Digital engagement for people-powered places

Commonplace

Establishing needs and relationships

Crucial BUT challenging & requires open-ness

Digital can help

- **Accessible and open** – always on, not restricted by time or geography
- **Audience** – reach people who are time poor, particularly younger people
- **Easy analysis** – using the right tool, your community data comes ready analysed!
- **Trust –** with an open digital platform, you can increase trust in your process and projects

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But to work it has to be an integrated part of your thinking

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From communicating to crowdsourcing

What is your required toolbox?

How to choose?

First work out your priorities. Then:

- Recommendation
- Expertise
- Cost, value – and cost saving!
- Support - a tool is only as good as your use of it

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Lots of tools available (1/2)

Loomio - Joint decision-making

Stickyworld – team collaboration

NationBuilder – Campaign organising

SurveyMonkey – Online surveys

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Lots of tools available (2/2)

MailChimp – mass emailing

GDrive – Document sharing / co-authoring

WordPress – build websites

Social media analytics

Getting the word out – tools & channels

Email: networks of trust (e.g. residents associations)

Social media

Events, drop-in sessions, workshops

QR codes & prompts in the places

Local press, blogs, your website

Mailing, leafleting, flyers, posters

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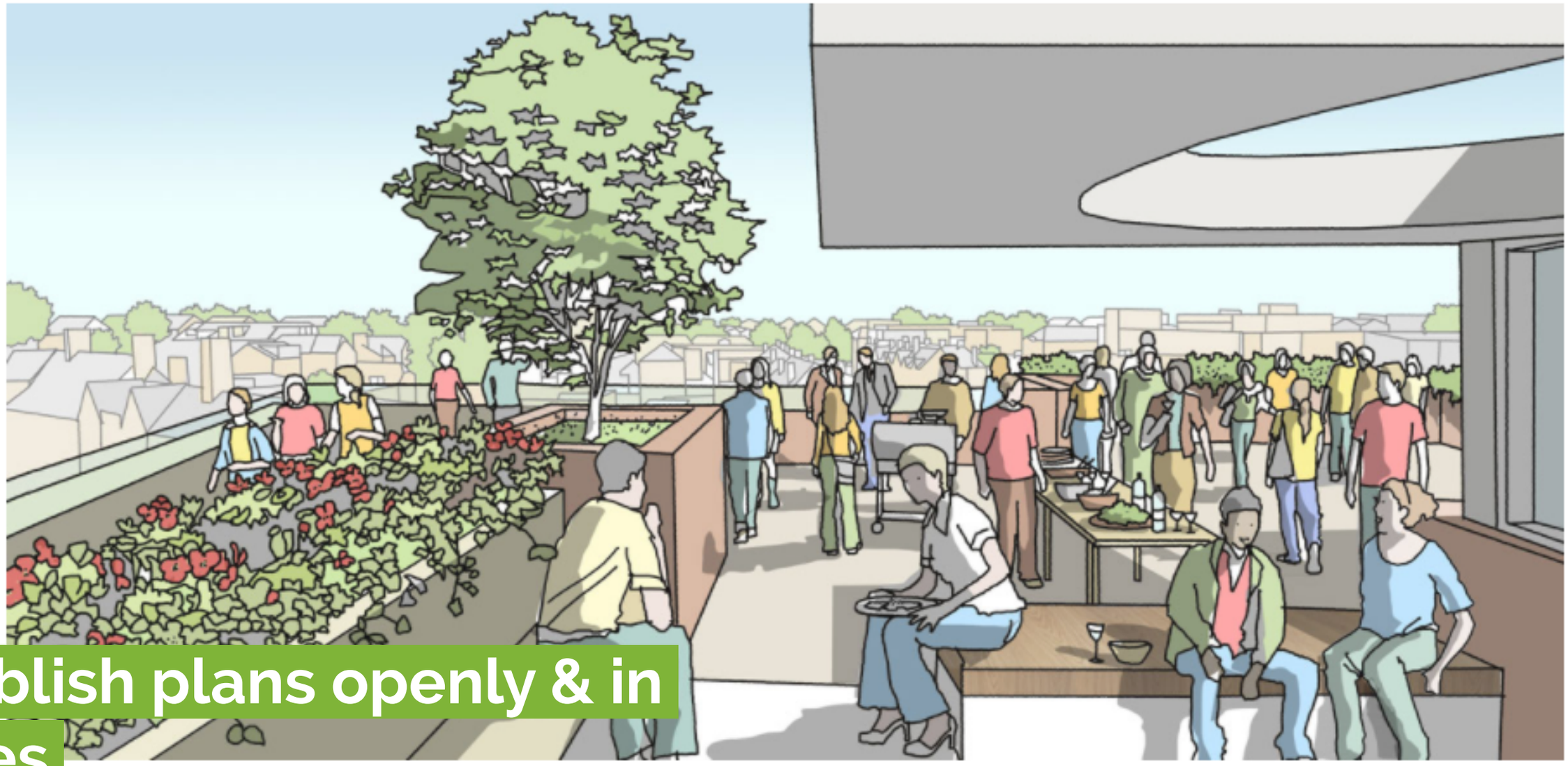
From communicating to crowdsourcing

1. What do people think about their area?

Get local people involved in a fun, visual discussion about the neighbourhood.



