



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

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



From communicating to crowdsourcing



- Tell people what is happening
- Explain why
- Ask them to agree
- Engineer acceptance

- Ask people what is important
- Understand their needs
- Harness their potential
- Build trust and ownership

Online tools can create **more pull**

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

Lots of tools available (1/2)



Loomio - Joint decision-making



Stickyworld – team collaboration



NationBuilder – Campaign organising



SurveyMonkey – Online surveys

Lots of tools available (2/2)



MailChimp – mass emailing



Google Drive

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

From communicating to crowdsourcing



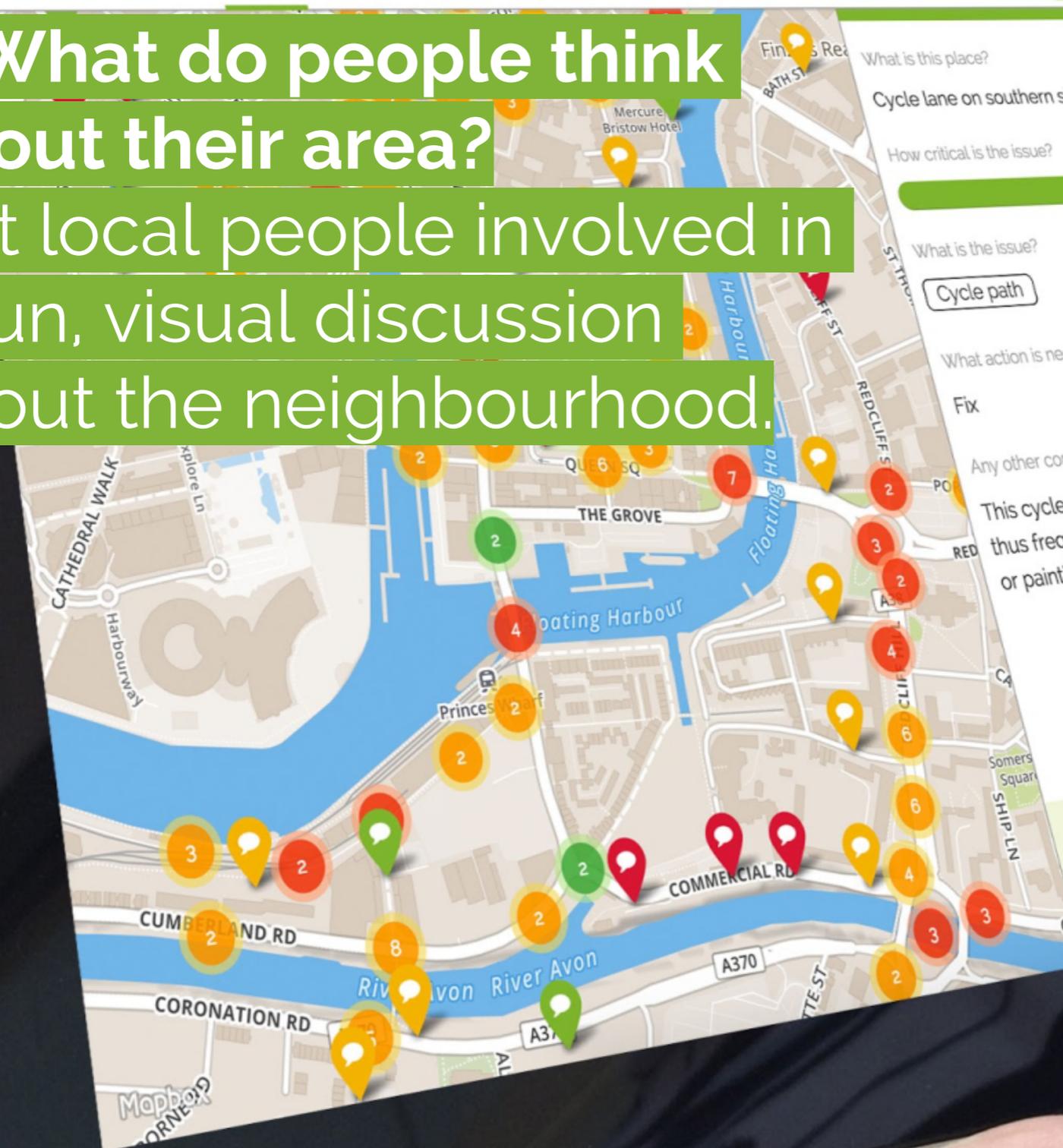
- Tell people what is happening
- Explain why
- Ask them to agree
- Engineer acceptance

- Ask people what is important
- Understand their needs
- Harness their potential
- Build trust and ownership

Online tools can create **more pull**

1. What do people think about their area?

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



What is this place?
Cycle lane on southern side of Queen Square

How critical is the issue?
[Progress bar]

What is the issue?
Cycle path

What action is needed?
Fix

Any other comments?
This cycle path is hard to identify as such by pedestrians and thus frequently ignored. Making it a different colour might help, or painting the current engraved bike symbols white or black.

