.

This dimming is based on a predetermined schedule of daylight hours which takes into account seasonal changes, ensuring the InLinks remain in harmony with the streetscape throughout the day and minimise disturbance to local residents during the evening hours.

Outside of the allocations for community and council content (see below), we anticipate the screens will showing commercial content from businesses, including local SME's, helping fund the range of InLink services being provided to the local community

InLinkUK's designers also create 'house content' throughout the year relating to key events and holidays recent examples include supporting the local Council elections through encouraging residents to register to vote, free events during school holidays, London Pride, Black History Month and a diverse editorial calendar throughout the year supporting our vision for a 21st century community noticeboard.

Similarly the screens are covered with Pilkington OptiView glass that includes both internal and external anti-reflective coatings to reduce glare.

For full specifications of our screens please refer to the 'Recommended Conditions of Consent' and 'Digital Display Screen Technical Specification' included with each planning application or contact the InLinkUK team directly.



A platform for community and council content

The rotating content on each InLink includes a ring-fenced allocation for community content provided by the local council and community.

Each local authority is provided with 5% of screen time on each InLink to promote and educate. This allocation is equivalent to 876 hours of screen time on each InLink every year or 438 hours per digital display screen.

This content would be scheduled and (where needed) developed in partnership with InLinkUK and Primesight, and can tell residents and visitors about local services, local events and news, as well as warnings and public notices.

InLinks are more than just an advertising screen— they are already a key point of reference for local information and as **an asset to the community**.