2. Publish plans openly & in stages

Give people clear plans, and a reason to respond. Listen and respond with new versions of the designs.

ents, the proposals incorporate outdoor space,
The outdoor space will give the centre an additional
ost a new, wider variety of community events.

Dashboard

Bristol Bugbears

- Engagement
- Analytics
- Comments
- Contributors
- Downloads
- Administrators

Resources

- Map
- Help Guides

Engagement over time

Visitors

4,692	Total visitors	Hide
873	Signed up	
568	Commented	Hide
1	Surveyed	Show
564	Agreed	Show

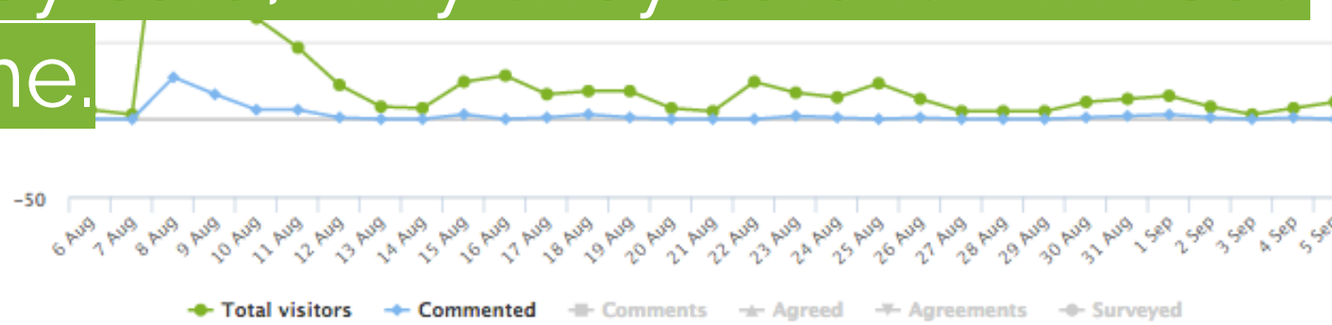
Contributions

7,620	Total contributions	
1,528	Comments	Show
1	Survey Comments	
6,091	Agreements	Show

