Provision of Digital Engagement Platform

Stage 2 – Method Statements

	Method Statements	Weight Total 40%
1	**Implementation Methodology (Maximum 1000 words)** Please describe the implementation methodology (incorporating all the key activities such as any data migration if needed), a copy of your proposed outline implementation plan and resourcing model to ensure the delivery of a successful project.	10%
1R	**Suppliers Response** There are 3 main stages (comprising 10 main steps) that covers contract agreed through to implementation. **Phase 1: Select the public facing style, data migration, connect users and populate workspace** **Step 1: Select the right style for your council (week 1)** Your Place Your Space engagement is unique in its flexible styling and delivers consistently high response rates and representation. Unlike other solutions, our approach to styling allows you to personalise and embed your consultation and engagement so that it sits neatly as part of the council website. This meets all standards laid down such as accessibility and ensures the customer journey is as seamless and enjoyable as possible. Styles that conflict with the look and feel, fonts and colours adopted by the council can confuse the citizen and forcing people to register before they are able to engage will lower response rates and representation. The most important stage in the implementation of our engagement platform is the decision over styling. This decision should be taken following a review (that we will lead) with key users of the platform. The strength of the YPYS offer is flexibility in the styling and field labelling of the platform. This will ensure a) the priorities of the Council can be addressed through engagement of involvement of community and b) the style is matched to the population mix to ensure representation. Based on the evaluation we have already carried out into the profile of the local population, we will deliver a story board analysis of the key elements of the platform that will deliver high levels of feedback but also representation. See our feature on styling options HERE.	

Step 2: Set up the Haringey community engagement workspace (week 1-2)
Community workspace is the back-office engine room where users will have unlimited access the full suite of engagement tools and be able to set up and join any number of projects and engagements.

Welcome to Community Workspace

	Call for Evidence on Local Green Spaces	View feature
	Family Hubs and Start for Life Programme	View feature
	Local Cycling and Walking Infrastructure Plan	View feature
	Leisure Service Consultation	View feature
	Proposed changes to the admission arrangements	View feature
	School Road Safety Project Monitoring	View feature
		Search more ….

Zero Carbon Climate Change

Help us move towards a 'Zero Carbon' using our interactive map

We want to work with our community to develop a blueprint for change. Using our interactive map we would like you to identify existing best practice examples of things that are already helping to tackle climate change and/or where you think there may be the chance to develop something new or improve something existing to better tackle climate change. It could be a better cycle lane, new allotments, a car share scheme - whatever you think would work.

[View Project Detail] [Edit Project Detail] [Manage events] [Manage resources]

Contacts

[Manage Contacts]

YPYS Support
Gateshead Metropolitan Borough Council
0121 4105520

Project chat

[Start New Topic Chat]

General conversation
General comments not related to specific topics
There are 0 responses on this topic with 0 comments.
View chat
[Start New Chat]

Surveys & polls

[Surveys and polls▾] [View Maps]

Climate Change Interactive Map
Field work 16 Nov 2021 to 28 Feb 2022
Quota:0 Total:178 Remaining -178

Climate Change Interactive Map,
Field work 01 Mar 2023 to 31 Mar 2023
Quota:0 Total:0 Remaining 0

Resources

[Manage resources]

Pages [1] Total results: 5

EXISTING - 131 High Street
#63319 - ♦ 0

CGI - 131 High Street
#63318 - ♦ 0

CGI - 131 High Street

Posts

[Manage Posts] [Quick Post]
No project content.

Events

[Manage events]
No project content.

Public discussions, chat and conversations

[Manage Public Discussion]

Maps

[Manage Maps▾]

Step 3: Data migration (week 1-2)
Any historic data that needs to be copied over will be discussed. We will discuss data migration plans and the format we would require the data to be made available in. Once agreed we will create projects in workspace for this data and copy over.

Step 4: Connect users and administrators to the engagement workspace (week 1-2).
This step can run concurrently with step 1. We will connect as many users as you wish (including partners) to Workspace. We will agree the access rights each user requires. From creators, approvers and site administrators we will train them to use applications such as a) creating surveys, b) use of mapping, c) use of sentiment analysis/AI and tagging, etc. So they can get the very best out of our software.