48 people agree with this comment

Agree Share Share

48



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 most a new, wider variety of community events.

Bristol Bugbears

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

- ### Resources
- Map
 - Help Guides

Engagement over time

Visitors

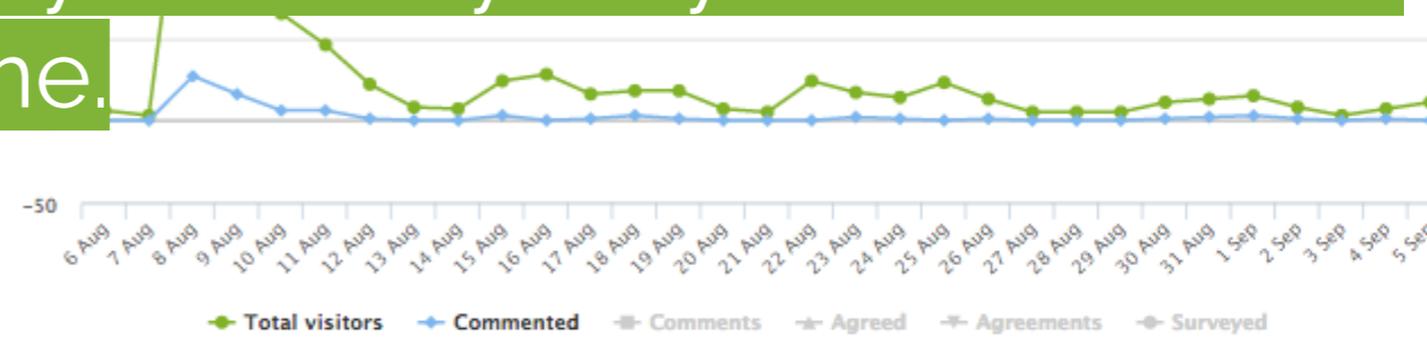
4,692	Total visitors	<input checked="" type="checkbox"/> Hide
873	Signed up	
568	Commented	<input checked="" type="checkbox"/> Hide
1	Surveyed	<input type="checkbox"/> Show
564	Agreed	<input type="checkbox"/> Show

Contributions

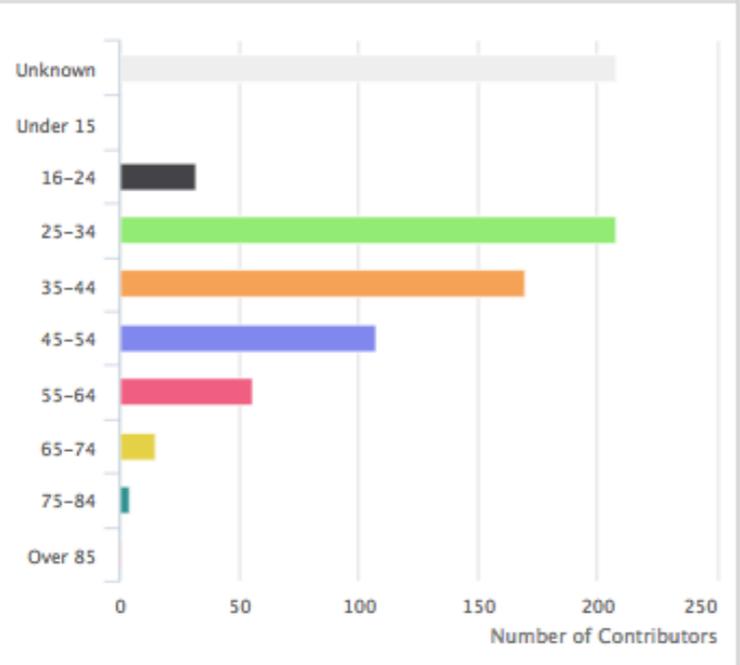
7,620	Total contributions	
1,528	Comments	<input type="checkbox"/> Show
1	Survey Comments	
6,091	Agreements	<input type="checkbox"/> Show