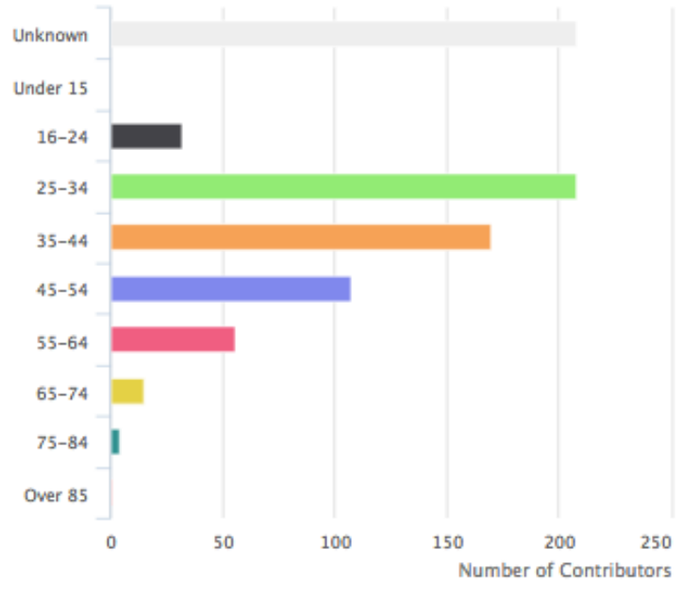
One Month

3. Analyse feedback simply

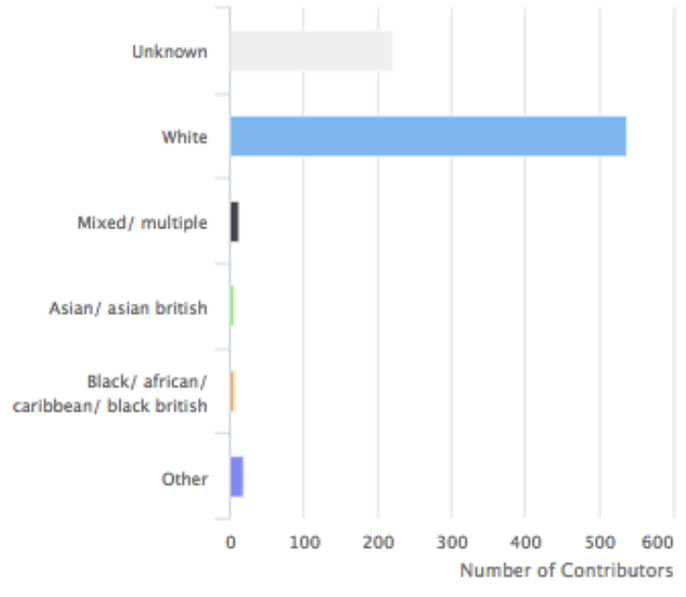
See who has responded, what they said, why they said it – in real time.