Step 5: A discussion about a panel, links to My Account and use of newsletters to promote engagements (week 1-2)
Forcing people to pre-register for any type of consultation or engagement will reduce response rates. There are many reasons for this and for our "pros and cons of panels" you may find our webinar coming up soon to be of interest.
Higher response rates and far better representation of community can be achieved by running anonomised engagements and polls and surveys that people can easily connect to without having to register.
If panels are run, then decisions need to be taken as to how you will ensure your panel is representative of the local population by demographics and whether you will need to weight the findings to reflect the makeup of the population.
Haringey has a logged in space for account holders. We will discuss linking to this for greater representation and higher response rates.
Haringey also has a newsletter. We will show how clients such as Gateshead have used newsletters to update their community about engagements and how this has led to representative engagements involving many thousand respondents.

Phase 2: Full test of the functionality of the platform and contributors (now registered) sent emails inviting them to projects plus training (where required)

Step 6: Labelling, meta data and user acceptance testing (week 3)
We will go through the site labelling with Haringey and change any labels to meet your needs. Any meta data look ups will also be pre-populated. User acceptance testing will also take place with YPYS and site administrators to ensure there are no problems.
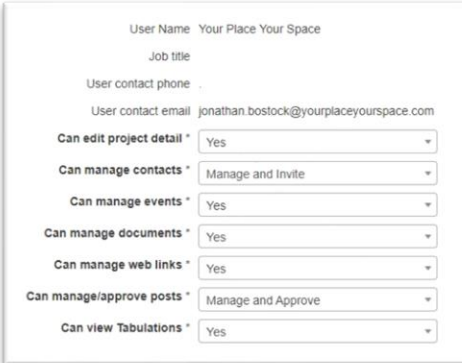
Step 7: Workshops and user training (week 3-4)
Help guides and videos covering the workspace environment and the applications available are all available to any user irrespective of their access rights. Any test data added during the workshops / training sessions will be removed.

Step 8: Past, current and proposed engagements that are to appear for public view will now be finalised in the community workspace set up for Haringey (week 3-4)

With data and content now copied into the workspace set up for Haringey, we will agree those projects which Haringey wish to show as viewable by the public on going live.

Step 9: Users, both within the council and across partners will be invited to join projects (week 4)

Administrators or project leads will now invite contributors to join engagements so they can enter chatrooms should they wish, add content and links and (if given access rights) create surveys, run conversations or analyse results.

User Name	Your Place Your Space
Job title	
User contact phone	.
User contact email	jonathan.bostock@yourplaceyourspace.com
Can edit project detail *	Yes
Can manage contacts *	Manage and Invite
Can manage events *	Yes
Can manage documents *	Yes
Can manage web links *	Yes
Can manage/approve posts *	Manage and Approve
Can view Tabulations *	Yes

Phase 3: Go live and monitor

Step 10: Full support set up and agreed

We are now ready to go fully live.

If any members of staff requires support and guidance then YPYS support team will be on hand to ensure they continue to get the very best out of the platform. The support team will also be on hand to make any minor adjustments to the styling or application on the client site to ensure it fully meets the client's needs.

The total time required for implementation is 4 weeks.

Summary

Here is a summary of the implementation programme covered in detail above

START

Phase 1:
Select the public facing style, agree users across the council and populate workspace
Steps are as follows:
Step 1: Select the right style for the council.
Step 2: Set up the Haringey community engagement workspace.
Step 3: Data migration.
Step 4: Connect users and administrators to the engagement workspace.

|			
	Step 5: Decide about the panel, links to My Account and use of newsletters. <u>Phase 2:</u> Full test of the functionality of the platform and contributors (now registered) invited into projects plus training. <u>Steps are as follows:</u> Step 6: Labelling, meta data and user acceptance testing Step 7: Workshops and user training Step 8: Past, current and proposed engagements for public view will now be agreed. Step 9: Users, both within the council and across partners, will be invited to join projects. <u>Phase 3:</u> Go live and monitor. Step 10: Full support set up and agreed.		
2	**<u>Reporting (Maximum 1,500 words)</u>** Please describe in detail the reporting capability of your solution to include but not limited to: • Aggregating data across different projects and identification of trends • Segmenting of responses by a range of demographic characteristics • User activity • Report displays including the use of any dashboards • If the product allow access to any and all system data, within a single underlying data model, for external reporting e.g., in Power BI.	15%	
2R	**<u>Supplier Response</u>** A full suite of analysis and reporting tools and applications will be available to Haringey within a community workspace set up for the council and other partners. 		