One Month

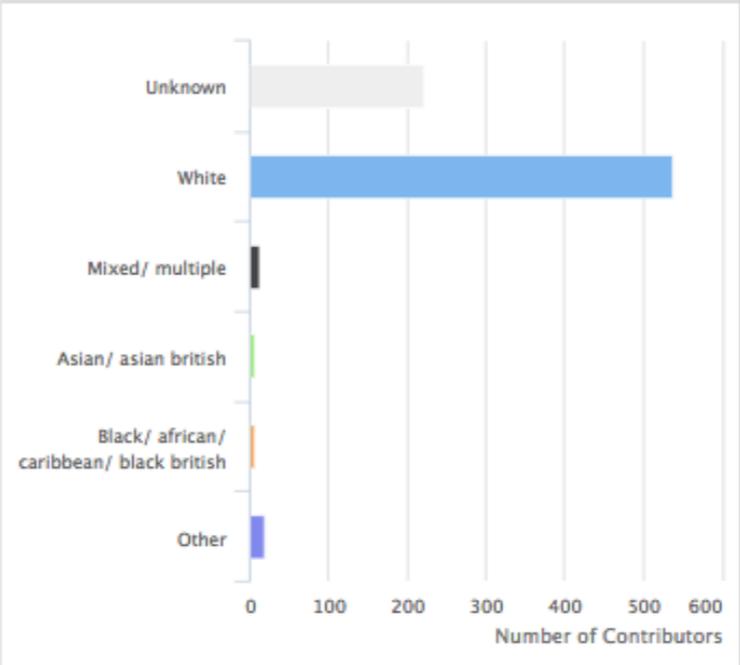
3. Analyse feedback simply
 See who has responded, what they said, why they said it – in real time.