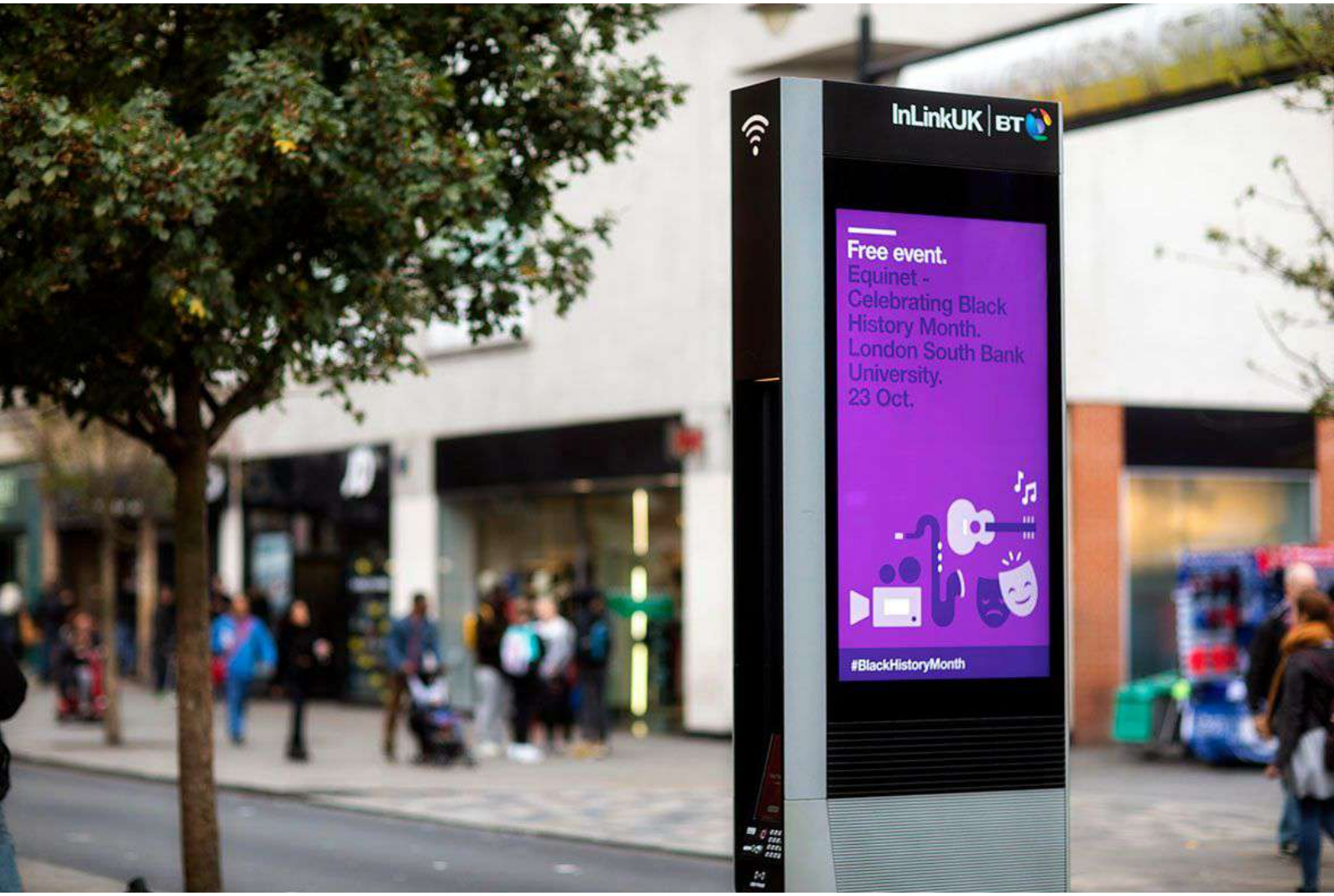


Environmental performance

All InLinks are **powered by 100% renewable carbon-free energy**, with energy efficiency prioritised throughout the design process.

Our design incorporates the following energy-saving strategies:

- A state-of-the-art LED-backlit LCD screen that consumes approximately 60% less power than Cold Cathode Fluorescent Tubes
- Filters on the screens reflect light reducing the need for high power, noisy cooling systems typically seen in competing solutions
- Industrial-grade components designed to function at high temperatures lower the need for cooling without compromising performance
- Passive design for cooling where applicable, along with the use of aluminum for better thermal dissipation
- High-efficiency power supplies providing 80% or better efficiency, compared to 65-70% of typical components.



Materials and maintenance

Maintainability and durability were key considerations in the design of the InLink, with each cleaned at least every two weeks with additional servicing provided as required through our ongoing support processes.

The main casing of an InLink is cast aluminum, a material which is attractive, durable, easy to service, and conducive to cooling internal components.

The large displays are fronted by tempered and laminated glass to reduce glare, and interface panels and vent areas are painted powder-coated aluminum. These high quality materials ensure the longevity of the InLink by enabling them to hold up to abuse and vandalism, and diminish the appearance of scratches.

The modular design of exterior and interior components means that servicing damages or basic wear and tear is simple and economical. The InLink design has also removed the handset that is frequently vandalised on older designs.

We are committed to the maintenance and cleaning of InLinks at each location to keep them in a condition to which we are proud and encourage users to enjoy them.



Emergency messaging

The digital screens and the back-end systems allow us to control the screens dynamically through our head office.

This allows InLink screens to be used by groups such as the Police to display emergency and community awareness messaging, such the example from Camden included in the case study at the end of this Statement.

In the event of an emergency or major event, this has the potential to allow us to stop content or advertising and place urgent, useful messaging on to the dynamic screens alerting members of the public to major incidents which will impact them.

Given that each InLink is addressable, we can give very specific instructions on each individual screen, for example steering people away from a particular area and providing alternatives to travel.

Discussions are ongoing regarding providing emergency services with direct access to the InLink screens for use during approved circumstances where it would assist their operations.



Air quality monitoring

InLinkUK is currently working with BT on possible inclusion of air quality monitoring equipment within the InLinks, with live trials now underway in a number of locations.

It is anticipated information from these sensors could be used by interested Councils and researchers to complement other data sources and improve local decision making.

Councils with existing or expected approvals for InLinks are invited to express interest in being involved in this trial, which initially is looking at the potential measurement of the following elements of air pollution:

- Carbon Monoxide (CO)
- Nitrogen Dioxide (NO2)
- Nitric Oxide (NO)

Further work is being undertaken on the possible measurement of:

- Ground Ozone Level (O3)
- Particles (PM10)
- Particles (PM2.5)
- Sulphur Dioxide (SO2)

Measurement for each of the above are being assessed on their individual merits and a decision of which to include in a given InLink and when has not yet been made. **Feedback from interested Councils on how the data from InLinks could best be communicated and used will further assist in this process**.



Additional smart city sensors and data collection for community benefit

InLinks have been designed with the ability to collect and display useful, real-time data and insights from the communities they are in to help government officials and local decision makers make the most of the space around them.

As with the air quality trial highlighted above, the modular nature of the build of InLinks allows us to evaluate and invest in the best tools and techniques of collecting meaningful insights for the community as sensor technology evolves.