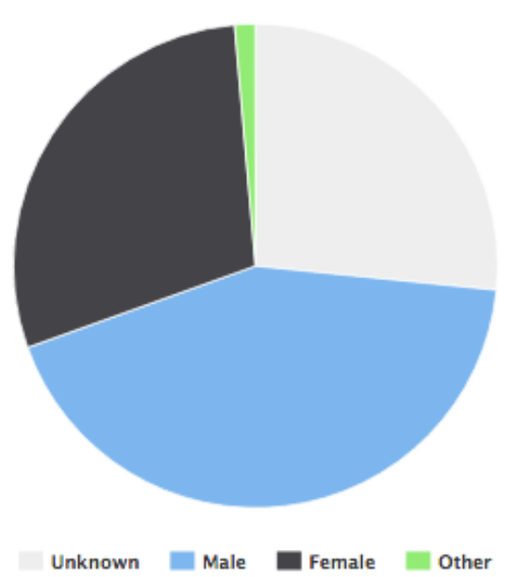
Age range



Ethnicity



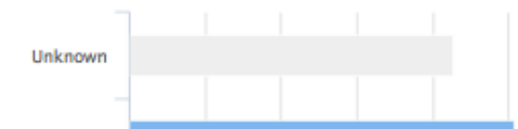
Gender



About

Mode of transport

Cycle frequency



37
would like more
PLACES TO SIT

33
would like more
TREES

30
would like more
PUBLIC SPACE

29
would like it
TIDIER

26
would like better
LIGHTING

22
would like more
PLACES TO WALK

21
would like more
SMALL BUSINESSES

14
would like more
ARTS & CULTURE, HERITAGE, CAFÉS

13
would like more
CYCLING, COMMUNITY DIVERSITY

12
would like more
MARKET STALLS

11
would like more
POP UPS

10
would like more
WORKSPACES, OTHER

9
would like more
SIGNAGE

8
would like more
EVENTS

4
would like more
NIGHT LIFE, FOOD DISPLAY, HOUSING

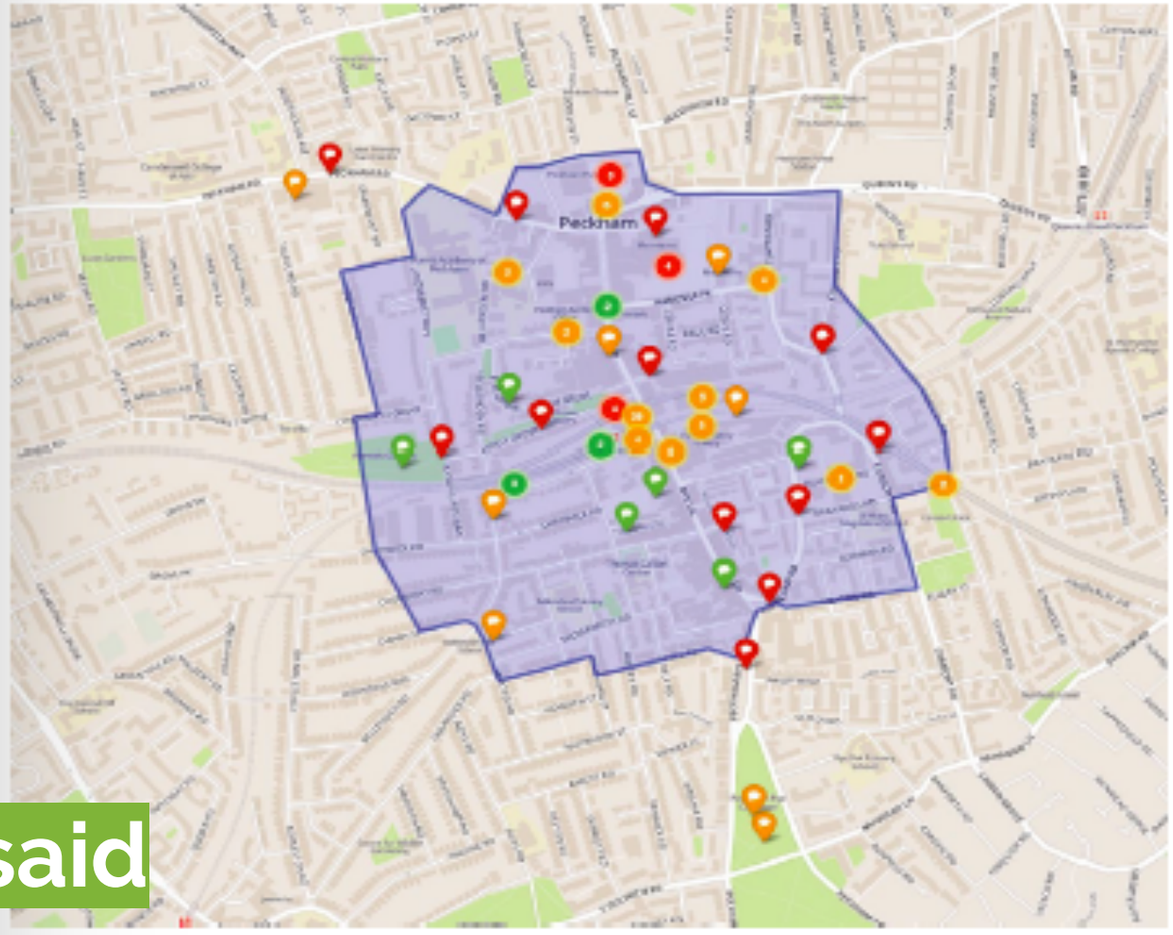
1

WISHLIST FOR PECKHAM

THE THINGS PEOPLE WANT MORE OF

The co-design team aims to involve as many people as possible actively into the design process. The online mapping tool Commonplace was created to allow residents, local businesses and other stakeholders to take part while being at home or at work. Commonplace collects comments about the local area as well as suggestions for improvements. This feedback informs the discussions we are having at the co-design shop and will guide the design of the station forecourt. Feedback from the Commonplace map starts to articulate the aspirations of the local population for the centre of Peckham. This week first on the wishlist was 'more places for sitting' followed by 'more trees', 'more public space' and many of you 'would like it tidier'.

Every comment you add is displayed on the shared map and used as part of the CoDesign process. So please add a comment now to say what you like about Peckham, and how it could be improved. We'd also appreciate it if you could spread the word to others in Peckham to join in too.



Source: www.peckhamcodesign.org/commonplace

4. Illustrate what people have said

Summarise common themes visually – it makes sense, and gets more people involved.

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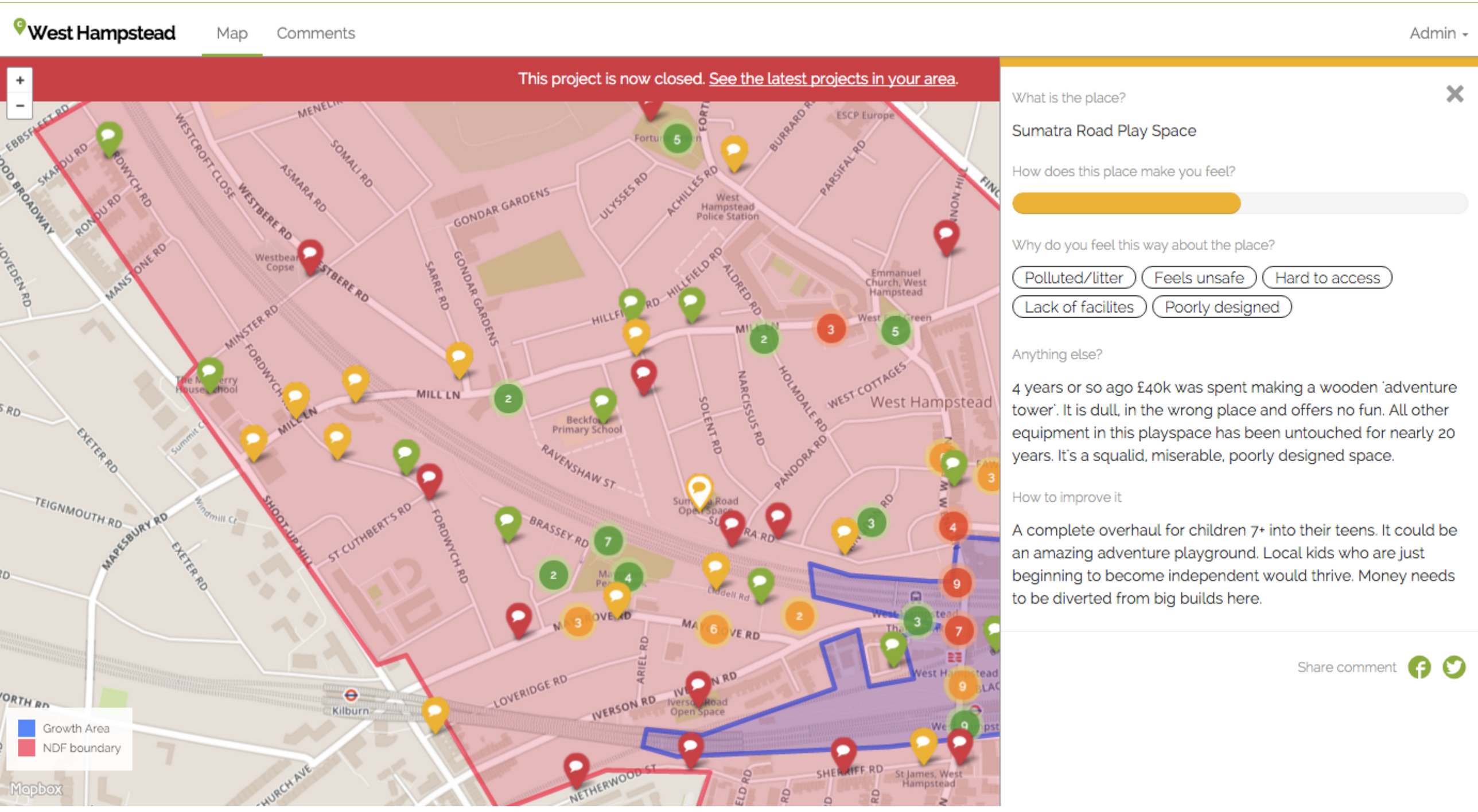
5. Online, on tablet, on paper

