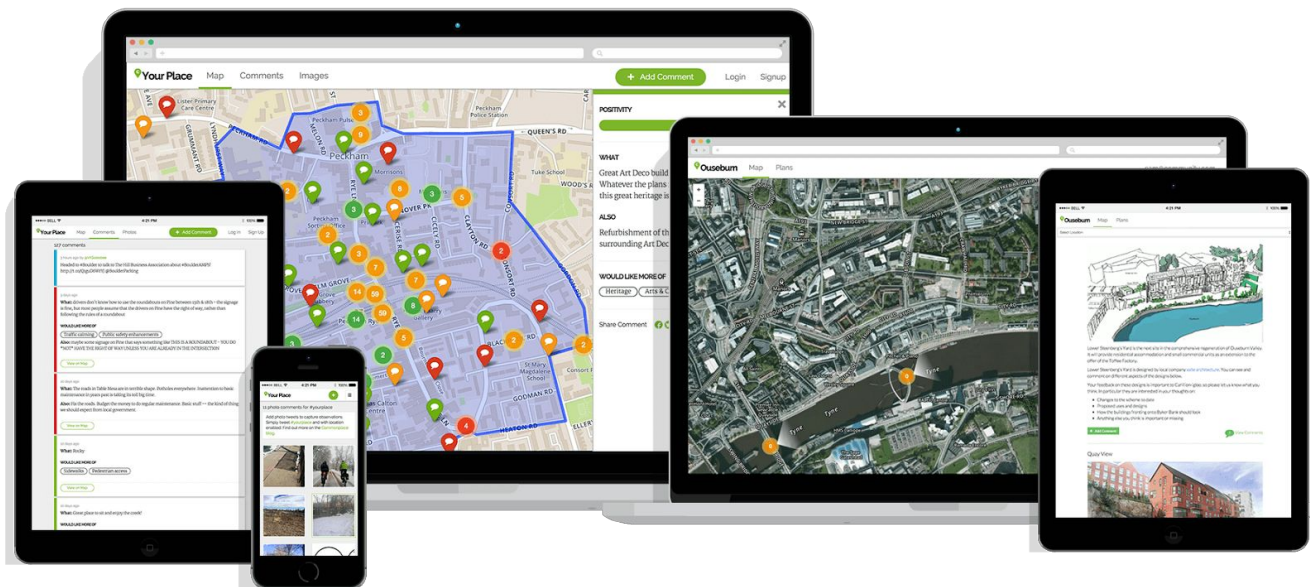


Commonplace proposal for Islington Council: Canonbury & Quietway

A new way to engage residents and gain collaborative insight

June 2015



“A **Gold Standard** in community engagement” – Tower Hamlets Council

Commonplace introduction

Commonplace is a collaborative insight platform for cities. It isn't like other consultation tools. It is engaging, insightful and very easy to use. Most importantly, it reaches people who would otherwise not engage - who tend to have more open minds, and are balanced and constructive in their opinions about new plans.

There is no large upfront investment - you pay for what you use. It is designed to be used across any or all your engagement requirements. If you are running multiple projects, it also provides you with one consolidated dashboard of metrics, and the ability to analyse themes and trends across projects.

Commonplace tools improve the way a community engages with public realm plans by increasing trust, reducing costs, and creating a constructive engagement with mutual benefits for city and community.

Proposal summary

Following a number of discussions with the Islington Public Realm team, this document proposes Commonplace solutions for two Public Realm projects suggested by Paul Taylor and Bram Kainth:

- Consultation on proposed Canonbury Road pedestrian facilities. This will act as a Proof of Concept for potential further use of Commonplace on other public realm projects.
- Quietway proposals including modal filtering. There are two potential phases to this project: a) gathering & analysing the needs and opinions of people about the current route; and b) gathering & analysing responses to new plans for the route.

These proposals are described in greater detail in the following sections.

