

## About Your Place Your Space

YPYS is a company that has spun out of a social research agency BMG Research, set up by YPYS's CEO Jonathan Bostock. The collection of insight and the gathering of evidence and intelligence to support services and programmes is something with which the team at YPYS has considerable experience and knowledge.

## Fundamentals we aim to deliver

Accessibility and the ability of the platform to deliver quality engagement with residents that is representative of Cambridge as a city are fundamental to the solution we propose for Cambridge City Council.

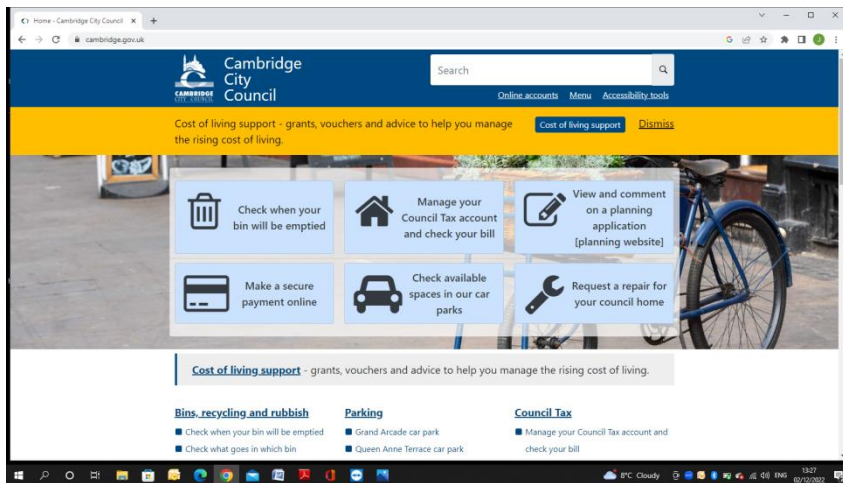
A unique element of the YPYS offer is its work with key stakeholders and partners to ensure the reach of engagement has the support of those with influence in and across the city. For example, we will discuss our links with Cambridge University and its students who can play a vital role in providing content considered vital for engaging residents. Note: If considered beneficial, people passionate about Cambridge can be given access to share content. [www.digitalandus.com](http://www.digitalandus.com) explains more about this work. Our website at [www.yourplaceyourspace.com](http://www.yourplaceyourspace.com) explains more about us as a company.

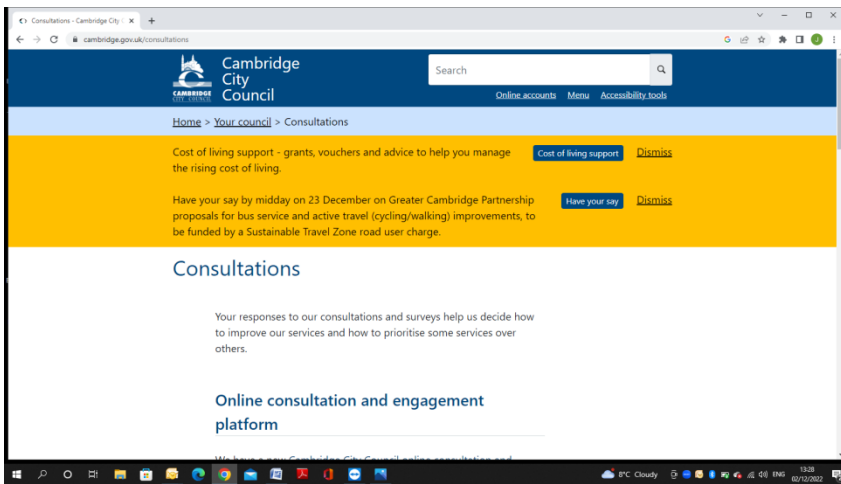
## Fundamental questions re: styling and branding and registration

First the question of styling:

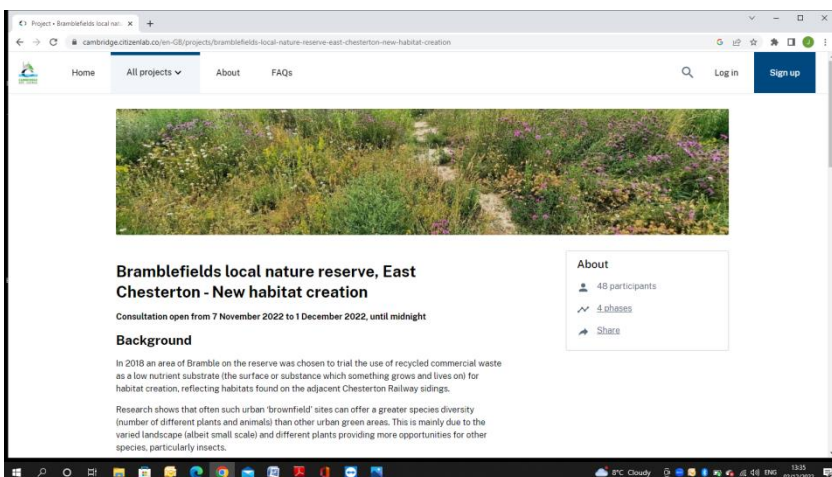
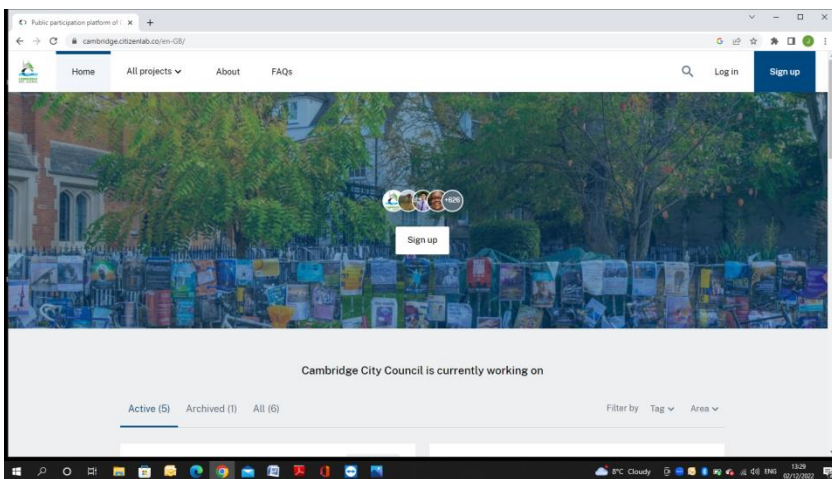
Currently we note that the style and branding of links and pages related to engagements and consultations run by Cambridge City Council is not consistent with the style and branding adopted by the Council on its main website.

This is the style (including colours and branding) adopted on the website.





This is the style on the engagement and consultation pages.



The use of different styles can confuse and concern a resident.

In the tender it states “The platform can be styled to fit the council’s brand” so it appears that the Council are looking at a style that is more integrated and consistent with the style of their website. This, we would tend to agree with, although as explained in our video on styling, we can accommodate either approach.

Second, in respect of a no option registration:

Taking a resident down the route of having to register to enter every consultation and engagement will most definitely influence response rates and representation as many will not wish to have to register.

Again, we are happy to adopt this approach but would be delighted to discuss with you the option of having some engagements running as anonymised and others via a panel of registered residents.

## **No limits to the YPYS system**

The YPYS platform is **fully web browser based**. All consultation and engagement activity can be recorded, managed and shared in one place.

There are **no limits on the number of users, administrators or project leads** able to use the system within an organisation. There are **no limits to the number of projects or engagements** created.

## **Ensuring efficiencies such as time-scales and response rates are met**

Using the Scheduler's calendar or timeline view, administrators can quickly review the progress of engagements. You can avoid duplication, save time and expense by sharing and re-using resources. You can see quickly and easily any overlaps of geographic coverage, audience and time.

## **Installation**

Within your time-table specified in section 2, YPYS will set up and fully configure the system, train administrators and provide full guides (including videos) to ensure users gain maximum value from the platform.

Stage 1: Design the pages and train administrators

<b>What we ask from you</b>	<b>What we will do</b>
Participate in idea generation.	Storyboard site concepts.
Confirm and agree look and feel.	Build the platform and style pages.
Identify key administrators.	Provide sample metadata.
Determine levels of access you want to give users.	Set up user access profiles.
Provide past and current consultations to populate platform (if required).	Data Load to populate platform.
Attend training (in person or online).	Full administrator training on use of platform.
Determine panel requirements, registration requirements and profile questions.	Build interface between registration processes.

Determine levels of user access (e.g. who designs, vets, authorises, administers mailings.  Agree and publish procedures for administrators.	Support for administrators.
Build registration questionnaire	Ongoing support and full test for accessibility and usage.
Test and implement registration procedure.	
Test and confirm levels of user access.	

Our Service Level Agreement gives you full cover for support and maintenance of the software, free upgrades, and help desk support for your administrators for up to 28 hours per annum. This can be increased on request.

The YPYS helpdesk can be contacted from 9am to 5pm Monday to Friday excluding bank holidays, by telephone or email.

## The styling of public facing pages

Unlike other providers, we offer a flexible styling and branding to suit each particular client.

YPYS can match the Cambridge City Council website design to ensure the user experience is consistent with branding and styling retained throughout the visit.

Alternatively, we can offer a style agreed with any Cambridge City Council partners.

We have prepared a video [HERE](#) that explains the options and flexibility available.