Collect responses in different formats, and report

Mapping needs and stakeholders



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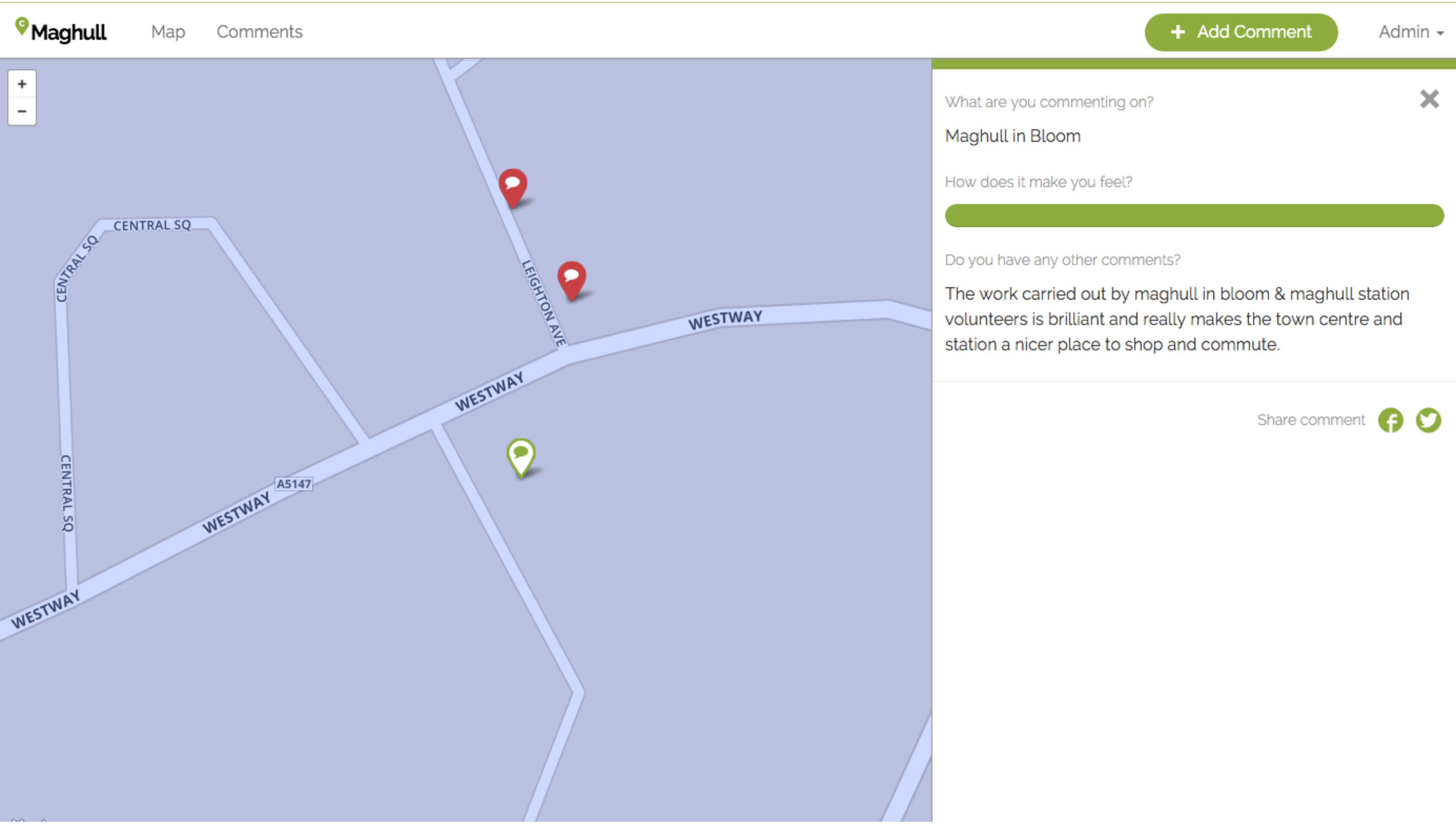
Mapping needs and stakeholders