Depending on access rights any number of users from within or outside the council can be invited into this space to share and work on 100s and 1000s of projects.

The analysis and reporting tools are all available within workspace. Using the data analysis tool, users can look at the results at any time during the period of the engagement. Should it be necessary to address mismatches in the profile of those responding or the location of those responding, this can be achieved with focused activity to drive better response rates at particular groups.
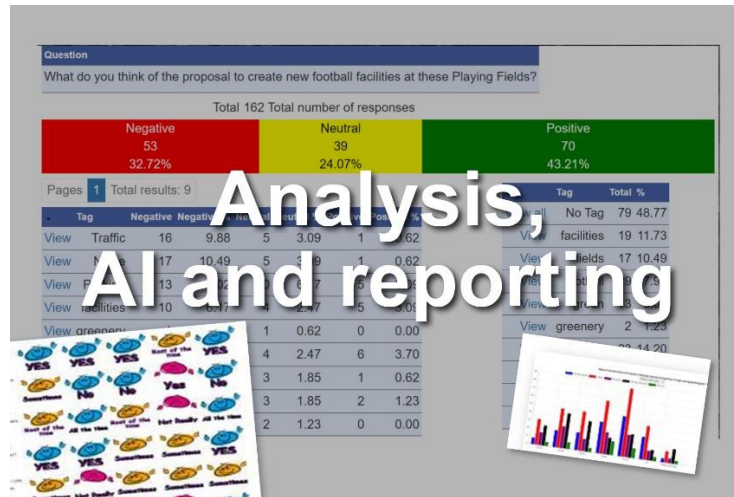
Tagging, sentiment analysis and AI

AI is playing an increasingly important role in the collection, management and analysis of data, quantitative and qualitative. Your Place Your Space can show how the use of AI and sentiment analysis and there use in dashboards has been employed to advance an understanding of feelings and trends in opinion.
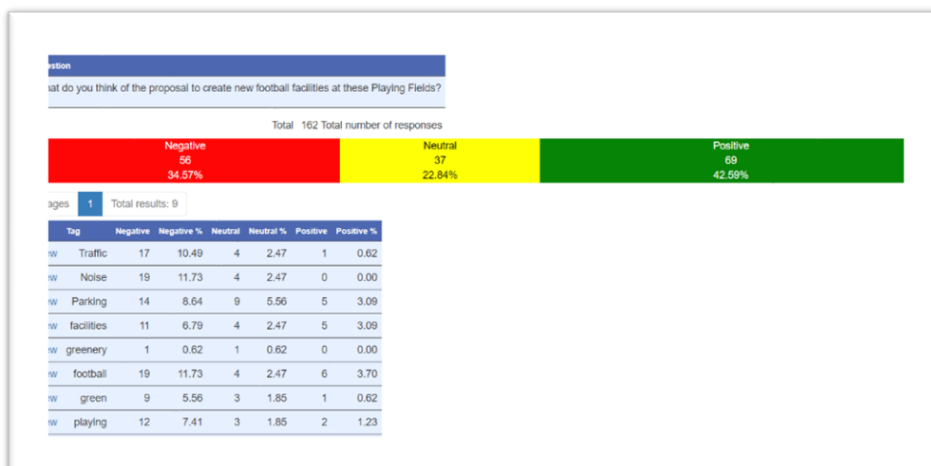
Aggregating data across different projects and identification of trends

Cloning of questions and surveys is very much part of the Your Place Your Space offer enabling year on year trends to be analysed across all forms of surveys and data.

Themed question and survey banks also facilitate the comparison of results across different local authorities.

Segmenting of responses by a range of demographic characteristics

Segmentation and the comparison of results across any number of demographic profiles can be undertaken on anonymous surveys and conversations as well as those run with registered members of the community.

The registration questions are completely customisable and over a time, a representative panel can be built reflecting the population of Haringey.

This will facilitate the creation of statistically sound panels representative of the local population by location, age, ethnic group, etc. Registration demographic data can be combined with questionnaire data completed by a panellist so the questions do not have be asked again.

The analysis module is an application designed to open up the detailed information within a dataset and it can be made available to all users, without the need for skills or experience of research or data analysis.

