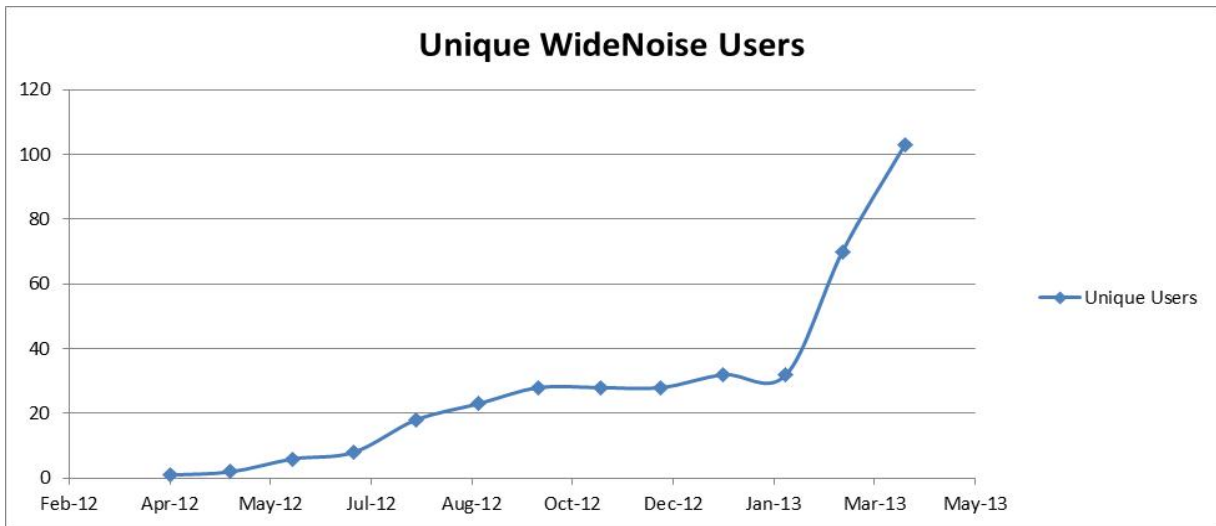| **Briefing Note**			
Prepared For :	Aviation Forum		
Contact Officer:	Chris Nash	**Extension:**	3645
Unit:	Public Protection	**Date:**	10th May 2013
Subject:	WideNoise Update		

1.0   Background

1.1   Following cabinet approval of WideNoise in January of this year, the Council has been rolling out the application across the Borough. This has included presentations to the Parish Conference, Aviation Meeting at Windsor Boys School (attended by Nigel Milton) and to the Borough's Aviation forum. The aim of these presentations was to ensure that the capabilities of WideNoise were spread as widely as possible.

1.2   Further notifications and publications have also been released on social media (Facebook / twitter etc.), the Borough's website, Around The Royal Borough magazine and via e-mail to around 8,000 residents (across the borough) through the existing Recyclebank Scheme.

2.0   Current Actions

2.1   In April Chris Nash (RBWM) together with Christian Nold & Louise Francis (UCL) ran two WideNoise Champion sessions, attended by representatives of this forum. These provided the opportunity for residents to come forward to receive specialist training in the use of the WideNoise application. The aim is then for these residents to cascade their knowledge to other potential participants in their neighbourhoods.

