

letterbox

Our product

letterbox is a social network that can connect local people and a methodology to build these connections.

This is how it works:

- One of our team goes out to a local area and begins to sign local residents up to the letterbox site. We do this by knocking on peoples doors and going to where local people gather.
- The sign up process begins with a conversation in which we ask the resident some questions about their interests, what they may be able to help people with in their local area and what they may need help with themselves.
- Alternatively, they can join our online site independently, they will hear about it through local advertising.
- Once the questions have been completed residents are notified about their matches; people with similar interests, people who could help them or people they could help. They are encouraged to link up with them.
- Our research shows that this will enable them to support each other and will build a sense of community.
- Data about resident needs and the local support they are receiving is shared with public sector organisations.

OUR VISION
A world where
neighbours look
out for the
vulnerable people
in their area.

A world where
services are
commissioned
based upon
evidenced need.

letterbox

VALUE

- reduced demand for low level social care support
- better data to target service commissioning
- more connected communities, a better quality of life.

Our project progress

The letterbox project is at an early stage of development. So far we have undertaken a lot of research with residents to test our problems assumptions and determine whether they will use our product. The findings have been encouraging so far. We have also built a minimum viable online platform.

We are starting our pilot in two weeks and will be going out and signing people up to our online platform in two areas. This will give us the evidence to prove our impact and approach.

We are working with Surrey County Council and Lambeth Council, both these councils support the pilot happening in their areas and are interested in it being scaled if successful.

We are developing our business model as part of the Public Sector Accelerator and are continuing to refine it.