Could we also direct you to our latest design and build [HERE](#) at Denbighshire. We select this from many clients due to the embedded styling and accessibility measures employed.

## At the heart of the YPYS platform is a Community Workspace

This is the 'engine room' of the platform where all work is carried out prior to, during and following any engagement project.

An unlimited (easily searchable) list of all your engagements will be available in this collaborative space. Access rights can be given to an unlimited number of people (including partners outside the Council and even members of the public) to share and contribute content.


  
 Cymraeg | English






[My Workspace](#) | [Y Panel](#) | [Project Bank](#) | [Resource Library](#) | [Events](#) | [Calendar](#) | [Discussions](#) | [Site Admin](#) | [Log Out](#)

You are in: My Workspace > Projects search

Search:  Status: Live


[Setup a new project](#) | [Manage the Library](#) | [Manage Public Events](#) | [Approve Questionnaires](#) | [Authorise projects](#) | [Copy project](#) | [Manage Panel](#)

Pages: 1 Total results: 5

	Title	Organisation	Topic	
	Redevelopment proposals for Maes Emlyn, Y Rhyl	Denbighshire County Council		<a href="#">View</a>
	Application to become a licensed wedding venue: Pentre Mawr Country House, Llandymog	Denbighshire County Council	Births, marriages and deaths	<a href="#">View</a>
	Cost of Living Roadshows	Business Improvement and Modernisation		<a href="#">View</a>
	How is the Council doing: 2022	Business Improvement and Modernisation	Health and social care , Housing, Leisure, Strategies, plans and policies , Environment, Climate and Ecological Change	<a href="#">View</a>
	Internal Audit Post Audit Questionnaire	Denbighshire County Council		<a href="#">View</a>

Pages: 1 Total results: 5

Here is a project when opened up.


  
 Cymraeg | English

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You are in: My Workspace > Projects search > ProjectHome item

How is the Council doing: 2022

**Hello. Please tell us how you think the Council is doing?**

Every year, we need to monitor and assess our performance as a Council - and we want your help in telling us how you think we're doing.

We are required to do this as part of the Local Government and Elections Act (Wales) 2021, and it also helps us to ensure that we are on track with delivering projects and objectives under our corporate themes.

For 2022-2027 these themes are:

- A Denbighshire of quality housing that meets people's needs
- A prosperous Denbighshire
- A healthier and happier, caring Denbighshire
- A learning and growing Denbighshire
- better connected Denbighshire
- A greener Denbighshire
- A fairer, more equal Denbighshire
- A Denbighshire of vibrant culture and thriving Welsh language
- A well-run, high performing Council

[View Project Detail](#) | [Edit Project Detail](#) | [Manage events](#) | [Manage resources](#)

Contacts

[Manage Contacts](#)

Jo :  
Customers, Communications and Marketing  
01824

Shannon  
Business Improvement and Modernisation  
01824

Heidi  
Business Improvement and Modernisation  
01824

Project chat

[Start New Topic Chat](#)

**General conversation**  
General comments not related to specific topics  
There are 7 responses on this topic with 4 comments. [View chat](#)

[Start New Chat](#)

Surveys & polls

[Surveys and polls](#) | [View Analysis](#)

**AR GAU - Sut mae'r Cyngor yn ei gael arni: Arolwg 2022** [See results](#)

Field work 07 Nov 2022 to 12 Nov 2022  
Quota 0 Total: 42 Remaining -42

**Arolwg 2022: Sut mae'r Cyngor yn ei gael arni?** [See results](#)

Field work 07 Nov 2022 to 27 Feb 2023

This area will be the host space for all engagements run by the Council.



Note: Should it be required, resource from all previous engagements carried out by the Council (including support documents, questionnaires, events, discussions, videos, images, contacts, analysis) can be transferred over into the new workspace we will set up for you.

The Workspace module provides the tools and functionality for complete self-administration of content in all other modules of the system, enabling the client to manage the system themselves.

Workspace users with the appropriate authorisation can create or amend consultations, design and publish online surveys, run e-forums, administer online, interactive consultation documents, capture and analyse data, produce reports and publish results on the internet and intranet.

Workspace users can also create and moderate their own discussion and focus groups.

New projects can be added by a central team or by service departments throughout the organisation. These may be published directly or approved by central administrators who are alerted by email to approve them before publication.

A summary of consultations and engagements can be presented in list, calendar and timeline format, with appropriate filters added (e.g. for type of consultation (organisation, transport, planning, environment, etc) and the ability to drill down to more detailed information.

There is no limit on the number of projects run or the number of users given access. There is no additional costs relating to quantity of surveys, discussion forums or focus groups run or for giving partners access to the platform.

You can easily produce RSS feeds for projects running and these can be embedded into any website.

## The YPYS survey tool

The YPYS survey offer goes beyond the normal boundaries of providing an online survey, which it can do.

