Public Services in the Community

Access and Influence for a Connected Generation
There’s a Problem

**AFFECTED**
One in four people living in Cardiff have witnessed a problem in their community in the last 12 months

**CONNECTED**
80% of Cardiff’s residents carry a smartphone

**DISCONNECTED**
There isn’t a way for these smartphone users to communicate with their public services

**REJECTED**
Over half of our respondents thought that their concern would go unanswered

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There are Opportunities

- Engage: People to influence their community
  - A new demographic

- Enable: Rich, new data sets and insights
  - Resident’s sense of civic pride

- Enrich

- Exploit
Report, share and track problems in your community.
Engaging new areas of society in their community - People who aren’t currently heard

Accessing new data on our community’s needs through the social graph

Harnessing new user behaviour at an early stage makes an adaptable platform for the future

A truly connected community in Europe’s newest Capital is a brand to showcase to the world