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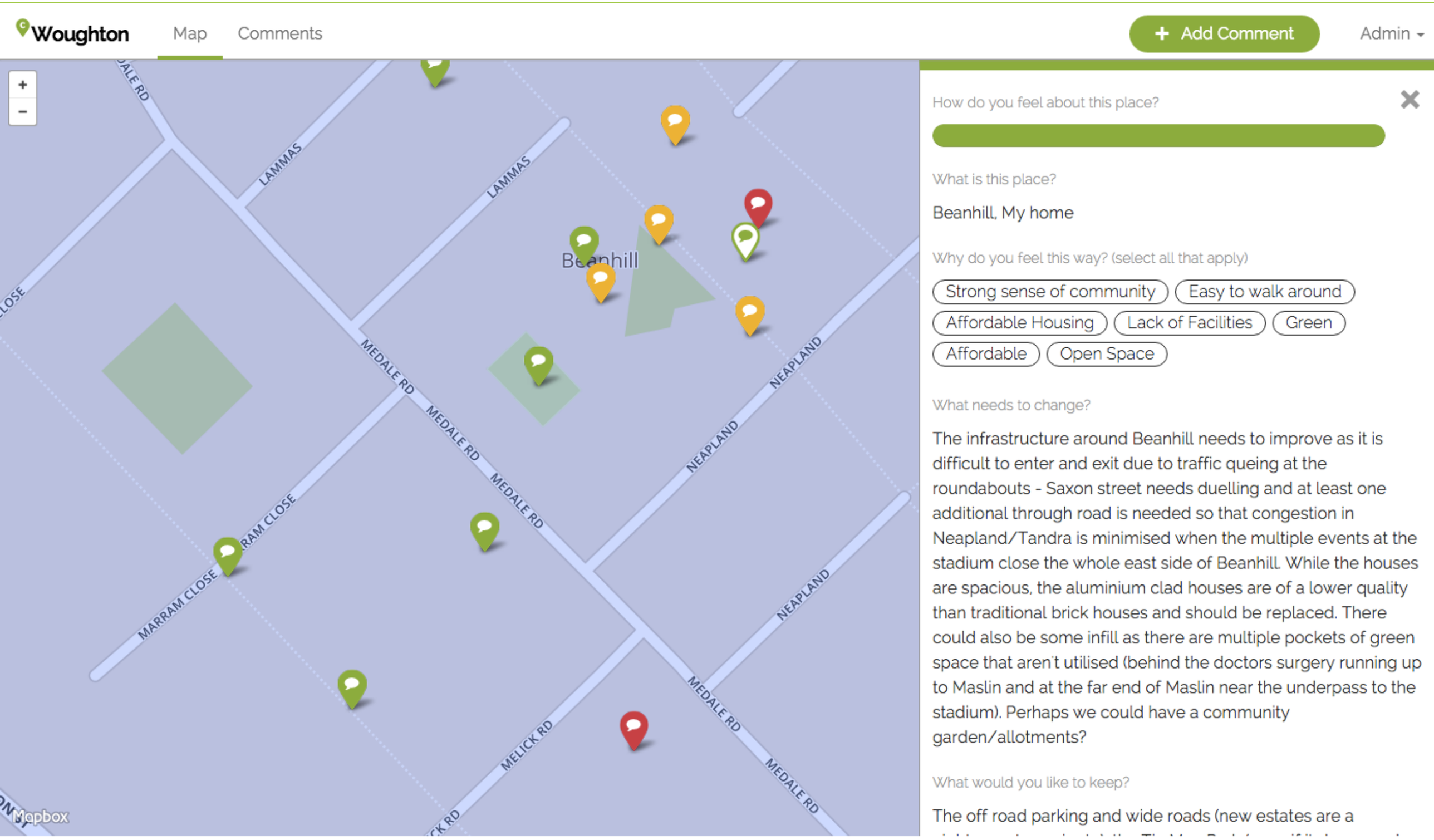
Mapping needs and stakeholders