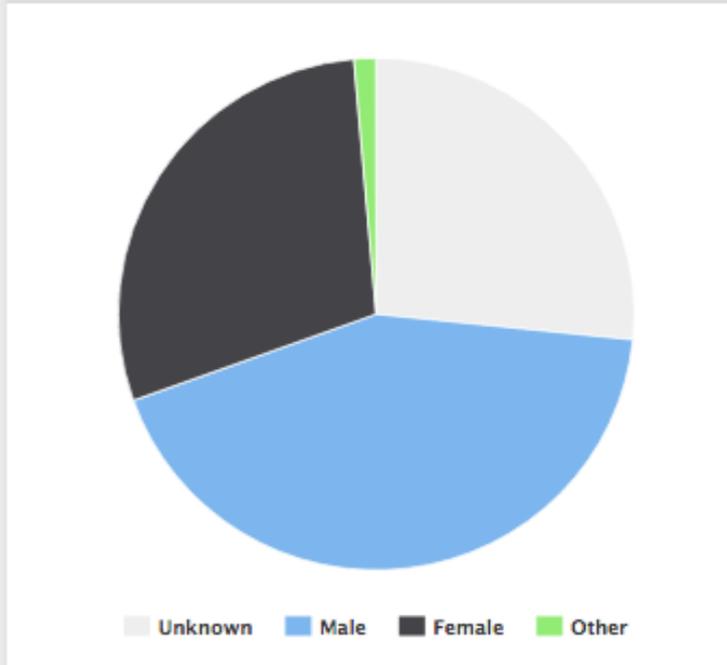
Age range



Ethnicity



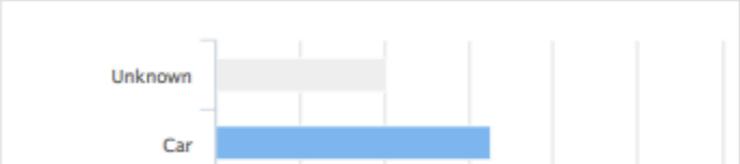
Gender



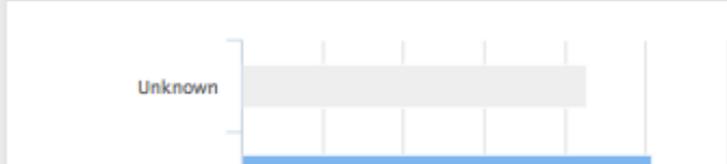
About



Mode of transport



Cycle frequency





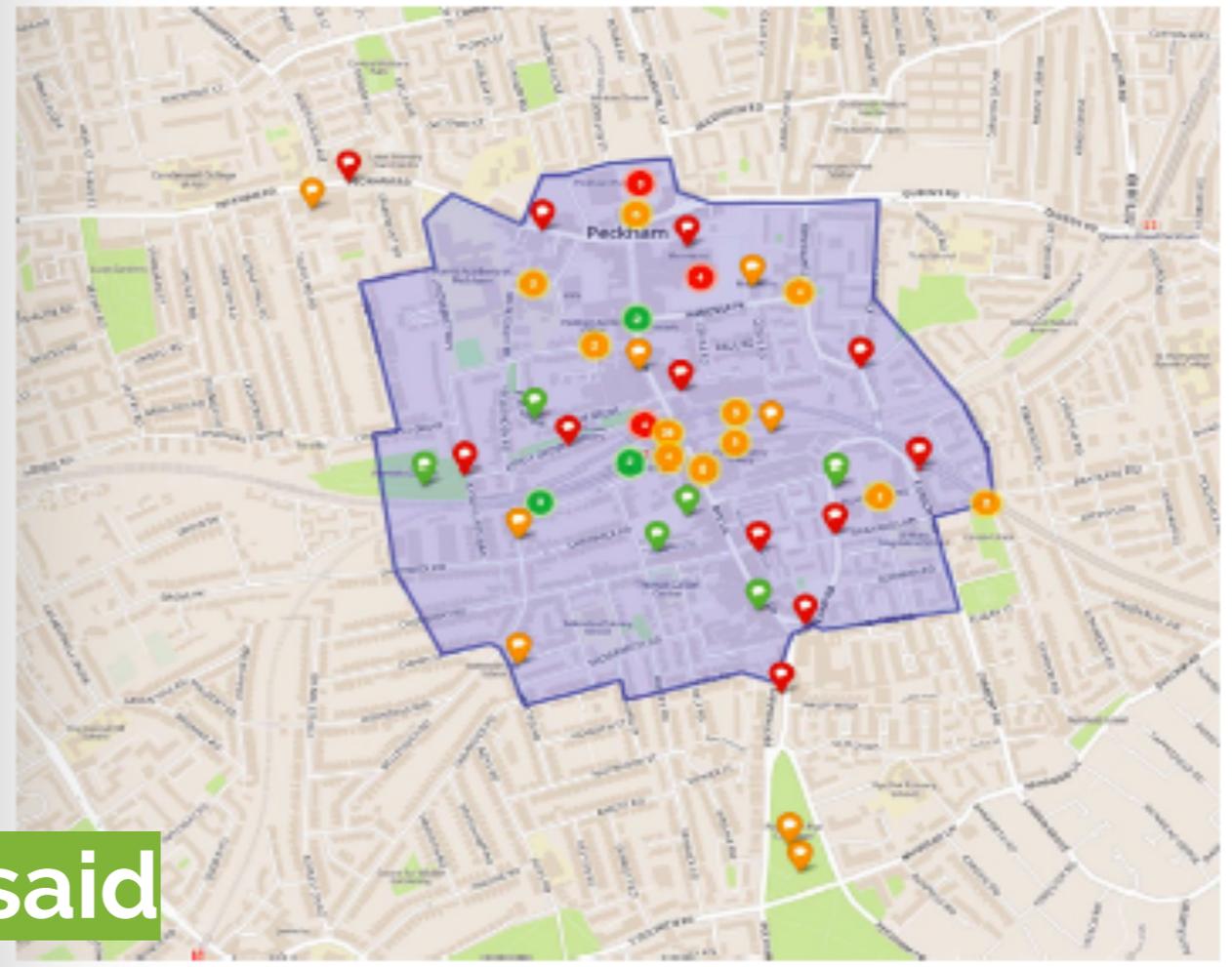
WISHLIST FOR PECKHAM

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.