Benefits to the Public Realm team of using Commonplace on these projects include the following. We have included examples of how these benefits have been realised for Waltham Forest:

- Reducing the costs of consultation by automating collection and analysis of data
- Increasing trust and constructive collaboration from within the community
- Hearing a more representative and balanced set of views about proposals
- Real-time interpretation of data from the community
- Automation of reporting for use in statements of public involvement, showing evidence of need
- Reviewing Commonplace as a tool for other potential public realm projects

Contact: Mike Saunders, CEO

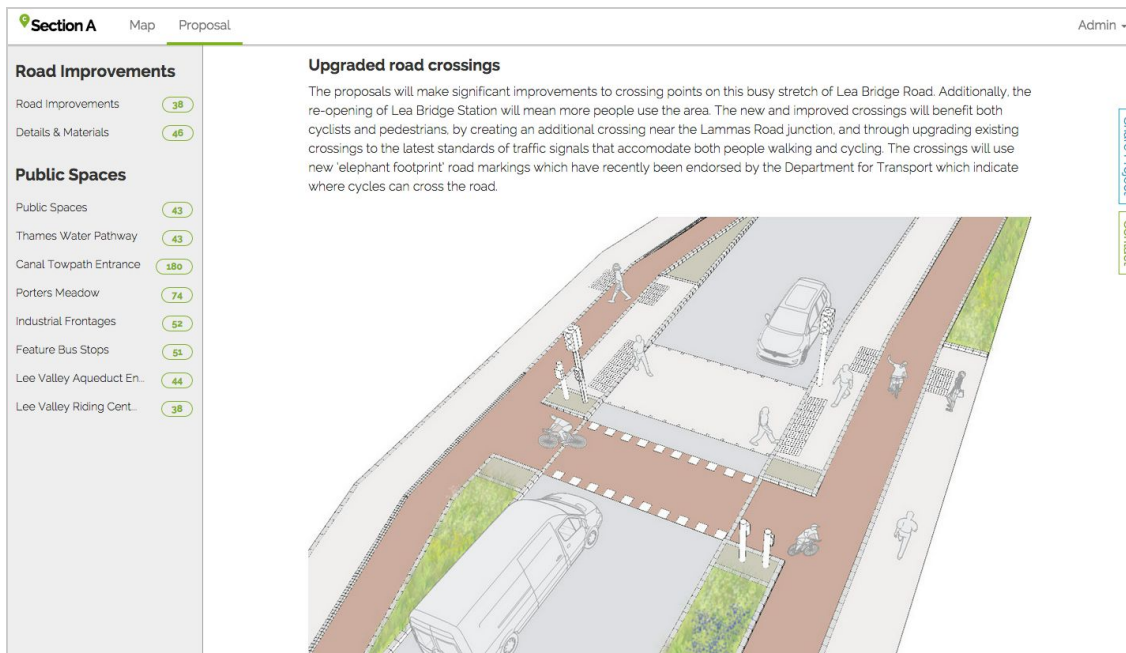
Email: mike@commonplace.is Phone: 07957 420 515

“Commonplace has been a fantastic tool for the CoDesign Peckham project. It provided a prominent emphasis of the project’s openness and transparency, helping to drive other engagement activities and creating a credible evidence base.”