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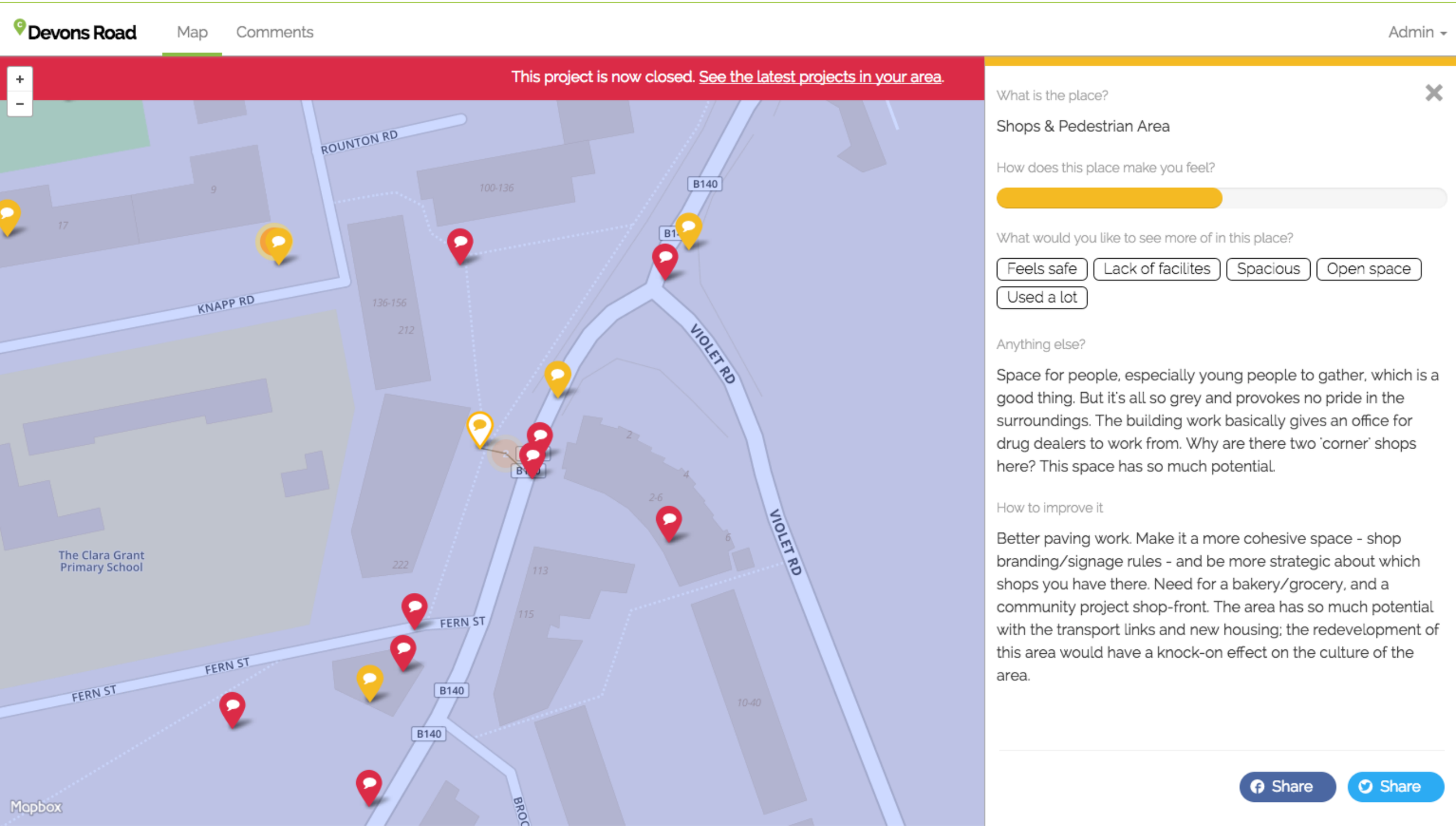
Mapping needs and stakeholders



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Mapping needs and stakeholders

Woughton | Map | Comments | + Add Comment | Admin

How do you feel about this place?

What is this place?

Whole of the estate

Why do you feel this way? (select all that apply)

Grey | Empty | Cluttered | Other

What needs to change?