2.2   Ten residents attended the WideNoise champion sessions, in addition to the residents who attended the Windsor Boys School meeting A number of free 'loan phones' were distributed by UCL for those residents who did not have access to a compatible smartphone.
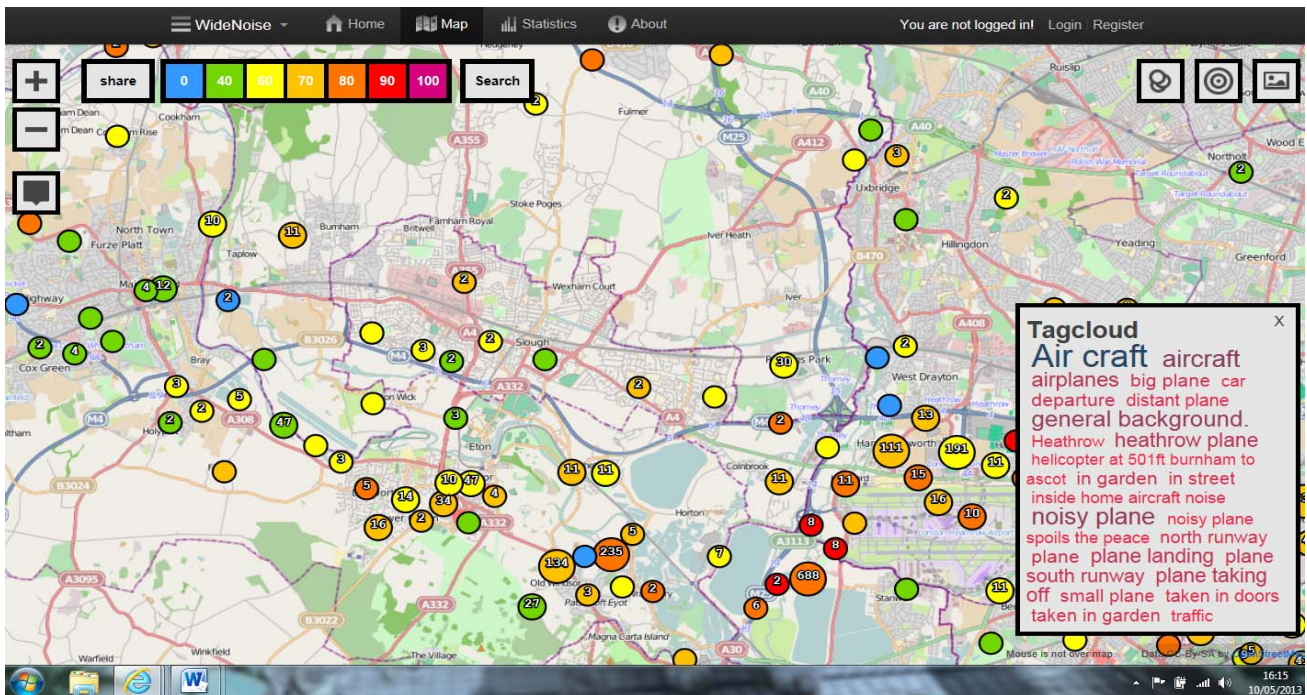
3.0   Performance Monitoring

3.1   Whilst the number of residents attending the champion sessions appears on face-value to be reasonably small, the graph below depicts the number of unique participants signing up to WideNoise (within the Borough) from 2012 (when the project was first brought to the attention of the Aviation Forum) through to mid-April 2013.

3.2   We can see from this graph that since the approval of WideNoise by cabinet and subsequent roll-out; 71 new unique users are participating in the WideNoise initiative – in addition to the 28 users who were using the application prior to January 2013.

3.3   An RBWM specific map link has also been created to 'jump' direct to results being captured within the Borough: http://tinyurl.com/WindsorMaidenhead

4.0   <u>Next Steps</u>

4.1   The Borough will continue to publicise the initiative through exiting media outlets, in addition to a launch event being planned in June. Further details will be circulated via the chairman of this forum.

