



**HELLO**

**LAMP POST**

A NEW AND MORE EFFICIENT WAY TO ENGAGE WITH  
CITIZENS AT SCALE



# WHAT IS HELLO LAMP POST? ON STREET DIGITAL ENGAGEMENT



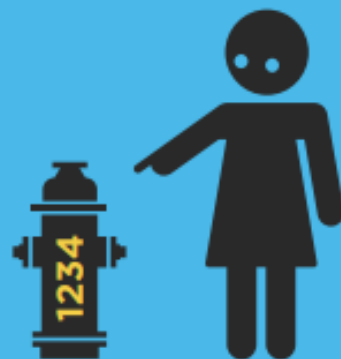


WHAT IS HELLO LAMP POST?

# TALKING TO STREET FURNITURE



LOOK OUT FOR OBJECTS



FIND THE CODE

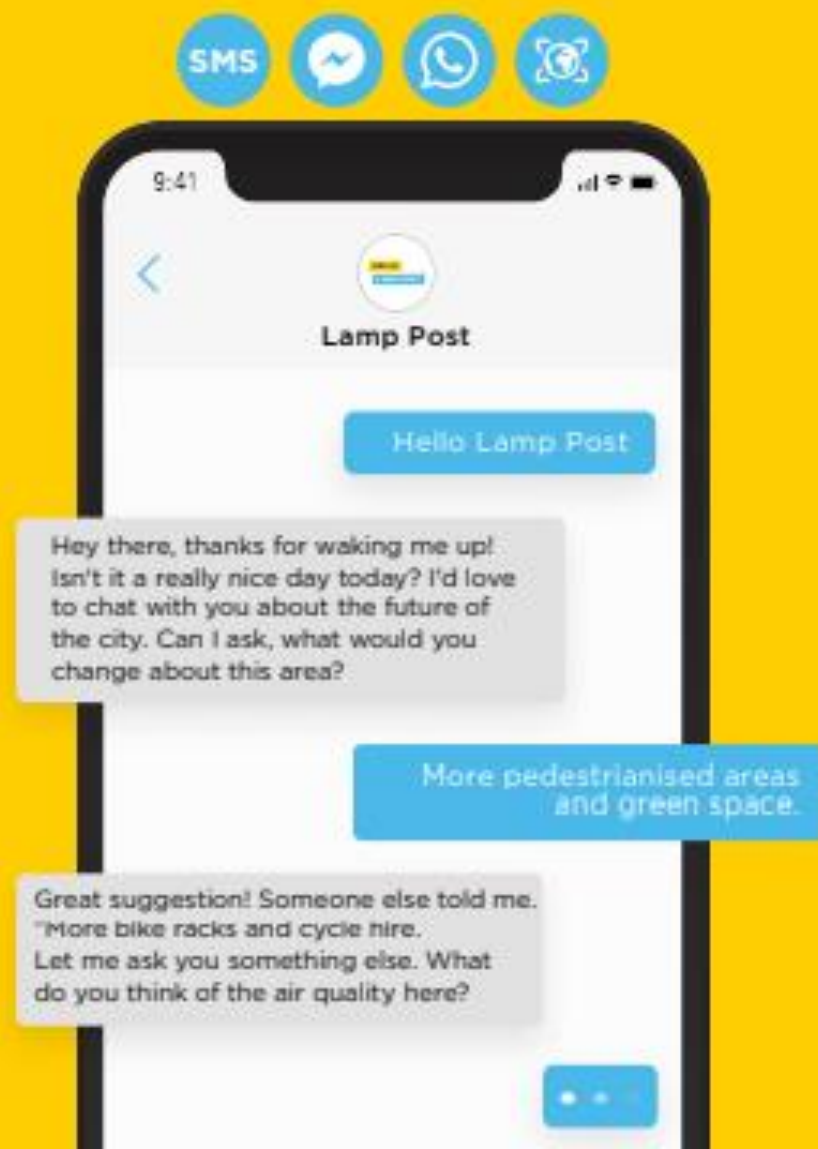


SAY HELLO

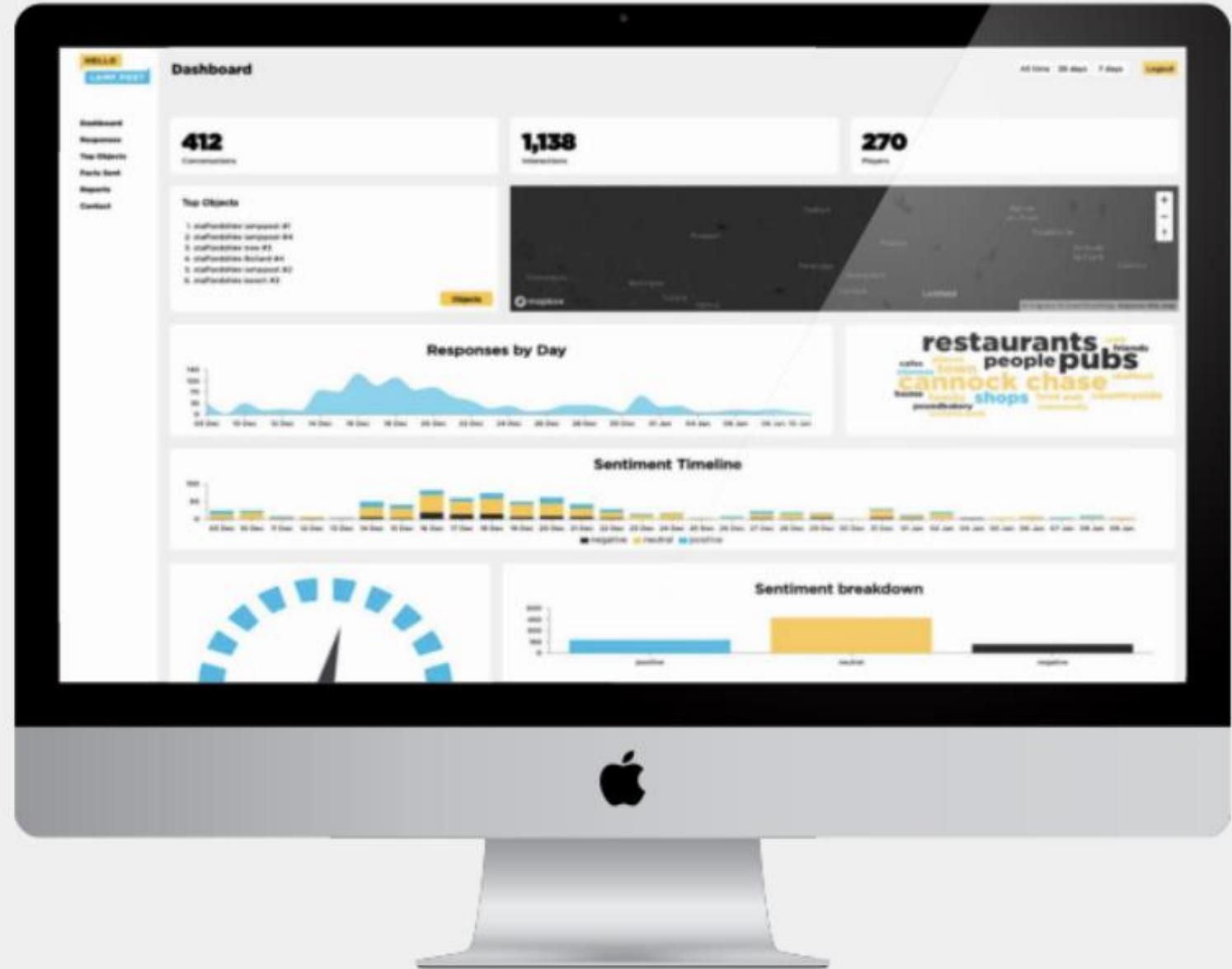
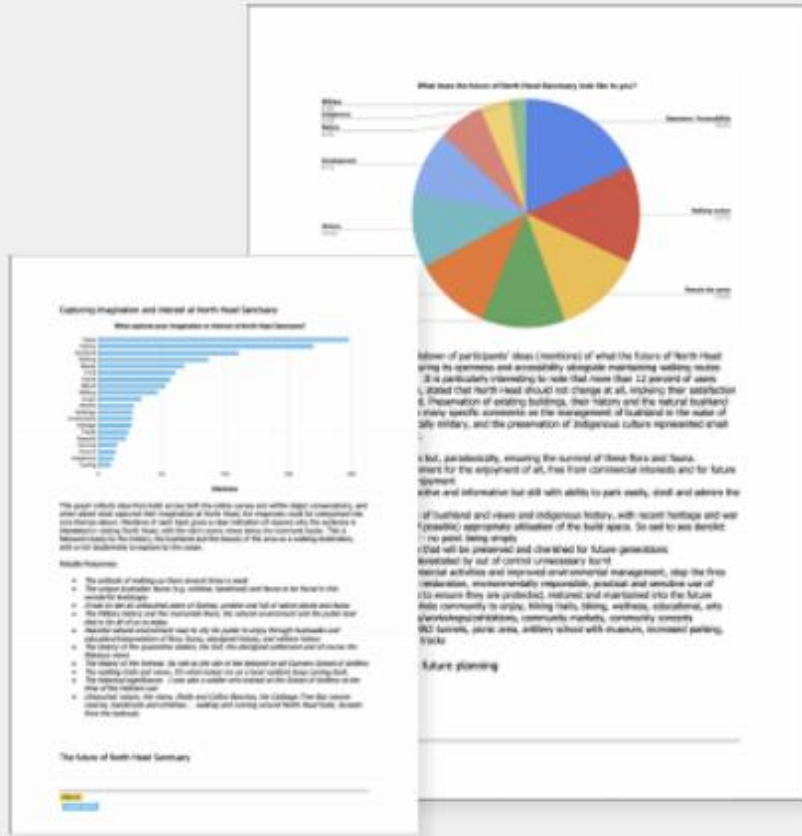


KEEP TALKING

# WHAT IS HELLO LAMP POST? PLAYFUL CONVERSATIONS



# WHAT IS HELLO LAMP POST? DATA ANALYTICS









**HELLO  
LONDON  
STADIUM**

**HELLO  
LONDON  
AQUATICS  
CENTRE**

**HELLO  
BRIDGE**

**HELLO  
POSTBOX**

**HELLO  
UTILITY BOX**

**HELLO  
BENCH**

**HELLO  
VENT**

**HELLO  
BENCH**

**HELLO  
LAMPPOST**

**HELLO  
EAST  
VILLAGE**

**HELLO  
MANHOLE**

**HELLO  
VELOPARK**

**HELLO  
TENNIS COURT**

**HELLO  
GOALPOST**

**HELLO  
BIRD BOX**

**HELLO  
TREE**





# HOW WE HELP

- FULLY UNDERSTAND YOUR COMMUNITY.
  - MORE INCLUSIVE COMMUNICATIONS.
- ... BETTERING LOCAL DEMOCRACY.





# THANKS FOR LISTENING



HELLO

LAMP POST

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