We are anticipating introducing other sensors that can anonymously monitor things like:

- Counting pedestrian numbers
- Measuring traffic congestion
- Bike and vehicle counting
- Environmental factors like sound and light

And through continued investment, we will continue to explore what other smart city sensor and data information we can provide to improve public well being and health in cities.

This kind of **data is most powerful when shared**, and we would look to make these urban insights readily available to the community as permitted by law and within our Privacy Notice and Terms of Use.



Content standards

The InLinkUK from BT service is funded through the display of static advertising on the two InLink digital display screens (which are smaller than most other types of outdoor digital signage) in conjunction with other council and community content, with screens automatically dimming at night in accordance with the *Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements*.

Primesight lead on coordinating commercial content on InLink screens and they work closely with the advertisers, brands and specialist, with any advertisement complying with the *Committee of Advertising Practice (CAP) Code of Practice*.

Primesight also work within the guidance provided in the *Guidance for Digital Roadside Advertising and Proposed Best Practice* from Transport for London and resources from other authorities as necessary.

Primesight are also guided by the UK code of *Non Broadcast Advertising and Direct Promotional Marketing (CAP) Self Regulation Guidelines*.

For full specifications of our screens please refer to our '*Proposed Schedule of Operating Conditions - InLinkUK Advertising Screens*' included below.



Useful real-time information

We are currently running real-time information from a range of sources, including local weather and transport information.

In London we display real-time Transport for London (TfL) tube status information, and with TfL, we are exploring how we might be able to incorporate other transport information to help people get around the city.

In the future we are looking for other open API's to allow us to create further localised content relevant to the community. Similarly, we welcome the opportunity to work with local authorities, transport providers, and others to determine what real-time information is most useful to the area and how it can be integrated into the InLinks.



Advertising for businesses of all sizes

InLinks represents **the latest in advertising platforms**, and with locations positioned to uniquely partner with local businesses. An example is included below from The Camden College.

To best support local small businesses, we have developed an affordable, accessible digital advertising solution that specifically targets InLinks close to their location.

The Primesight sales team (who are responsible for all of the paid for messaging that appears on InLink screens) is setup to **work in partnership** with businesses classified as Small and Medium-sized Enterprises to enable these partners to use the screens to reach the audiences they need to drive business growth.

The revenue made from advertising allows us to provide all of our services free of charge to communities, as well as further the InLink roll out.

Outside of what is available today, Primesight is looking at innovative ways to work with clients on this new platform to leverage its digital capabilities to create more dynamic content for the InLink screens, including the ability to leverage real-time data sources such as weather to power advertiser creative.



Privacy and data protection

We take our users privacy and data protection incredibly seriously and have designed our policies and terms of use to create a ‘user first’ approach. Potential users wishing to access the ultrafast free Wi-Fi from an InLink are asked only for their email address in order to accept the Terms of Use and Privacy Notice. We do not ask for any other information. We also do not use the email addresses provided at registration for marketing, nor do we share or sell it to any third parties. Our policies are clearly accessible through our website and the InLink tablet.

Like any Wi-Fi provider, the InLinkUK from BT service collects some technical information to help operate the service and enable a seamless ongoing experience. This includes a MAC address. Storing this information allows the system to recognise the device and connect automatically to the Wi-Fi whenever it is range of an InLink so that users don’t have to sign-in every time. If a user does not want to automatically connect to the Wi-Fi the next time they pass an InLink, users can simply select “forget the network” in your device settings.

We do not track a user’s movements through a city. Any limited personal information that InLinkUK holds about our users is encrypted and stored on secure servers in line with privacy and data protection regulations.

InLinks are not a Google product. The ‘InLinkUK from BT’ service is provided through a joint venture between Intersection, a smart city technology company, and out-of-home media company Primesight, in exclusive partnership with BT in the UK. Sidewalk Labs, an Alphabet company (the parent company of Google), is a minority investor in Intersection and a third party to InLinkUK.

InLinkUK does not allow third party advertisers to insert advertising on to a users personal device and we do not use their data to target ads on the InLink screens. We may use the limited information we collect to allow us to operate, maintain and improve the services InLinks provide to their local community, comply with laws and regulations, as well as maintain the security of services. We will only share this information in response to a lawful request or legal process, including from government and public authorities.