5. Online, on tablet, on paper
Collect responses in different
formats, and report

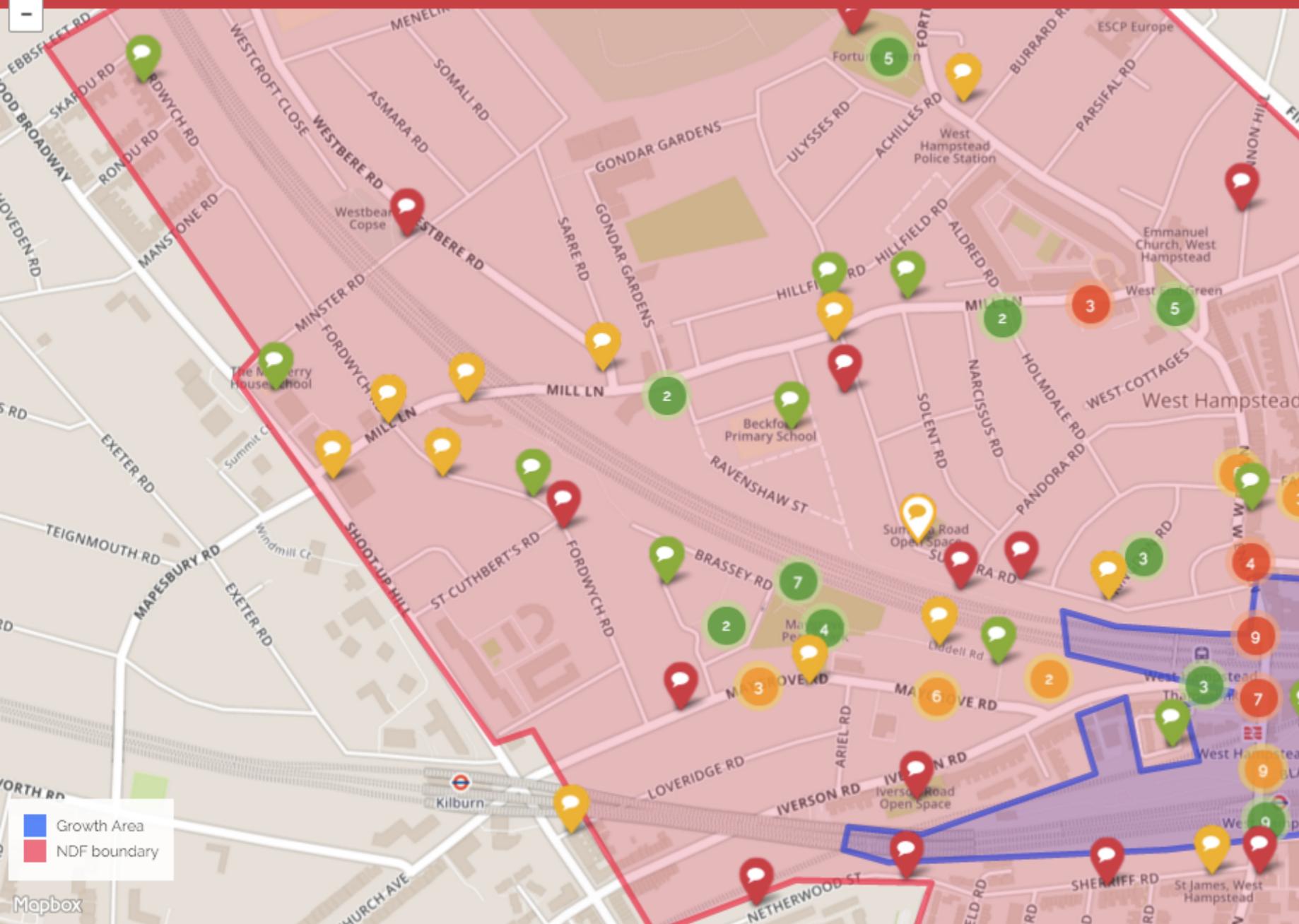
Mapping needs and stakeholders

West Hampstead

Map Comments

Admin

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



What is the place?

Sumatra Road Play Space

How does this place make you feel?



Why do you feel this way about the place?

Polluted/litter Feels unsafe Hard to access

Lack of facilities Poorly designed

Anything else?

4 years or so ago £40k was spent making a wooden 'adventure tower'. It is dull, in the wrong place and offers no fun. All other equipment in this playspace has been untouched for nearly 20 years. It's a squalid, miserable, poorly designed space.

How to improve it

A complete overhaul for children 7+ into their teens. It could be an amazing adventure playground. Local kids who are just beginning to become independent would thrive. Money needs to be diverted from big builds here.