For example, for planning, transport and place-making, a survey using the YPYS tool can be linked to interactive mapping. See video [HERE](#).



A comprehensive Questionnaire Builder provides non-research experts with the functionality to build questionnaires for on-line or traditional deployment using approved questions in the Questions Database and an easy to follow wizard.

Regular consultations, such as employee surveys and place surveys, can be cloned and amended where necessary, saving hours or even days of effort. Regular standard questions may be added to any survey from templates questionnaires.

The product comes with real time analysis of results from both online surveys and input of off-line surveys as well as comprehensive panel management and communication functionality.

Question types include, multiple choice, single choice, open text questions, numeric, and grid questions. Numeric and single response questions to be displayed as either vertical or horizontal slider.

The question layout is displayed as it is built giving a more intuitive user interface and 'edit text' links to be edited in the page rather than opening up a new window with the text editor.

Rules or 'skips' can be set up to direct a participant to different places in the questionnaire depending on either the response to a previous question or the response to the current question.

## **Straw polls**

Straw polling gives an online polling facility to get a fast-track insight into public opinion on key issue.

## **Survey analysis and data mining**

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.

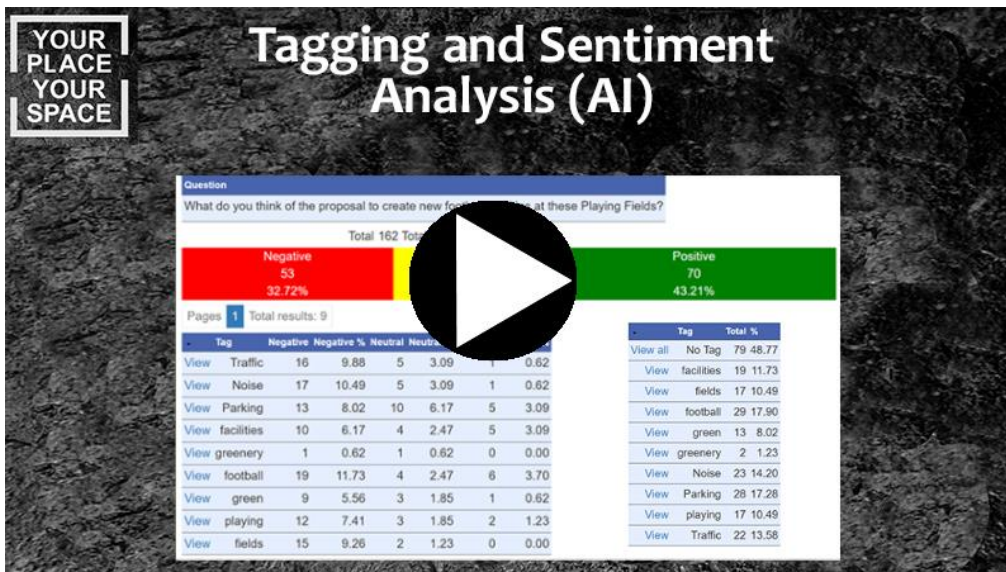
The analysis module uses a simple, intuitive 'point and click' interface so that non-experts can quickly access results. It includes charting & mapping support. It is fully integrated with the survey module, providing survey results in real time.

Survey responses 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.

## **Analysis of open-ended questions using tags and sentiment analysis**

The analysis of qualitative data by use of tagging of keywords and sentiment analysis using artificial intelligence to analyse open response statements can add real value. [HERE](#) in our video, we explain how.





## Discussions and online focus groups

This engagement option inviting residents to comment and enter into a discussion over a topic reflects the qualitative focus group approach, but allows for participation, whenever convenient, to far larger numbers of individuals and over a longer period of time. Straw polls, images, text, sound and video can be used to add stimulus material.

## Optional – Epetition (i.e. facility to run online petitions)

The e-Petition module provides a facility for public members to register to create and support a petition online. Signatures may be collected once approved by the council.

## Creating and managing a resident panel

Panel members can have their own logged in home page. These can be configured to display news, updates, twitter feeds and links to consultations. Consultations can also be aimed at the specific members of the panel particularly where the member has registered an interest in the specific topic area or themed area.

Panel members can be alerted by email to take part in specific surveys, participate in online focus groups and contribute to an online discussion.

Panel members can record and manage their interests. When a public consultation matches the member's interest, the consultation can be displayed in the panel member home page allowing them to take part in any survey or discussion debate on that topic.

The panel registration form is completely customisable. We can collect demographic, geographic and registration details in order to build a representative panel reflecting the population of the Cambridge.

Panel sub groups can be targeted using demographic data collected for relevant engagement activity, by placing projects in their panel page and sending them emails with project links.

Registration demographic data can be combined with questionnaire data completed by a panellist so the questions don't have to be asked again.