These sub panels can then be targeted for relevant engagement activity by placing projects on the logged in space for that particular group.

An email containing links to the engagement or project will inform that particular group of an engagement or a project in which they can take part.

Representation of under-represented groups (sometimes referred to as "hard to reach" and the use of anonomised engagement

No group within a community should be "hard to reach" and Your Place Your Space will discuss with the client the various ways in which we have approached this problem.

Common amongst those that local authorities have found hard to reach are young people and ethnic minority groups where English may not necessary be their first language.

Note: Panel or single registration – which way!

The decision over whether to run a panel that forces people to register before they are able to take part in an engagement or project is a big decision.

Newsletters with greater reach and links to My Account registered users overcomes the problem a member of the community has in having to register more than once to connect with the council.

You can do both and we will discuss this with you.

Community Passport for under-represented groups

This is where our Community Passport offer developed with key stakeholders and partners can provide a real solution. It is something we are advancing as a major development with many clients such as Wrexham Council which has a large concentration of people of an eastern European background.

In essence, with strong links established with organisations representing community members of a certain profile, we can create a Community Passport for the organisation so that they can access projects and engagements within the workspace and convert engagements into the first language of the groups they represent.

This is also a particularly useful method of engaging with young people and has been employed by schools and by children's services as a way of gathering views from young people anonymously and in a style that is engaging.
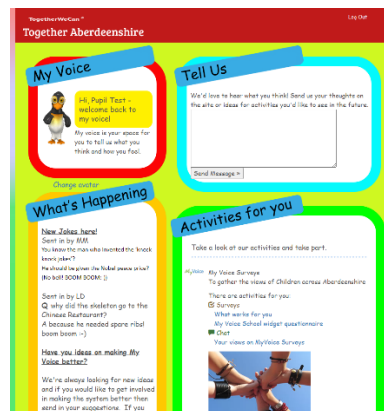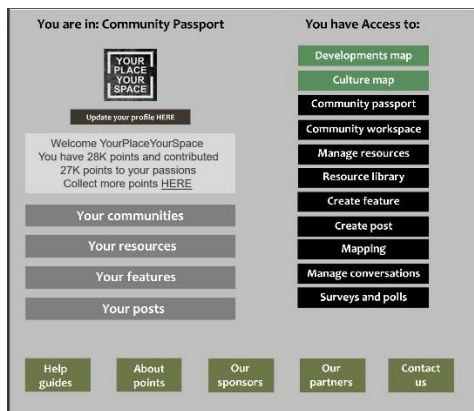
Report displays including the use of dashboards.

A range of dashboards are available and can be used in a number of ways.

Workspace dashboards

Workspace is an access rights environment and projects and engagements carried out can be themed (e.g. housing, childrens services, health & wellbeing, etc) for ease of searching.

A user invited into workspace will only be able to access those projects and engagements which they have been invited into or those you have created. Site administrators will see all the projects on the system.

With workspace you can instantly see those engagements that are live and completed.

Project dashboards

This enables you to assess the stage at projects you are responsible for or have an interest in have reached in their life cycle and monitor how those are running in terms of hitting quotas.

Here is an individual project opened that tracks progress.
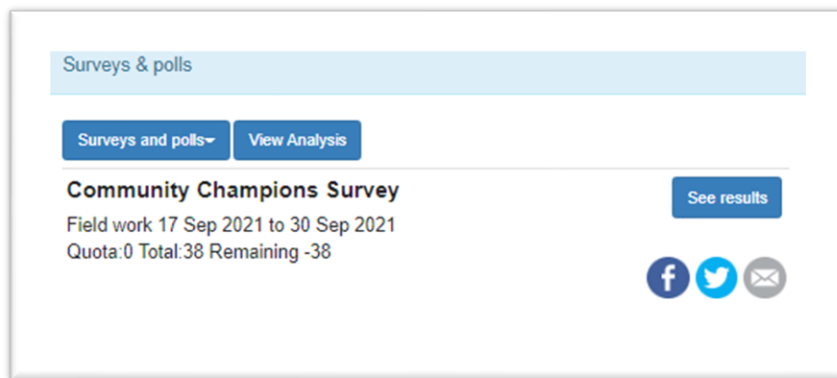
Survey progress dashboards

This is completely optional, but you can set up quotas or targets for your survey or engagement so that you can see how things are progressing.