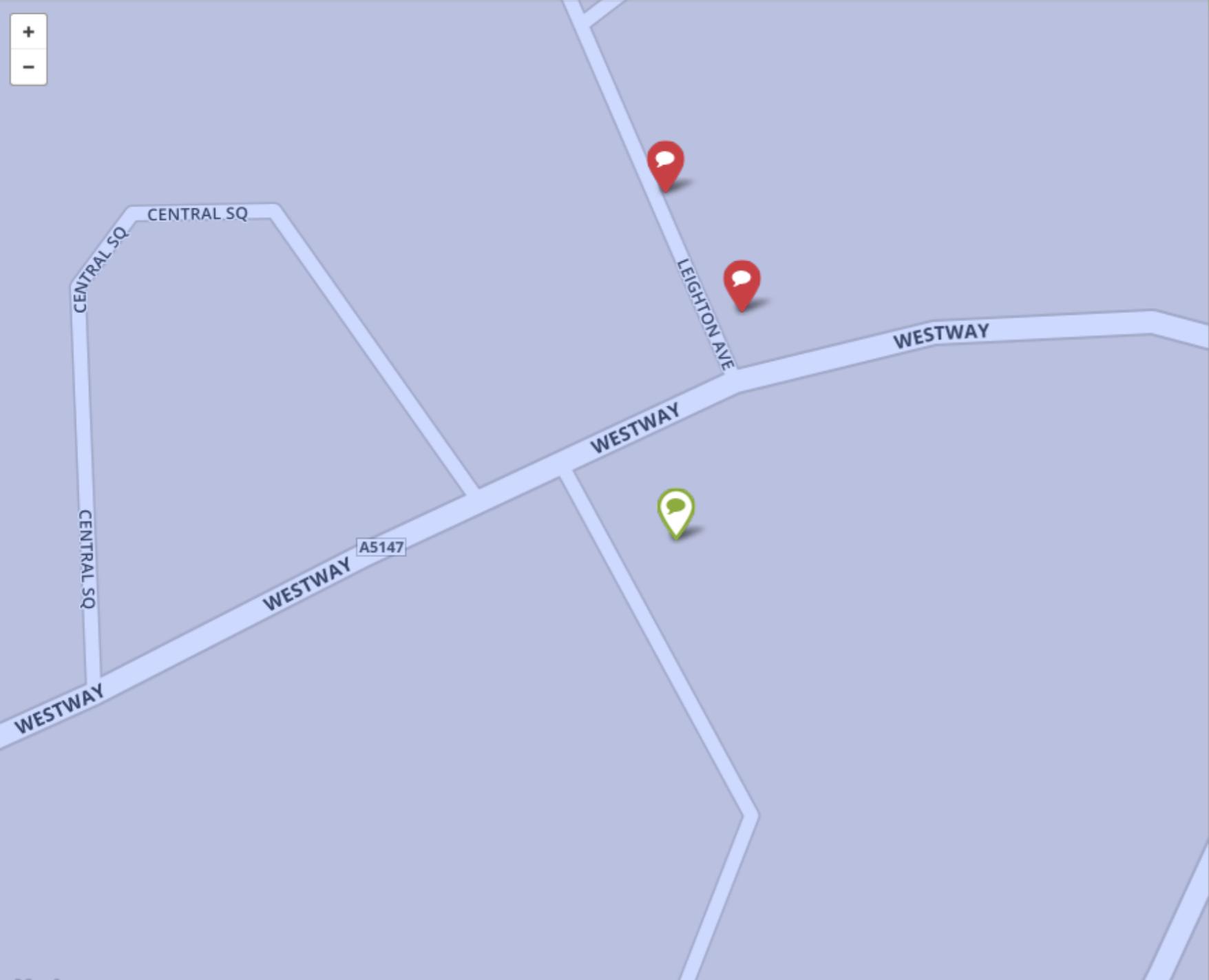
Share comment



Mapping needs and stakeholders

Maghull Map Comments

+ Add Comment Admin



What are you commenting on?
Maghull in Bloom

How does it make you feel?

Do you have any other comments?
The work carried out by maghull in bloom & maghull station volunteers is brilliant and really makes the town centre and station a nicer place to shop and commute.

Share comment  

Mapping needs and stakeholders

Woughton Map Comments + Add Comment Admin



How do you feel about this place?

What is this place?
Beanhill, My home

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

- Strong sense of community
- Easy to walk around
- Affordable Housing
- Lack of Facilities
- Green
- Affordable
- Open Space

What needs to change?

The infrastructure around Beanhill needs to improve as it is difficult to enter and exit due to traffic queuing at the roundabouts - Saxon street needs duelling and at least one additional through road is needed so that congestion in Neapland/Tandra is minimised when the multiple events at the stadium close the whole east side of Beanhill. While the houses are spacious, the aluminium clad houses are of a lower quality than traditional brick houses and should be replaced. There could also be some infill as there are multiple pockets of green space that aren't utilised (behind the doctors surgery running up to Maslin and at the far end of Maslin near the underpass to the stadium). Perhaps we could have a community garden/allotments?

What would you like to keep?