Installing an InLink

A number of steps are involved in the installation of an InLink once approval is obtained from the relevant local authority:

1. **Preparation works**
   Ahead of work starting each site is surveyed to identify services and other underground infrastructure so our teams do not disrupt services like water or gas pipes by accident.

2. **Safety comes first**
   For everyone's safety our deployment teams will set up barriers to restrict access to be area where the work will be occurring. These are based on permits obtained from the local authority.

3. **Payphone removals**
   InLinks are often installed on the same location as an existing BT payphone so the first works you may see are teams disconnecting and removing existing kiosks.

   This may also occur at other locations nearby as each InLink facilitates the removal of at least two BT payphones to help reduce reducing the amount of clutter, and giving pavement space back to the community.

4. **Preparation of foundations**
   Each InLink sits on a metal base plate that forms part of a concrete foundation typically reaching 30-40cm below ground level. In building this foundation ducting is included to enable the InLink to be connected to fibre and power services.

5. **Connecting services**
   Connecting the InLink to the local power network is done by the local Distribution Network Operator (DNO). The fibre to our InLinks is connected by teams from Openreach. Both services may involve the need to run ducting from nearby infrastructure such as broadband cabinets.

   The teams responsible for this work will typically where required received permits from the local authority to carry out the works in accordance with an area identified at survey for the InLink.

6. **Lifting the InLink into place**
   Each InLink is typically lifted by small crane from a flatbed truck onto the metal baseplate about 1-3 days after the building of the foundation. At the time the InLink is fixed in place, any remaining barriers are removed.

7. **Connecting services**
   Once installed, our engineering teams get to work to do the necessary testing and configuration to put the InLink live. Typically this occurs within two weeks of installation, but can take longer.

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Management, Maintenance, and Operational Strategy

InLinkUK is responsible for the management of the InLink and services provided in an exclusive partnership with BT in the UK, with each inspected weekly across the estate.

Inspection regimes

The InLinks are visited every two weeks for cleaning of the unit. Whilst the cleaners are on site, they will be checking the physical status of the units as well as ensuring that the unit tablets and screens are working.

In addition, our in-field quality inspection teams visit the sites at least every two weeks on an alternative schedule to our cleaning team. They perform a number of checks on the unit including but not limited to:

- Full unit walkround with supporting photos to check for damage, graffiti and black screens
- Functionality checks on the tablet to test calls, maps, 999 and USB charging

We also have the ability to send them out on emergency visits when needed, if reports are received from any of the sensors inside the InLink.

Cleaning and Maintenance regimes

As above, the InLinks are visited every other two weeks for cleaning. The cleaning involves using pressure washers and hand cleaning to remove and dirt from the InLinks. The materials used to construct the InLinks mean we are able to easily clean down the surfaces using defined materials and processes whose efficacy has been proven in the US and UK across thousands of similar units.

Monitoring and Repair Management

The InLinks are monitored remotely to identify any issues proactively. This is our primary mechanism for identifying faults, with local inspections by cleaning and quality inspection teams used to ensure the effectiveness of this monitoring.

Once an issue is identified, we have agreed processes that will use BT and their subcontractors to resolve issues within agreed service levels. Most issues will be resolved within three working days, although safety and power issues have a more rapid resolution target and we allow slightly longer to deal with cosmetic issues such as graffiti.

Performance of BT in terms of achieving their SLA’s is reviewed with BT during regular performance management meetings.

Future upgrades

As with any technology component, we will make a number of changes in order to address identified faults or to implement improvements in services. Whilst some of these may involve physical attendance at the unit, the majority of changes are made via remote upgrades to software. All updates go through a rigorous quality assurance process before release.

Appendices

Case Study - **Restoring Pavements Across the UK**

Each InLink installed funds and facilitates the removal of at least two existing BT payphones.

Brixton is a key transport interchange, entertainment and shopping precinct, and civic centre in south London with this role also meaning that in the past there was strong demand for payphones with many of those previously provided by BT still in the area.

Approved in February 2018, the InLink on Coldharbour Lane opposite the Town Hall has replaced four existing payphones that had been associated with a range of anti-social activities.

On this site the InLink roll out was able to give back 3.78m^2 of pavement space to the community and freed up space for the future expansion of nearby bicycle parking racks.