You can also create quotas using information in the survey and monitor progress based on location, gender, age or any quantitative question you have asked in the survey.
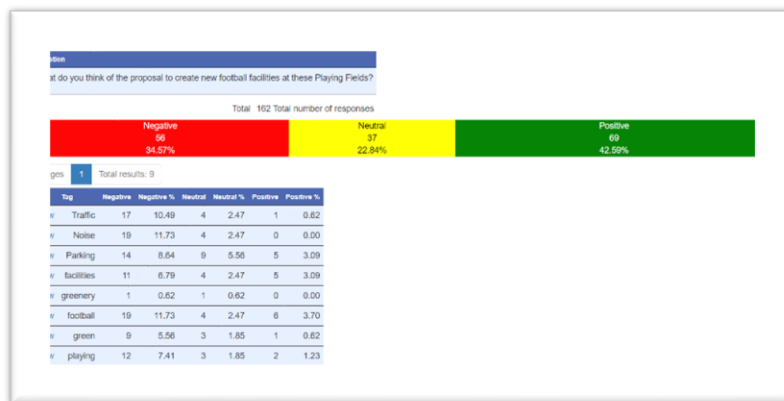
Questionnaire	Question	Category	Quota	Total	Remaining	% Achieved	Progress
atient Engagement - Your View	Type of organisation	CCG	10	13	-3	130	
atient Engagement - Your View	Type of organisation	Health & Wellbeing Board	10	1	9	10	
atient Engagement - Your View	Type of organisation	Link/HealthWatch	10	0	10	0	
atient Engagement - Your View	Type of organisation	Local Authority	10	0	10	0	
atient Engagement - Your View	Type of organisation	Third/Voluntary Sector	10	3	7	30	
atient Engagement - Your View	Type of organisation	CSS/PCT	10	5	5	50	
atient Engagement - Your View	Type of organisation	Other	10	8	2	80	

By tracking progress by location, type of organisation or by any demographic, you can monitor the representation of certain groups and re-run where response rates are low.

Tagging and Sentiment analysis dashboard

Qualitative questions can have either tagging and / or sentiment analysis applied depending on the type of question. Early indication to whether the responses are negative, neutral or positive can clearly be seen.

You can also see this information on any tags created.

For further information on the use of tagging, sentiment analysis and AI see our video HERE.

At any stage of the data collection phase the system allows you to search the responses to create further tags for analysis

User activity (restricted to an analysis of registered users)

Where the organisation runs a panel for registered users, user activity can be evaluated across all registered users.

Our panel data management tool allows you to monitor user activity and analyse this by location or demographics.

Using this tool, you can breakdown user activity based on user login.
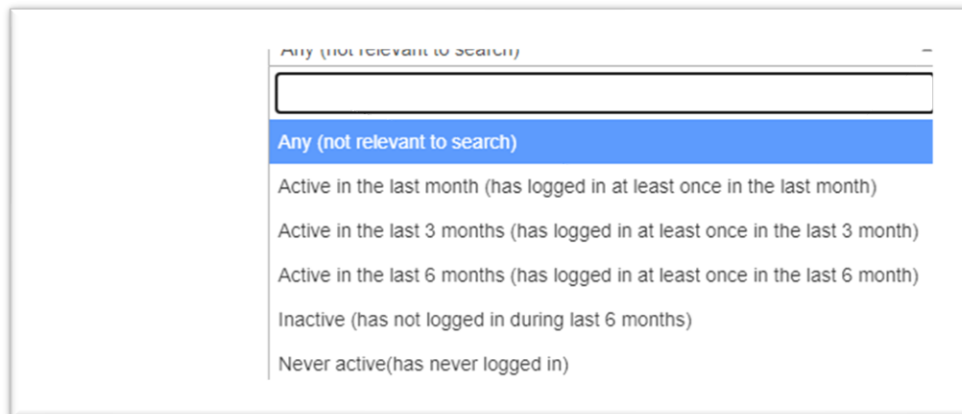
From here you can create sub panels for further engagement or send out email communication to panellists who have not used the platform for a while.

Gamification and Points for Community – recognise those who get involved.

This major development from Your Place Your Space recognises the contribution and involvement of community and adds fun to engagement.

We would be delighted to explain more about this form of community currency that can be developed for use across the Haringey community.