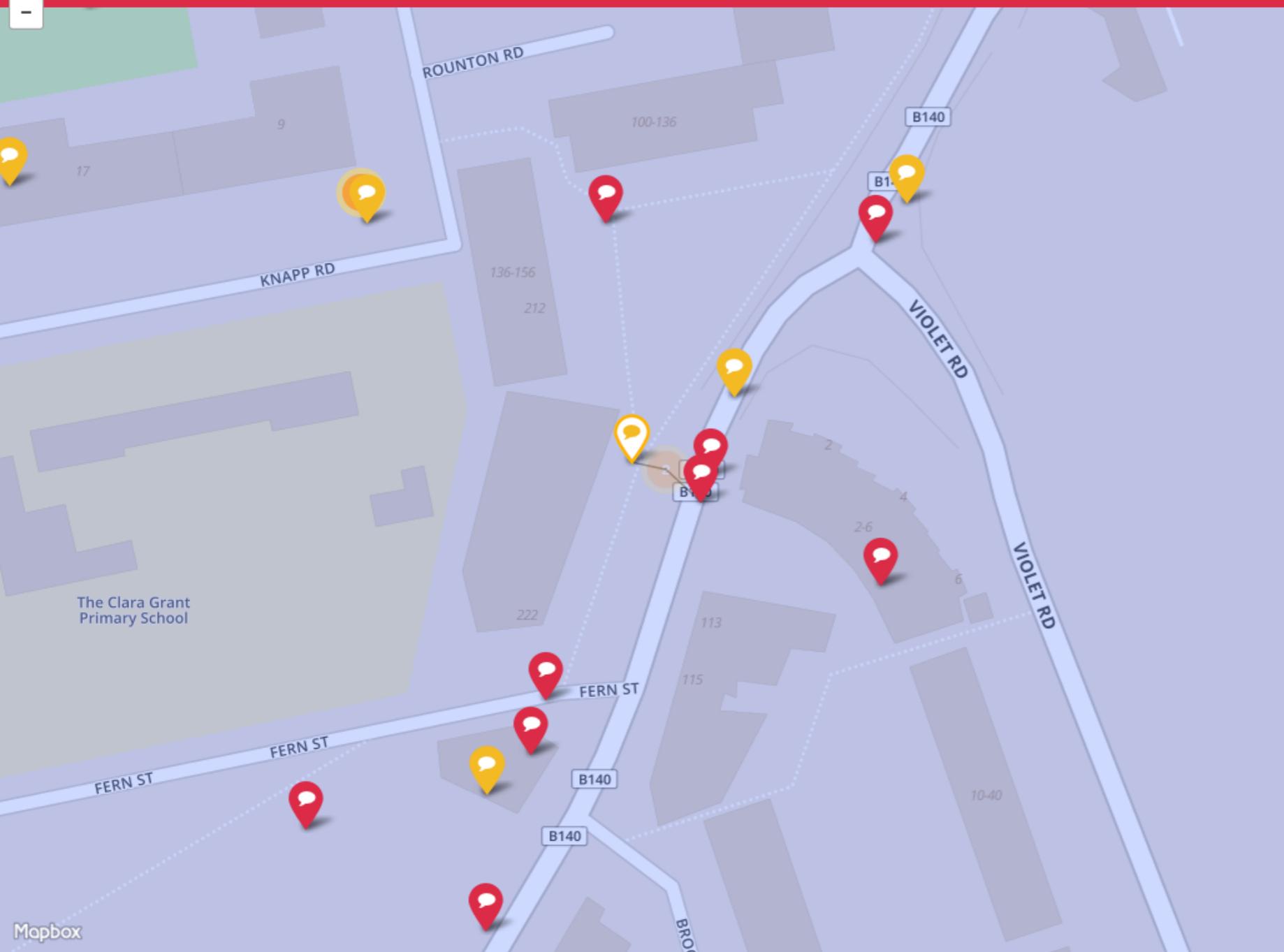
The off road parking and wide roads (new estates are a

Mapbox

Mapping needs and stakeholders

Devons Road Map Comments Admin

This project is now closed. [See the latest projects in your area.](#)



The map shows a street network including Rounton Rd, Knapp Rd, Fern St, Violet Rd, and Brook Rd. Several red and yellow location pins are placed along these streets, indicating specific points of interest or concerns. A red banner at the top of the map area states 'This project is now closed. See the latest projects in your area.' The map is powered by Mapbox.

What is the place?
Shops & Pedestrian Area

How does this place make you feel?
[Progress bar: 25% filled]

What would you like to see more of in this place?
Feels safe Lack of facilities Spacious Open space
Used a lot

Anything else?
Space for people, especially young people to gather, which is a good thing. But it's all so grey and provokes no pride in the surroundings. The building work basically gives an office for drug dealers to work from. Why are there two 'corner' shops here? This space has so much potential.