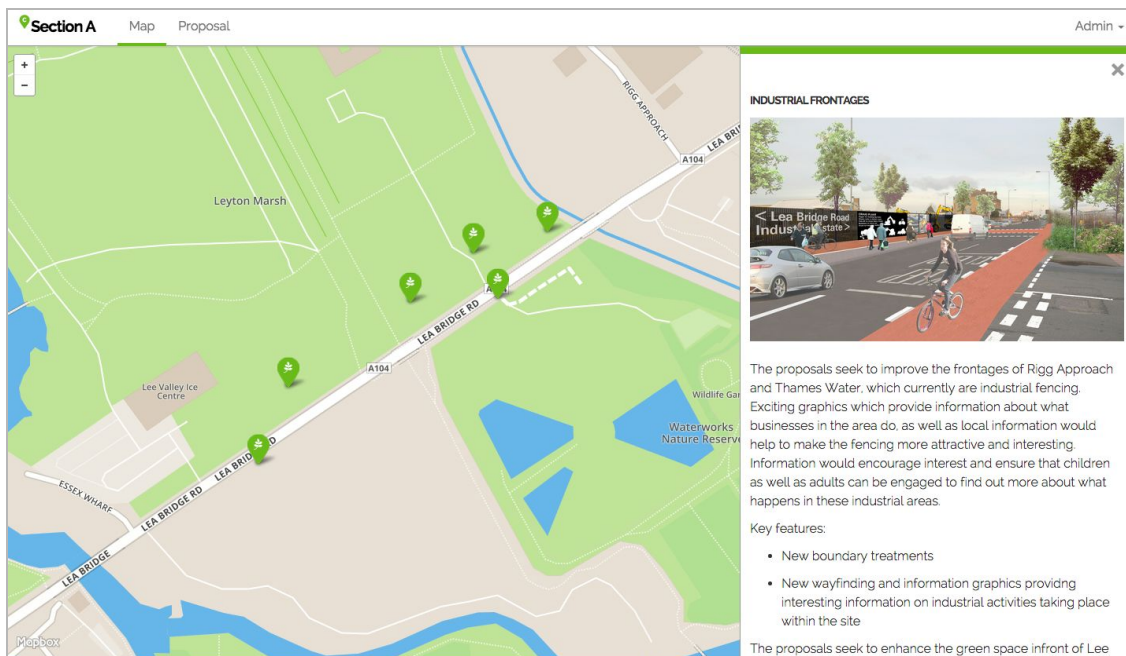
Alistair Huggett, Southwark Council

<http://commonplace.is>

1. Canonbury Road pedestrian scheme



We propose using the Commonplace Design Feedback tool (shown above) to publish the plans for the Canonbury scheme, and collect responses from local residents, businesses and other stakeholders. The screenshot shows a similar proposal as part of the Waltham Forest Mini Holland programme.



The map view shows the scheme in context of the local area. Residents simply navigate to the section of the proposal they are interested in, and leave a comment saying how positive they feel, why, and what anything else they'd like to add (including potential improvements). Residents can click through to see comments that others have left against each section of the proposal.

Setting up the Design Feedback site is simple - we provide a template for you to add image and text content.

<http://commonplace.is>

Extending use of the platform

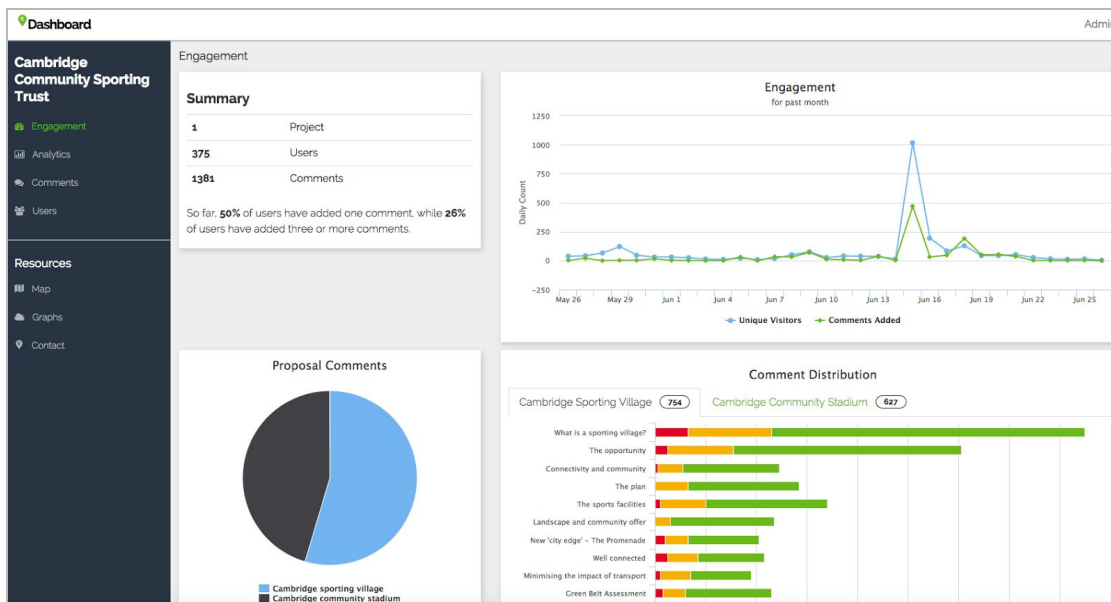
We have several additional features that help you use Commonplace across different aspects of the project:

- A 'survey mode' version of the site, which can be used on iPads or other tablets to conduct face-to-face interviews, or to collect data at public events.
- An auto-created paper version of the survey that can be used in a situation where there is no technology available (e.g. public meeting). The forms are designed to be uploaded to Commonplace very quickly after the event.