Access to any and all system data, within a single underlying data model, for external reporting e.g., in Power BI

Data such as survey data can be exported to Microsoft Excel format, which can be read by Excel and Power BI. Alternatively, data can be exported in Triple-s, which can be imported into SPSS, and CSV format. If other recognised formats are required, we will provide them under the terms of the Service Level Agreement.

Mapping functionality and mapping data

The offer from Your Place your Space contains a full mapping application that can be used for surveys or for use for shaping places with community given access to the tool to be involved in mapping their places for Pride of Place.

There are two types of maps you can create:

Maps that are pre-plotted and maps where viewers/users can add a point onto the map. See our feature on mapping HERE.
We also have two videos on mapping that you may wish to take a look at.

	Immersive experiences		
	Immersive experiences using 3D images, AR and VR tools are being added to the full mix of Pride of Place applications available in our Community Workspace.		
	Anything created by community, with community and for community is available for shared use in the Community Workspace.		
3	**Support and Continuous Improvement (Maximum 750 words)**	5%	
	Please set out the product roadmap highlighting any key innovations that support continuous improvement and outline the Authority's involvement in that process during the term of this contract.		
3R	**Supplier Response**		
	Our product roadmap is flexible and is reviewed every 6 months.		
	Client input:		
	We run webinars and workshops with clients to discuss and review the product developments and proposed changes.		
	Clients can also specify developments and changes that they would specifically like to see.		
	These can be developed solely for the one client or shared as a development across all clients. Individual clients may have a particular priority that can be addressed so that effective engagement can achieved within a specific locality or with a particular group. For example, for our clients in Wales, the product is fully developed so that people can run engagements in Welsh and English.		

This has now become a development with particular stakeholder groups where we are advancing this tech to allow engagements to be run in multiple languages and moderators given the tech to swap between languages.

Stakeholder and community input

It is also important for community (users/viewers/contributors) to be engaged and involved in the developments we propose.

This engagement can be run via Community Passport with regular conversations, webinars and engagements taking place with members of the community to assess their opinions on a development.

No better example of this than with our development of gamification as a form of community currency that recognises the ongoing contribution of community in engagements and projects run by their council.

Gamification as part of Community Passport

Individual financial rewards for connecting with the council and completing engagements is not recommended.

However, many councils suffer from retention of an engaged community, due to a lack of interest or a failure by the council to follow up.

Gamification adds fun to the relationship and is a great way to develop Pride of Place and connect people where there are Shared Values.

Stakeholders, representative of community, have been (and continue to be) heavily involved in this development.

Pre-development conversation

Our clients have a major say in prioritising developments and can direct the changes required.

Software roll-out

Changes to (or additions to) the software once developed is fully tested prior to being rolled out.

Developments that have been agreed with clients and well in progress come under three areas:
   (1) General linked to supporting social value and economic impact

   (2) Advanced tech including AI, mapping and VR/AR

   (3) Workspace, survey and discussion tools

(1)
General developments in our roadmap (within the period of the Haringey license)

Community Passport 2.1. with gamification for Pride of Place
Further advances in a currency that can recognise the contribution of individual members of the public whilst rewarding the collective community.
The is a development shared across local government and is part of our Shared Values Pride of Place initiative. We would be delighted to share more with you.

Co-production workspace for Shared Values
Community recognition and recognition for stakeholders and partners working with the council on co-production has proved to be of huge value in the development of Community Workspace in growing social value.
We have many developments that are well advanced and a roll out of Shared Value

Budget consultation and engagement
The aim here is to increase both the number of people participating and the representation across community.

15

Engaging commu8nity has its challenges. Many tools rather than engage actually confuse. By using advanced methods of engaging community, we are looking at simplifying the process and the use of sliders linked to service maps is currently being tested as a better alternative to what is currently available.

Advances in use of flexible and adaptable widgets

We are always refining our use of widgets and their value when personalising the engagement to ensure consistency with the council branding. This work is ongoing,

Digital neighbourhoods and digital inclusion

This is a particular focus of our work and we can show practical examples of this with our engagement of communities in deprived areas of Birmingham.

Individually branded engagement spaces can be created for neighbourhoods with members of the community via stakeholders trained in the use of digital to grow Pride of Place, create maps of their area, run projects and create trails.

