

Response to E1.

Our recommendation for a phased build and roll-out - in brief

If we have understood the Council’s response to the question on budget correctly, there is potentially £65,000 available in year 1, £35,000 (for software) and £30,000 (for support and maintenance). We assume, once staff have been trained with less support required, and the platform deployed, Hounslow, in subsequent years will wish to see this annual cost reducing which is exactly what would happen with our proposition.

The amount available is considerably more than normally invested in a platform to support consultation and engagement. However, given the funding available, we strongly recommend the council considers this as two interlinked digital spaces, with consideration given to the development of a Hounslow engagement space that delivers to the needs of all stakeholders and partners (led by the Council). Our cost for year 1 on this basis is phase 1 (£10,500) and phase 2 (£30,500), significantly lower than the £65,000 quoted as being available in year 1 with costs in subsequent years reducing.

Detail of what this would entail and deliver with a clear time-table is outlined in section 2 of our proposals on implementation of the platform and training.

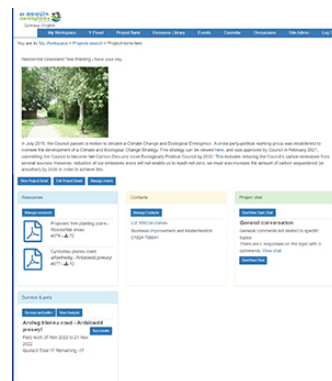
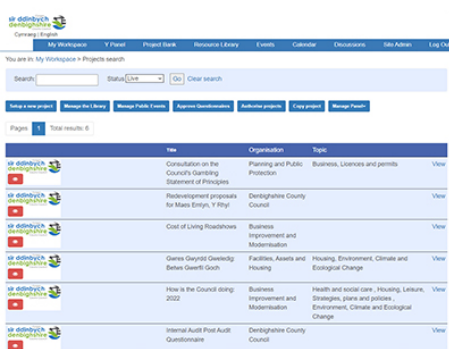
Phase 1: Hounslow Council engagement and consultation (£10,500 p.a. – inclusive cost)

Replace the existing platform (www.haveyoursay.hounslow.gov.uk) with a well integrated and styled digital space for consultations and engagements run by the council at an all-inclusive annual license cost of £10,500. This will meet all of the council’s internal needs, and provide a full suite of applications (including mapping) with unlimited access to all council staff.

The following video shows different styles that can be deployed, all at the cost as quoted above.



The back office logged in space for creating and managing all projects (whatever tools are used and applied) is called a Community Workspace.



Workspace will be up and running and available to all staff for unlimited use by 1st March 2023 with data from any previous platform securely copied over.

Phase 2: Hounslow place-making and place-shaping engagement platform (£30,500 year 1 cost, reducing in subsequent years)

Following a full audit and review of the Hounslow-wide community engagement needs and following a thorough review of what is available, we propose the build of a community-styled and branded digital space that community and Hounslow stakeholders collectively own, manage and use to launch and run place-based engagements.