Survey mode in use in Waltham Forest.

Dashboard summary



The online dashboard is only visible by users with admin accounts, and provides a real-time summary of comments, users and themes. You have access to an unlimited number of admin accounts for you. You can also download the entire set of comments, and we have a standard format printed report.

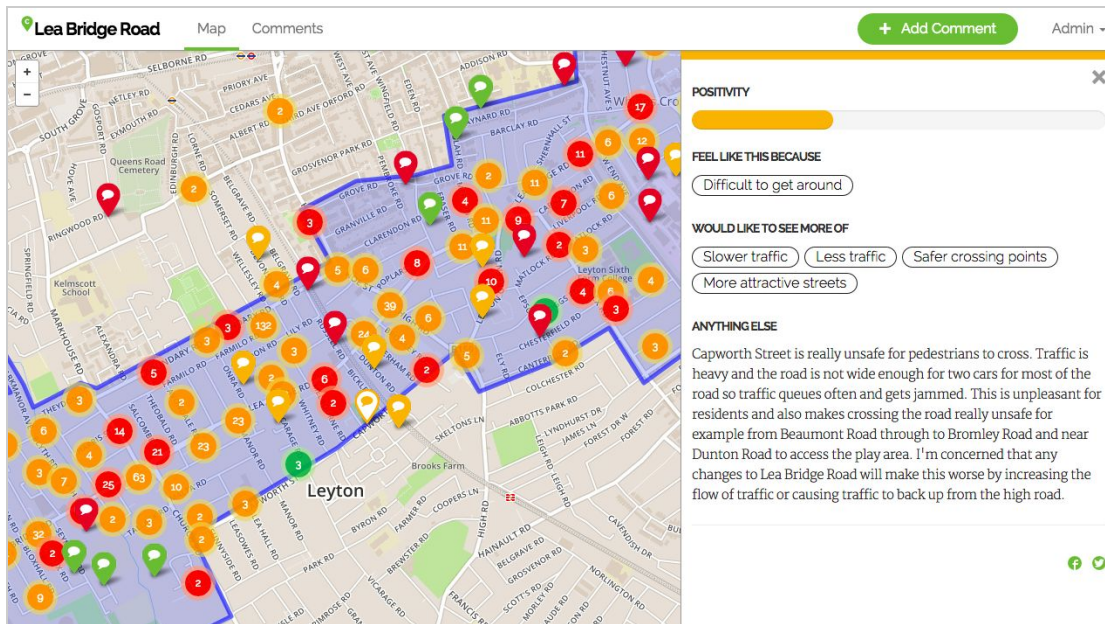
2. Quietway

We propose Commonplace on the Quietway project in an identical way to Mini Holland in Waltham Forest. This was a two-phase project:

- Phase 1: public perception surveys using Commonplace Needs Analysis tool
- Phase 2: design consultation using Commonplace Design Feedback tool

We have included a section outlining the benefits of Commonplace realised by Waltham Forest.

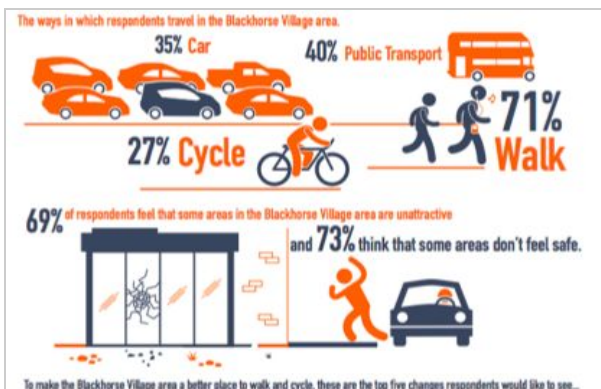
Phase 1 - public perception survey using the Needs Analysis tool