Here are examples of digital content created by community for community as part of a digital skills roll-out to grow Pride of Place (bottom up), neighbourhood into the region.
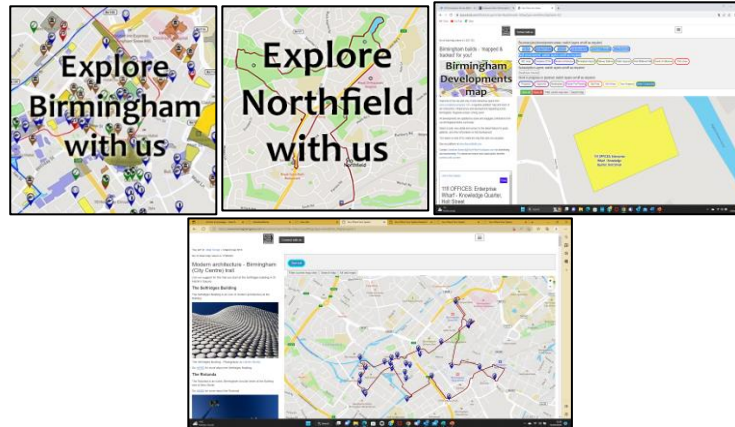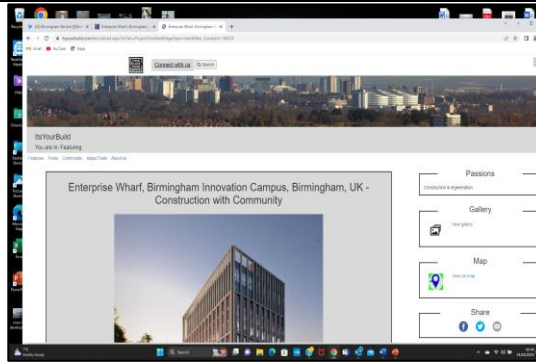
We would more than happy to give you a full tour of this technology and how it is being rolled out via stakeholders.

(2)
Advanced tech including AI, VR, AR and Mapping

AI*, VR and AR*

Developments in the use of this technology covers many areas, both the method of engaging community and analysis and the ways community can be involved.

Your Place Your Space has established a number of partnerships to further the applications that can be developed in workspace with a focus on making this tech available to community via stakeholders.

Mapping

We have a large number of ongoing developments that advance the use of interactive maps, all with a major focus on ease of access.

Again, we are happy to cover this off in detail, but many of these are covered at our feature on Interactive Mapping. See HERE.

	(3) **Workspace, survey and discussion tools**	
	Cloning of projects and its components Allow previous projects to be cloned with the ability to select the contacts, documents, surveys, events, etc., to be copied with the project. This would also copy any associated translations (relevant for our Welsh clients) **Cloning of specific sections of questionnaires** Allow a survey creator the ability to clone a section of a questionnaire. When creating a questionnaire select by default 'template' survey sections to be imported into a new questionnaire. Allow the ability for template survey to be changed to any previous questionnaire and display the sections for selection. This would allow a previous questionnaire to be cloned and additional sections added either from the template survey or any previous survey. This would also copy any associated translations. **New question types in questionnaire builder** Create new forms of questions such as dropdown list for single and multi-choice questions. Drag and drop options for responses. List ordering questions with drag and drop option. **Separate budget function from standard questionnaire builder** Allow a special question to be constructed keeping track of balancing figures for use in budget like options with chart breakdown of selected amounts in each category. **Open questionnaire within an article or consultation listing** For simple questionnaires with no jumps of a small number of questions an option to show the questionnaire open instead of a 'take part' link.	
4	**Social Value (Maximum 1,000 words)** Please describe your organisation's approach to social value and how that would be implemented during the life of this contract to benefit Haringey's residents, business and VCSFE stakeholders? *Note: The definition of Social Value means the commitment to improving the economic, social and environmental well-being of the local area and to supporting employment and skills.* Bidders should note they will be contractually bound to use all reasonable endeavours to deliver these commitments.	10%
4R	**Supplier Response**	

Delivery of social value
The delivery of social value is of major importance to any local authority.
However, given the economic and social challenges faced by Haringey, anything that can be provided to drive social value is hugely important.
As can be seen at www.CommunityPassport.com, Your Place Your Space with its Community Workspace is the ideal digital space to bring community and business together to deliver even greater social value.

