

Leeds becomes the first UK city to benefit from the InLink Local initiative, supporting local communities with free advertising

Local non-profit organisations will be able to showcase their events and initiatives completely for free on the two digital display screens on each InLink

InLinkUK has today launched [InLink Local](#) in Leeds, a brand new initiative offering local organisations and community groups the chance to showcase their events and activities on InLink screens for free, alongside other council, community, and paid commercial content.

Supported by Councillor Cllr James Lewis, Leeds joined the InLinkUK from BT network in December last year as the first UK city outside of London to benefit from the free services InLinks offer. The launch saw the first InLink on The Headrow covered in Christmas wrapping and unveiled to the public. Leeds is now home to 17 fully accessible InLinks across the city centre, which provide those living, working and visiting Leeds with a range of free digital services, including the fastest free public Wi-Fi, free phone calls, maps, as well as access to community and charity services.

Since the InLinks launched in Leeds nearly a year ago, there have been more than 89,000 free phone calls made on the InLinks in the city, saving the community more than £148,000.

InLinks are now available in 13 UK cities, with more than 215,000 subscribers to its free ultrafast Wi-Fi, and Leeds is the first to trial InLink Local, along with London Borough Southwark, before it launches nationally in 2019.

Local community groups and non-profit organisations in Leeds will now be able to submit their events and activities for promotion on nearby InLink screens in the city. The project is aimed at those who would not otherwise be in a position to afford traditional digital advertising, organisations such as local schools, charities, or community groups.

Those that are planning a community event in Leeds can now use InLinks to have it promoted on local streets, displaying information on the three closest InLinks to the event address. The information will be displayed for at least five days before the event begins.

Richard Jackson, Chief Officer at [Voluntary Action Leeds](#), the charity InLinkUK has partnered with to bring the service to the city, said, *"With the launch of InLink Local, InLinkUK is providing an excellent opportunity, helping voluntary and community groups showcase the amazing work they are doing in Leeds."*

Matt Bird, General Manager, InLinkUK said: *"When we started this project, we wanted to make a difference in the communities we operate in, and supporting local organisations in Leeds is a big part of that. By providing the means for local community groups and non-profit organisations to promote their events and activities for free, we are continuing to use our InLinks to connect communities."*

Local organisations in Leeds can submit their event for consideration using InLinkUK's online application [form](#) and they will receive an update if their submission has been selected within ten working days. InLinkUK will take care of the design and quality of the display, so the applicants only have to provide the event details.

The InLinks are being rolled out as part of an exclusive partnership between BT and tech start up InLinkUK.

-ENDS-

Enquiries:

For further information please contact: press@inlinkuk.com

Media pack (including image library): www.inlinkukmediacentre.com

To apply for InLink Local, please visit: <https://www.inlinkuk.com/inlink-local.html>

Notes to Editors

About InLinkUK

InLinkUK is a london-based tech start up, working in exclusive partnership with BT on the removal of a large number of existing payphones, and installation of a smaller number of InLinks, that provide communities with a range of free digital services.

In doing so InLinkUK and BT are creating the *InLinkUK from BT* service, revolutionising high streets and helping provide a connected city solution that delivers the fastest and most robust free public Wi-Fi service in the UK.

Improving local amenity and providing direct benefits for the community, the services offered by each InLink are available free for everyone, as they are funded through the inclusion of commercial advertising, alongside Council and community content on the two digital display screens, in the same manner as commercial television.

Each InLink provides communities with an unprecedented suite of essential tools for free, including ultrafast Wi-Fi, phone calls, maps, device charging, an emergency 999 call button, public messaging capabilities, as well as a platform for technical innovations.

InLinkUK was created through a joint venture between Intersection, the urban innovation company behind LinkNYC, and Primesight, a leading UK out-of-home media company.

Learn more at <http://www.inlinkuk.com>