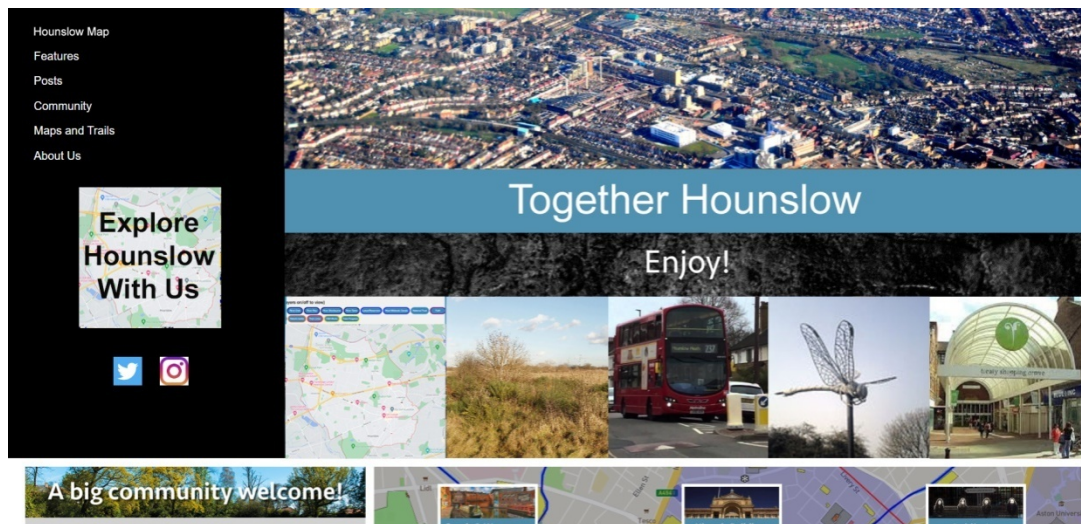
This platform will have the clear aim of involving community in place-making and place-shaping activity across Hounslow and will make use of dedicated software that drives the empowerment of people in influencing decisions that affect their lives. Many of these engagements will span months if not years and look to maintain the involvement of participating members of the public over this period of time.

Here are live examples that demonstrate how effective community involvement and engagement can be in the making, shaping and promotion of place and how across a large community, neighbourhoods can be inspired to actively engage in place-based engagements.

www.DigitalWeAre.Com www.BirminghamWeAre.com www.NechellsWeAre.com

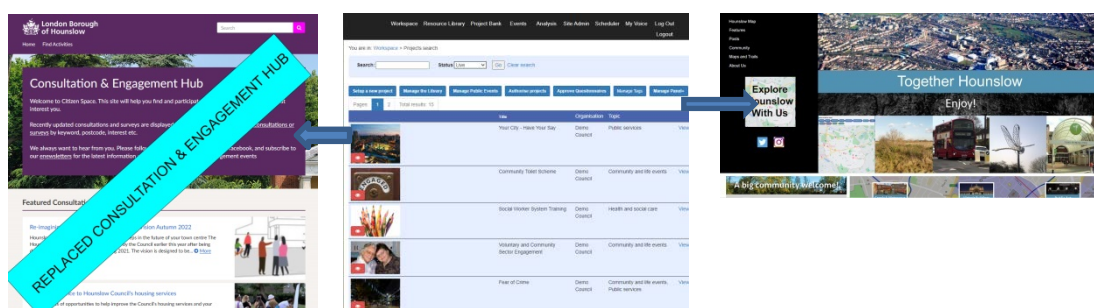
The platform we establish for Hounslow will access the same back office as that which delivers the phase 1 engagement space but the public facing style will clearly reflect the collaborative nature of this platform. However this platform, although linked, will be clearly distinguishable from the consultations and engagements run and displayed on the council website.

The domain name chosen should aim to describe what the engagement platform is providing (i.e. a digital space for community and stakeholders to actively engage in the future of Hounslow. Together Hounslow, Hounslow We Are or Hounslow and You are all possible suggestions.



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Going forward - two digital spaces connected to the one workspace



Major benefits of this phased (two channel) approach

1. The Council will be up and running by with a public facing space driven by a community workspace so that consultations and engagements run by the client can be accessible within the council's main website at www.Hounslow.gov.uk.
2. This space will be integrated and styled so that the public are clear that the engagements and consultations are those run by Hounslow Council.
3. The council has replied to a question saying they run approximately 70 engagements and consultations every year. We would imagine that a large number of these can best be described as pure "consultation" projects with open invitations to participate requiring no form of registration.
4. Essential time and thought can then be given to a public facing digital space that is focussed on involving community in Hounslow place-related decisions that are engagements that have a direct bearing on people's lives and the future of Hounslow.
5. This space will be branded as a shared space, where everyone across the community have the opportunity to participate and be actively engaged and involved in the future of Hounslow.
6. This review will identify those Your Place Your Space engagement tools and applications best suited to empower citizens, businesses and stakeholders to actively engage with the Council and its partners in looking at issues such as place-making and place-shaping.