Housing very tired,and ugly.Knock it down and start again.who ever designed the tin houses needs shooting.new housing would regenerate the estate. And a BIG skip at the entrance of Melick Rd,for the fly tippers who live there.Its an embarrasment when you enter the estate

What would you like to keep?

As much open space as possible.And the people who live here

Thinks makes neighbourhood good

Being bungalows makes the housing more private.

Share comment

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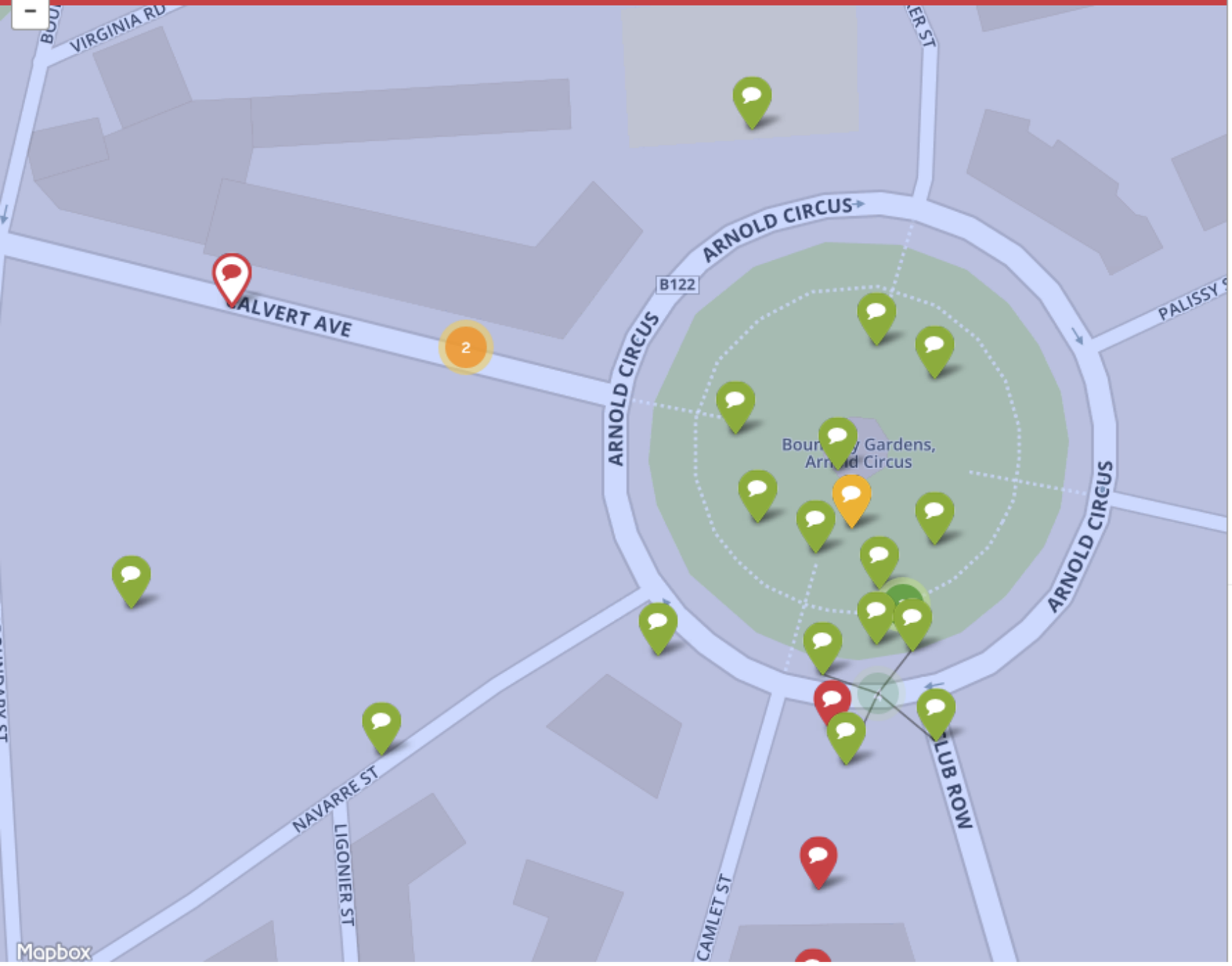
Mapping needs and stakeholders

East Shoreditch | Map | Comments | Admin

This project is now closed. See the latest projects in your



How does this place make you feel?

What is the place?

Calvert avenue

Why do you feel this way about the place?

Expensive

Anything else?

You can get a designer handbag but not a bag of sugar any more

How to improve it

Policy of council for percentage of shops that deliver services to the local people

Share comment

Commonplace

4 ideas for people-powered places

- Use digital - as part of your strategy
- Pull people – they'll come with you
- Collect evidence as well as anecdote
- Choose the right tools to do the job

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How do you / would you use these tools?

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