Before



After



Case Study - **Working with Local Police**

In October 2017 the InLinkUK team partnered with the Camden Town Police in North London to help raise awareness of the threat posed by phone snatchers on mopeds.

Content was created for the campaign and included on InLinks in the Camden area, as seen on this one with PC Davies just by Camden Town Tube.



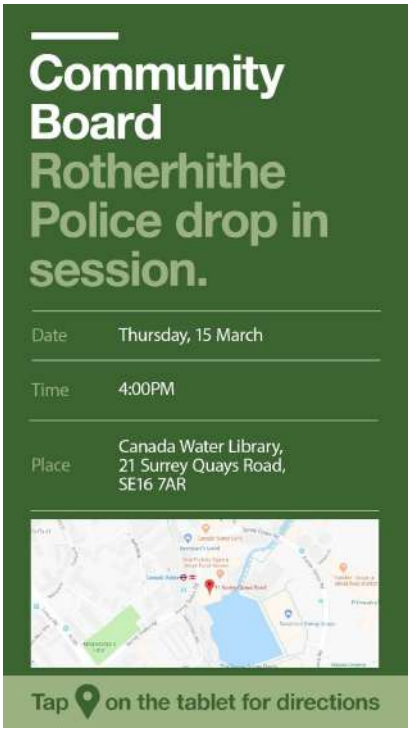
Tweet from Camden Town Police (@MPSCamandPrim)

Over the course of the campaign there was a significant reduction in the number of phones reported stolen, with our team now looking to roll this and similar campaigns out in other areas.

The InLinks have also been used to promote local neighbourhood meetings, such as the example shown here from a trial with the Safer Neighbourhood team in the London Borough of Southwark.

Similar content was shown on screens in the specific ward area to help raise awareness among the local community and to encourage those interested to attend.





Case Study - **Supporting Democracy**

As local community infrastructure each InLink is able to act as a local notice board for its area, with this functionality proving particularly useful in the lead up to and during elections.

During the 2018 local government elections the InLink screens throughout the UK were used to encourage voters in the area to check, and if needed update, the voter registrations.

The InLink screens were also used to promote government campaigns against voter intimidation, including this example from the London Borough of Tower Hamlets in conjunction with CrimeStoppers and The Electoral Commission that was presented in a range of different languages.

In New York the LinkNYC has undertaken a number of similar campaigns in conjunction with Vote NYC to help encourage those eligible to vote to register ahead of upcoming elections, including providing the ability for potential voters to use the tablet to register or update their details.

This was first run for the 2016 presidential elections and has since seen over 4,000 users access the tablets for voting applications, with the screens there also used to provide live countdowns to when local polling stations would be closing.





Case Study - **Live Content from London Pride**

In 2018 InLinkUK were an official Media Partner for Pride in London with the InLink screens used to in the lead up to and during major events to highlight the occasion.

Ahead of the major events, a number of pieces of creative content were created promote Pride Month across the entire InLink estate in the UK.

A range of special Did you know? facts were also shown on the InLink screens throughout London highlighting the challenges still faced by the LGBT+ community and the work of volunteers delivering Pride in London.







Live tweet showing content from Pride March

An estimated 30,000 people took part in the Pride March and more than one million came into the city to watch in person, with those in other parts of London able to see highlights that were being shown on the InLink screens.

Case Study - Helping Local and National Charities

InLinkUK has been working with a range of charity stakeholders to support their work in the community, with a ‘Charity Tile’ launched in May 2018 on the InLink tablet that provides access to a range of key organisations.

Childline, End Youth Homelessness, Runaway Helpline and Samaritans teamed up with InLinkUK to provider users with direct access to their services.

This is complemented by a range of content included on the screens to raise awareness and support the work of local and national charities.



Giving the community information on how to help rough sleepers

During the ‘Beast from the East’ storms in April 2018 the InLinks were used to display content from StreetLink that provided those nearby with information on how to help rough sleepers who were still outside during the bad weather.

Between December 2017 and January 2018, LinkNYC delivered a programme in association with GetCoveredNYC where the more than 1,200 Links across New York could be used to explore health care insurance options, enroll and change plans.

The LinkNYC team worked in partnership with the City of New York Department of Information Technology and Telecommunications to create a health care enrollment app that could be included on the fully-accessible Link tablets across the five boroughs of the city.

The programme also included advertising on the Link screens, which also highlighted the January 31 deadline set by the national government.