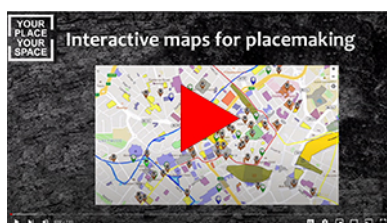
Such involved and engaged people will be provided with a personalised on-line space through what we will refer to as a Community Passport recognising the importance of feedback to the engagements they are involved in and the projects they participate in.

7. Careful selection and deployment of software and applications available from and developed by Your Place Your Space can be made.

For example, whiteboarding has been mentioned as a more engaging way of involving residents. This will require the use of a registered area for residents to comply with GDPR other requirements. We will demonstrate how this will operate in practice.

Voice over surveys and polls and the use of video is another form of engagement that has a particular appeal. Again we will demonstrate how this will operate in practice.

Mapping has been mentioned by the Council. This is an excellent way of involving community in their place and can be used for both insight gathering and placemaking, and even involve the community in the mapping of their place (see below examples of how maps are deployed by Your Place Your Space clients for both insight gathering and placemaking).



8. Another benefit of the two phased approach is that engagements that warrant the use of gamification and rewards (note: we employ passion points) can be separated from those consultations and engagements run via the council's web site.
9. It also gives time for planning forums and accounts and the technical work required to link a Community Passport (our name for a logged in user interface typical of panels and community forums) to My Account profiles etc.
10. The council must work with established relationships and particularly with its local councillors who are vital to managing the relationships with residents at a ward level and will help to ensure representation across Hounslow.

Delivering to essential and desirable functional requirements

Here we address the requirements as outlined by the Council and explain how our proposed phased implementation will deliver to all requirements (essential and desirable).

Essential functional requirements – system admin (as listed as specifications 3.1)

We can confirm that all requirements will be met by our proposed platform build and deployment.

Essential functional requirements – user experience (as listed as specifications 3.2)

We can confirm that all requirements will be met by our proposed platform build and deployment.

Note: Our advice ref 3.2.4 is that rewards and the use of gamification is flexible and adaptable and is not implemented as standard practice across all engagements. We would also discuss with the client the suitability of rewards and incentives that are monetary.

Essential functional requirements – records and data storage (as listed as specifications 3.3)

We can confirm that all requirements will be met by our proposed platform build and deployment.

Essential functional requirements – Cross platform functionality (as listed as specifications 3.4)

We can confirm that all requirements will be met by our proposed platform build and deployment.

Essential functional requirements – GIS (as listed as specifications 3.5)

We can confirm that all requirements will be met by our proposed platform build and deployment.

Note: Considerable use is made of mapping and we would need to fully understand the Council's current employment of GIS and the data it has access to

Essential non-functional requirements – IT compliance and support and maintenance (as listed as specifications 4)

We can confirm that all requirements will be met by our proposed platform build and deployment.

Desirable requirements and items listed 5, 6, 7, 8, 9, 10 and 11

We can confirm that all requirements will be met by our proposed platform build and deployment.

About Your Place Your Space

Your Place Your Space is a company that specialises in the engagement and involvement of community in their place. The business has spun out of one of the UK's largest social research agency's BMG Research which was set up by YPYS's CEO Jonathan Bostock.

Your Place Your Space has invested over £500,000 in the development of place-based digital applications over the past 3 years, in particular the use of mapping and the analysis of insight using sentiment and AI applications.

Hosting of data and the security of data over and above requirements [for managing data security and cyber attacks is met by the Your Place Your Space client partnership with iOMart](#), providers of web hosting for many public sector organisations and local councils.