How to improve it
Better paving work. Make it a more cohesive space - shop branding/signage rules - and be more strategic about which shops you have there. Need for a bakery/grocery, and a community project shop-front. The area has so much potential with the transport links and new housing; the redevelopment of this area would have a knock-on effect on the culture of the area.

Share Share

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. It's an embarrassment when you enter the estate

What would you like to keep?
As much open space as possible. And the people who live here

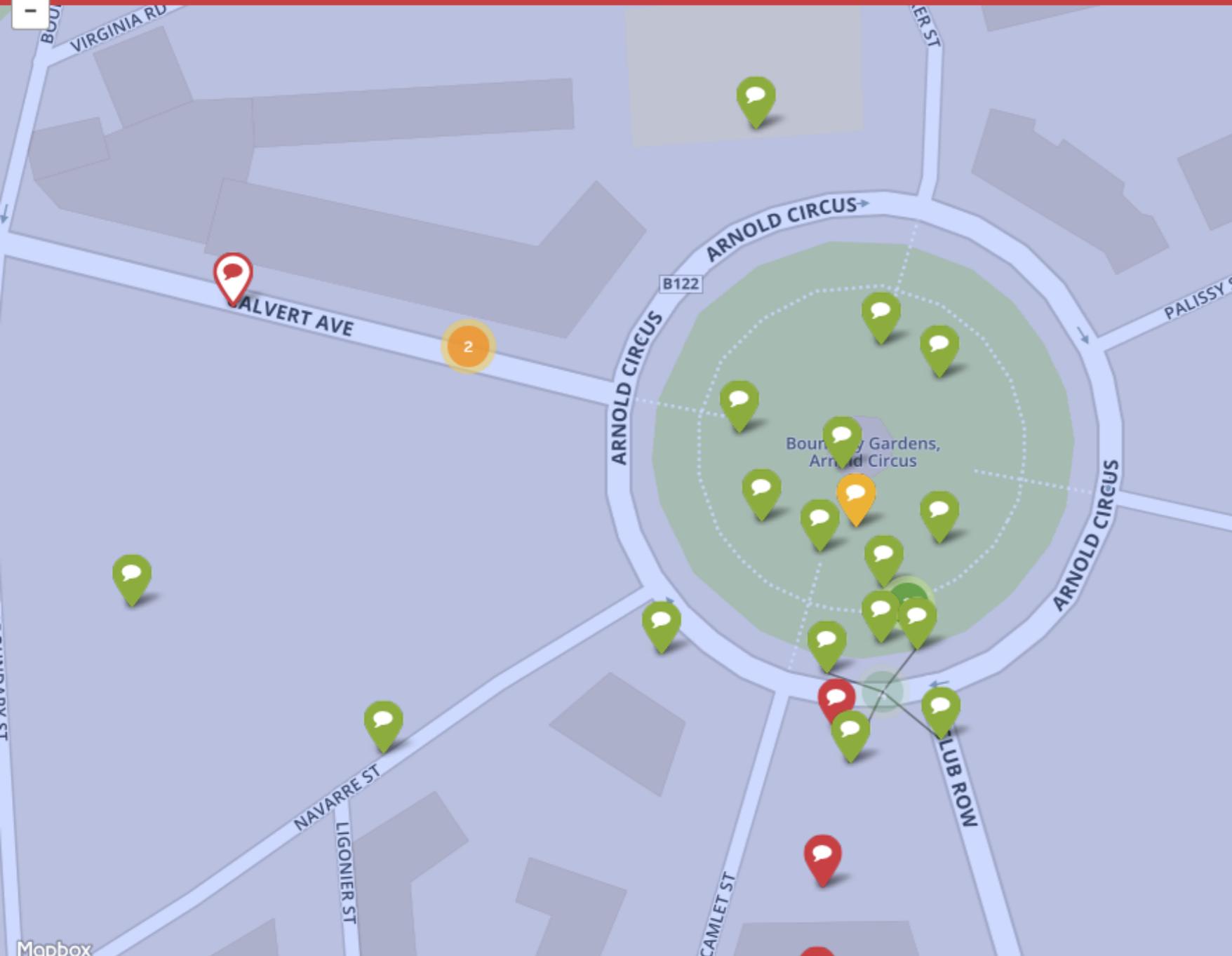
Thinks makes neighbourhood good
Being bungalows makes the housing more private.

Share comment

Mapping needs and stakeholders

East Shoreditch Map Comments Admin

This project is now closed. [See the latest projects in your area](#)



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  

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

How do you / would you use these tools?

mike@commonplace.is