The Needs Analysis tool encourages people to submit comments from their phones or computers, about the route as it currently exists. The example above the Needs Analysis tool for Lea Bridge Road. Although this survey has now finished, you can still see all the comments at <http://leabridgeroad.commonplace.is>

The Need Analysis tool can be setup in a matter of hours, and can immediately start collecting data. It is ideal for use alongside the research phase of a project because it:

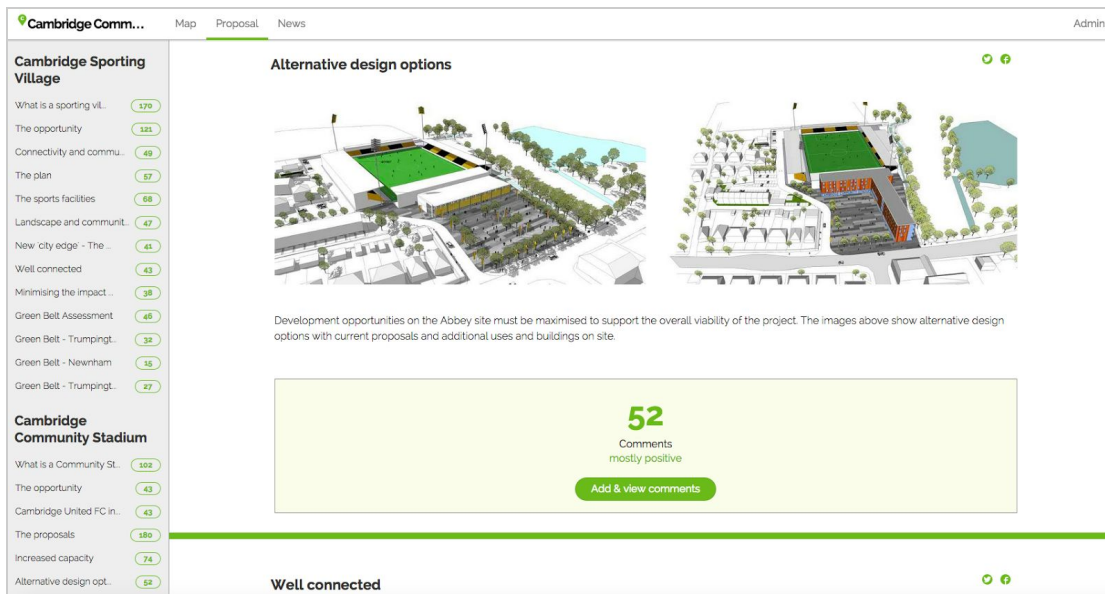
- starts engagement with the community early, and sends out a clear message of trust
- gathers extremely valuable data about public opinion and about needs to inform the design process
- fills what is sometimes otherwise a destructive vacuum of information
- creates an evidence base of need that is part of the overall public engagement



Data from the Waltham Forest project has been used to inform their designs, and has also been used to present back progress to the community via 'infographics' of the data (see inset left).

The outcome of this project has been extremely successful - with the deputy leader using the dashboard to regularly check progress, and over 1300 comments collected from the community and local businesses.

Phase 2 - design consultation using the Design Feedback tool



The design consultation phase would use the same Design Feedback tool proposed for the Canonbury Road project. The main difference to Canonbury Road will be a larger number of proposal elements being put forward for this project. Commonplace is flexible enough to accommodate a large number of proposal elements as shown in the [Cambridge Community Sporting Village](#) site (above).

The main features of the Design Feedback tool are:

- Consultation microsite – including news and background sections – no need for separate website
- Iterative engagement – publish plans many times during engagement showing response to comments
- Map view – show where new proposals are located
- Online exhibition – collect data from events using the same content as that for public exhibitions
- Consolidate feedback – you can use this tool in survey mode at events and exhibitions too
- Before & after views – demonstrate what particular view look like before & after the development
- News section – publish updates to the microsite news section

Benefits realised by Waltham Forest

Waltham Forest have realised the following benefits of using Commonplace on their Mini Holland project:

