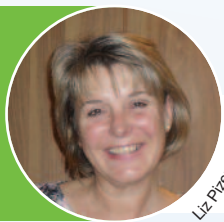


EAST GOSCOTE'S MOBILE APP – IS THIS A PARISH COUNCIL FIRST?



Liz Pizer, Clerk to East Goscott in Leicestershire (population 3,000) introduces her council's app.

The concept of a mobile app was introduced to us by a local start up IT Company. I was intrigued with the potential benefits of a mobile app, however, as a clerk, I wanted to know if the app could offer value to our Parish.

The company presented us with a working demo, which proved that the benefits of an app were indeed feasible and under my guidance the company prepared a full plan for the next council meeting. I then worked with them on the final design and obtained help with vital marketing material. They managed the launch of the app on time and within budget and provided valuable support and training. We now update the app and populate the content ourselves using an easy to use web-based control panel.

Why a Parish app?

It's a fact that more adults use mobile phones to access the internet than a PC / laptop and within five minutes of waking up, 34 percent of adults will check their smart phone and continue to check up to 50 times a day. The average person has 44 apps installed on their smart phone. This inspired the Parish Council to harness the power of the app allowing information and services to become more accessible, engaging and convenient for all ages.

The app is interactive with key functions to allow access to information 'on demand', so residents can connect with Parish representatives and the local community, whilst 'on the go' or in the comfort of their own homes.

Key benefits of the Parish app?

The app utilises the native features of a mobile phone, which is beyond the capability of any type of website. For example the ability to instantly submit a photo via the app of local events or report any issues in your community. Send out

instant notifications of news and key events, updated with what's going on and the ability to save events within your calendar, book facilities as well as share news.

The app also allows you to view council information, village contacts and read copies of our Long Furrow magazine, plus much more. We believe it's a fantastic tool to help promote local events and facilitate the spread of information within the community.

"Better communications, will increase community engagement in local events, issues, news and ideas, giving residents the ability to better connect with the wider neighbourhood using our Parish app"

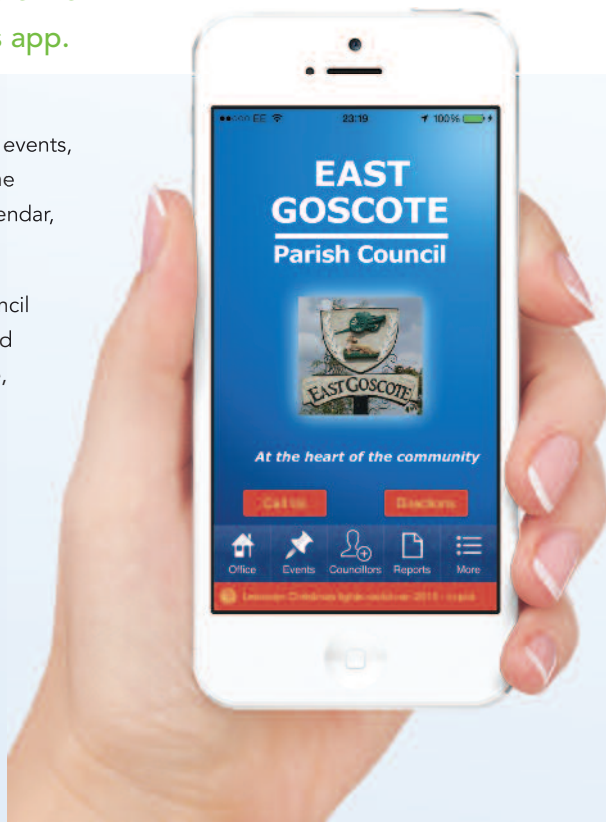
Push notifications are a very powerful method of delivering instant messages, keeping busy residents in the loop of key events, reminding them of dates, latest news, issues, etc.

There is no doubt that the call to action buttons, allowing you to make an instant call to vital contacts, is very useful.

The event feature is one of my favourites, allowing you to synchronise events with your phones calendar, so residents will never miss that event supported by instant alerts.

The app was produced without affecting our IT budget and supports our current website. It gives us the opportunity to become more transparent and visible within the community.

The app was produced by 'The App Office'; e:info@theappoffice.com . t: 0800 433 2900 or visit <http://www.theappoffice.com>



Main Features of the Parish App

- Events – info & promotion of key local events
- Notifications – instant pop-up bulletin alerts
- Photo – submit photos of issues & events
- Council – contacts, meetings, agendas & reports
- Reservations – live tennis court bookings
- Newsfeed – latest local news & tweets
- Info – Parish news, general info, planning etc
- Forms – bookings, fault reporting, surveys etc

Plus many more features...



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Powered by TheAppOffice.com

Visit: www.eastgoscote.leicestershireparishcouncils.org