RBWM WideNoise Initiative

Thank you for your interest in the WideNoise project. The following information sets out further details about the project, its functionality and how it can be used by residents.
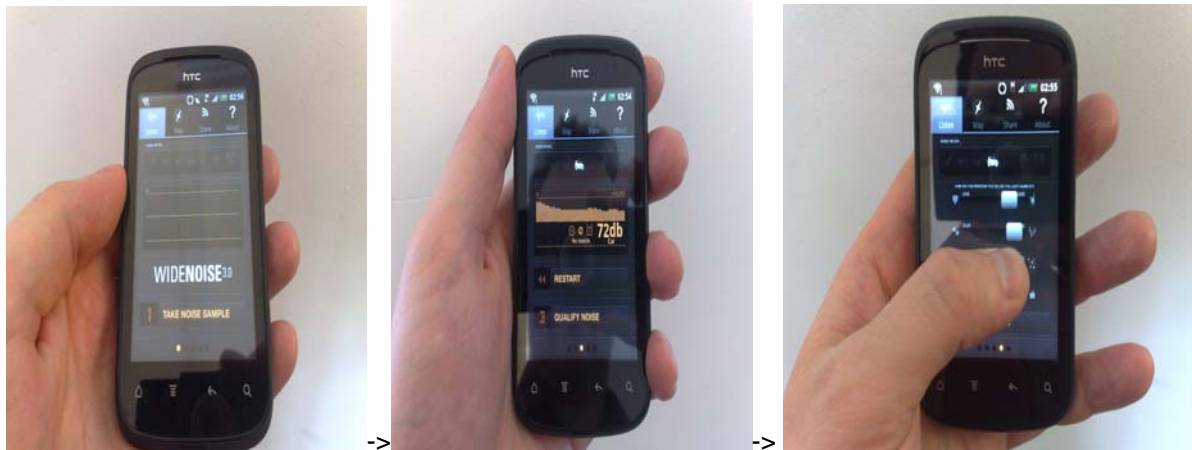
WideNoise was approved by cabinet in January 2013 and has been devised in order to empower residents with a method to monitor community noise, focussing particularly on operations at Heathrow Airport.

Details of the WideNoise project have been publicised within local press, social media, online and within 'Around the Royal Borough'. The Council has also held community WideNoise briefings which saw many residents come forward as WideNoise champions in order to spread the word and provide support to one another in this project.

What is Widenoise?

WideNoise is a free application developed by University College London (UCL) in conjunction with partners in the EU, for smartphone and tablet devices (commonly those mobile phones with touch-screen functionality). This can be downloaded from Apple's I-tunes' 'App Store' and also Android/Google's 'App Market Place' on your device.

Essentially, the application provides residents with a simple & user-friendly way of using the internal hardware within a smartphone or tablet to take a ten second sample of noise. The user can then rate the noise on a set of four 'sliding scales' depending on how it affected them. Furthermore on the final screen residents can write a short 'tag' describing the noise (eg: "aircraft landing"). A few pictures demonstrating the simple 3 step process can be seen (below). The results are then automatically uploaded onto an 'experience map' online.

*It is important to note that corresponding picture associated upon the top banner: "feather", "sleeping cat", "TV", "car", "dragster", "dinosaur" & "rock concert" icons are for illustrative purposes only and will not form part of the end result. The key results gathered are the decibel levels measured and most importantly your experience of the noise measured.

How will the information be used?

The information automatically sent by the Widenoise application can be seen instantly online (http://cs.everyaware.eu/event/widenoise/map) and will also be collated each month in order to display local data on a map - to be developed shortly on the Borough's own website (www.rbwm.gov.uk). This map will not only display the noise data collated by the application, but will also display the experiences as described by local residents.

It is this extra level of detail that will be used to help inform local decision making regarding aviation and legitimise residents' experience of noise from Heathrow. The future intention is for the collated information to be passed on to government as part of the on-going (and very imminent) deliberations into future aviation proposals for Heathrow.

Timescales

Widenoise is freely available to download now from both itunes and android marketplaces. Residents can begin to use this application immediately with results being collated by University College London on our behalf.

The Council would like to see as many residents come forward to express their interest in the WideNoise project and are keen to offer some training, provided by officers from the Royal Borough to groups of residents who will be able to act as 'Widenoise Champions' - cascading their knowledge to other potential participants in their local areas. The project is very much about empowering local people to take coordinated action and legitimise their experience of noise from Heathrow.

It should be noted that UCL have kindly offered 'Widenoise Champions' the opportunity to borrow a smartphone device (limited numbers available) at no cost - should an individual not have access to a compatible device during the project.

Next Steps

If you would like to become a WideNoise Champion or become further involved in the scheme please can you provide the Council with the following details:

Name:
Address:
Contact Telephone Number:
If you have access to 'smartphone' (yes/no):
Make & model of smartphone / tablet:

Thank you again for your interest in this exciting project within the Borough. If you have any further queries please drop me a note (Christopher.nash@rbwm.gov.uk).

Kind regards,

Chris Nash
Team Leader – Environmental Protection
Royal Borough of Windsor & Maidenhead