- Cost savings on surveys. If done by hand there would have been greater costs associated with delivering the surveys, digitising the responses and analysing the data
- Cost savings through reduced fire-fighting. They have had to spend less time firefighting PR and pressure group issues because there is a greater degree of trust by the community when using Commonplace
- Increased transparency for senior management & politicians. The deputy leader has regularly used the dashboard and KPIs to monitor progress
- Increased engagement. There have been excellent response rates across all the Mini Holland projects

- More balanced discussion about proposals. Responses and discussions on Commonplace have been much more balanced than previous campaign-led responses
- Development of user base over time. One big advantage of using Commonplace across these phases is that you will start to build up a user-base in phase 1, so that you have a group of engaged, pre-registered users ready for the launch of phase 2

“Commonplace is proving to be a very constructive tool in engaging residents and businesses, and easily understanding their needs.”

Iain Killingbeck, Waltham Forest Council

Promotion

Promotion to the community is important for projects to gain maximum traction and engagement. We will provide free basic advice and guidelines on how to optimise this for the projects. We can also offer consultancy at an additional day rate.

Commonplace tools come with features to help promotion - such as social media integration, an optional news section on each site, and the collection of user email addresses via the registration process.

Timetable

Commonplace can set up the website as described above to be ready for your signoff within five working days of receiving the content materials from you.

Cost

Costs for the two proposals are outlined below.

1. Canonbury Road Proof of Concept

We have agreed to conduct this project as a proof-of-concept, for which we will charge a nominal licence fee that covers direct costs only. This heavily discounted proof-of-concept cost is **£1,500 + VAT**, which includes setup, support and hosting of the Commonplace Design Feedback tool for the project.

2. Quietway

There are two licences required for this project. If both licences are bought together, then we offer a special 25% discount across both. We offer larger discounts when further licences are bought together. For large bulk purchases, this can reach 50%. We also offer a sliding scale of discounts for further licences bought within 12 months.

	List price for licence (if bought separately)	Special discounted licence if both bought
Needs Analysis tool	£5,000	£3,750
Design Feedback tool	£8,000	£6,000

Costs quoted are exclusive of VAT, and each licence is valid for up to 12 months.

<http://commonplace.is>

Additional consultancy services are available on request - covering design, promotion and copy writing.

Frequently Asked Questions

What devices does Commonplace work on?

Commonplace will work on almost any web-enabled device - PC, smartphone or tablet.

Will I need special hardware or software?

No - Commonplace is a web application, supplied as "Software as a Service" You pay for a User's Licence and access Commonplace through a standard web browser.

What if residents are not on-line?

Commonplace can be used by your team conduct surveys through interviews, or by handing round tablets to residents at meetings. You can even lay out Commonplace on paper and bring together data inputted on-line and manually seamlessly in one database.

Can my team use it for surveys?

Absolutely, and your specific survey about a locality can be augmented with general questions about how satisfied residents are in their estate or neighbourhood.

Is it an evaluation tool?

It can be. If you ask residents what they "like" and what they "dislike" about an area or feature of their locality before investing, you can then come back with the same questions and track the shifts in sentiment. You won't need to reconfigure Commonplace - all responses are time-coded, you just need to compare responses from different periods.

How long does it take to set up?

A standard set-up involves the Commonplace team working with you to understand requirements. You then provide materials for the Commonplace web site - a map, specific questions, introductory text and pictures. Once these have been received, setup takes up to ten working days.

Who is behind Commonplace?

Commonplace is a London-based startup that has been developing its platform for the past 18 months. It has delivered close to 40 sites in the past year and in Summer 2014 secured a first round of private investment. Commonplace is winner of Big Venture Challenge for social enterprises 2014, and received support from Bethnal Green Ventures and NESTA.

What do other customers say?

'Commonplace has provided excellent value by engaging directly with the community and supporting our stakeholders and public consultation strategy for the project. This gave us new insights and evidence to support our design process and planning application. Their modus operandi, which involves being very attuned to the client's and project needs, being engaged at all stages and closely collaborating with other consultants, has provided particularly successful.'

Silvia Lazzerini, Grosvenor

"We highly recommend Commonplace - it is simple to use, effective and a very positive experience."

Matthew Buckham, Community Investment Manager, Wandle