SocialValues.community launching soon.
Our initiative "Shared Values", launching in September 2023, recognises the problem (support by research) of community and even business understanding the term Social Value. Whilst the delivery of Social Value is vitally important, our initiative widens the definition from a focus on Social Value as a compliance with the Social Value Act to a broader focus on values that are shared by community and business and the longer-term relationships that can be built and longer term benefits that can be derived.

Community assets mapping and growing the VCSFE sector.
Our Community Assets mapping and our focus on growing the Social Economy are all examples of how our platform can be used to support the growth of the VCSFE sector.
The mapping of culture is another example of how we will show Haringey just how the platform will give community access via Community Passport to the digital tools needed to map and showcase the amazing culture and diversity of Haringey.
Community Workspace is as much a space for co-design and co-production as it is for creating and running engagements and consultations.

With attention to Shared Values and Pride of Place attract more from the Shared Prosperity Fund
One of the most important roles of Workspace is to actively engage community and business in Shared Values and Pride of Place.

Shared Values completely aligns with the Haringey's Corporate Delivery Plans up till April 2024.

Haringey Delivery Plans in some key areas

Using the collaborative community workspace, we will work with Haringey Council to ensure community are engaged and involved in shared values across all of these priority areas.

The rewards are huge
The rewards for those that are successful in not just engaging community but involving community in shared values and Pride of Place are huge, as demonstrated by the £2,6 billion put aside by the Government in the Shared Prosperity Fund.
Below in this section, we have listed specifically how, with our deployed platform, we will deliver social value and social impact, together with Haringey Council, for its community.
Improving the integration of community is a major wellbeing objective and outcome of any community engagement platform designed and implemented for our local government clients.

Social value overseeing responsibility.
The delivery of social value is embedded into all the work carried out by Your Place Your Space and the managing director at YPYS is responsible for overseeing the delivery of social value.

Jonathan.bostock@yourplaceyourspace.com

Looking specifically at the platform we will create for Haringey, we will add social value within community in the following ways:

(1) Social value generated from community collaborations
We will open up co-design and co-production opportunities through the provision of a Community Workspace so that the Council can work collaboratively with multiple community groups and build even greater partnerships within community.

We will open up new innovative ways of engaging with different parts of the community (including young people within schools and colleges) and the platform

we build will help bring communities together to inform decisions, strategy and projects and will create a positive legacy for future generations.

Local stakeholders will be provided with a more accessible digital space so they can be actively involved in the making and shaping of Hounslow, the design of local services, and the vision of a cleaner and greener environment.

(2) Social value from genuine, productive and long-lasting relationships
As a result of people being given a greater say over the future of their place (Hounslow) and by the fact that they are engaged in a genuine and productive way, mutually beneficial relationships with many people involved in decisions will reap considerable returns in terms of social value.

(3) Social value from the engagement and involvement of people in developing digital skills
We can show, through many examples, how people (including adult learners and young people on work experience programmes) have been involved in producing digital content.

Here are just a few of the projects run via platforms that have been managed by people who have been given access to community workspace.

In this example:

Conversations with people across community were filmed by people on a council's adult education programme as part of a project that engaged artists and creatives in placemaking.

Creative conversations (twitter links)
[Mohammed Ali](#)
[Jasmine Gardosi](#)
[Casey Bailey](#)

In this example:

Young people as part of work experience have created trails within their neighbourhoods that engage the community in the history, heritage and green open space opportunities available locally.

[Northfield trail tour](#)
[Nechells trail tour](#)

The skills developed by local people who have been given access to workspace have been taken forward and enhanced their career and job opportunities.

(4) Social value through recognition
The recognition through gamification and passion points (or equivalent branding) demonstrates the positive action being taken to building lasting relationships with community groups.

This will lead to greater community integration and cohesion and greater social impact.

(5) Help with facing mental health challenges
It has been shown that by engaging people in engaging with the platform with content they can personally collect and take pride in is a massive support to mental health.

As one community contributor commented recently "this has become my medicine for my mental health".

(6) Physical wellbeing
The outputs of engaging and involving community in all things place-related and more than simply answering surveys and entering discussions can directly contribute to positive wellbeing.

Given greater awareness of their place, through engagements that use and develop interactive user-friendly maps, people will be more likely to go and experience what is available.

There are many other social value benefits we can discuss with the Council.

Note: The above word count excludes images.