Your Place Your Space are specialists in the provision of both innovative and tried and tested digital solutions that empowers people to be involved in place-based engagement and consultation and rewards them for doing so.

Inspiring and empowering residents through digital to be actively engaged and involved in influencing the provision of local services is something with which the team at YPYS specialise in and has considerable experience and knowledge of undertaking.

Your Place Your Space prides itself on delivering high engagement rates that are representative of local government residents and stakeholders and maintaining the continued interest and involvement of residents, businesses and all stakeholders in influencing decisions and issues that affect their lives.

Generic white label 'tried and tested' applications with individually tailored digital reach

Your Place Your Space, will set up, immediately on the start of the contract, a unique "Community Workspace", and introduce the engagement and consultation team to a full and comprehensive range of quantitative and qualitative engagement and consultation tools.

This includes a full suite of mapping applications, tools for managing conversations, advanced analysis and full access to workspace.

Unlimited access will be immediately available to this Community Workspace, with access rights assigned as appropriate by designated administrators/managers of the platform.

Access rights are assigned on a per engagement basis to ensure the right people have the desired access, whether in terms of project design or the ability to analyse the results.

This standard 'start up' package from day 1 will include:

Survey tool; polling tool; discussion/chat and moderated focus group product; mapping; analysis, charting and reporting tool; AI/sentiment analysis; tagging; project chat; social media interface; etc

This will demonstrate to the team the depth and quality of what is available from the suite and just how much of the functional requirements are met at the cost of provided this white label solution with unlimited access.

Community Workspace is the engine room of the platform.

Whatever is created in workspace can be displayed on any public facing digital environment. This can be across multiple domains so that the Council can achieve reach through multiple domains and social media channels to the target engagement audience.

May we first show you live practical examples of the range of digital applications to which you will have access with the place-based platform we will develop and implement.

Integration of additional suitable and appropriate software:

The flexibility and adaptability of the YPYS offer provides the client with the freedom to add in to the workspace environment additional software and applications.

This is particularly important with the Hounslow solution as the council is looking to work with multiple partners and stakeholders and give “resident champions and community groups a safe space to work collaboratively with officers and with each other”.

We would strongly recommend that a conversation is held with resident champions, community groups, partners from the business sector and other stakeholders to determine the most suitable and appropriate software to bring in and integrate within workspace.

This software will focus on the mapping add-ons we can apply and how this mapping can be used to engage residents across many different service areas.

Public facing solution individually tailored for maximum digital reach and representation

There are many directions Hounslow can take with regard to the nature and style of the engagement platform.

However achieving digital reach, in terms of both response rates and representation, is about more than simply providing a platform on which to run engagements and consultations.

At Your Place Your Space, together with the engagement and consultation team, will undertake the following assessment of the ways in which Hounslow Council connects with its residents, businesses and stakeholders.

This will include:

- A review of the number and profile of residents with a My Account and the trend in the take-up of such accounts with the council.
- A review of social media channels and accounts used by the Council. (facebook 12k, twitter 17k and 744 on instagram).
- A review of relationships developed with stakeholders and community groups.

Any platform, whether integrated into the Council's website or run on a totally separate domain, needs to operate alongside other forms of connecting with community.

The ultimate goal is “For stakeholders in Hounslow to feel valued”

The successful engagement of community and their continued involvement can only be achieved if people feel that their views and contributions are valued.

At the start of any review of engagement, the provider of the platform together with the Council must consider how they will feed back and ensure the continued support of local residents, businesses and stakeholders.

Gamification, rewards and use of incentives

In developing our own form of gamification, we have researched the use of financial incentives. We strongly recommend that financial rewards across all consultations and engagements is NOT employed.

There is sufficient evidence to show that monetary incentives for all engagements do not work and can be extremely damaging for the council. Instead we would wish to discuss the use of a points system that recognises the contribution not just of the individual but their neighbourhood/ward.