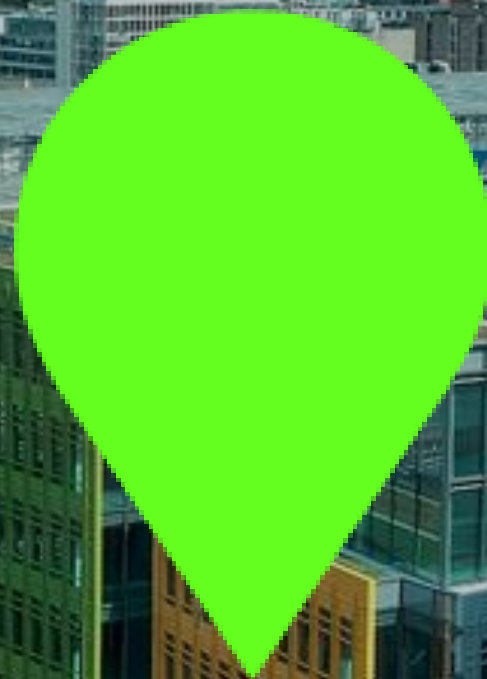


COMMONPLACE

Crowd-sourced insight for better living spaces



Cities are the future, but designed using old models

70% of the world will live in one by 2050

Citizens are hugely resourceful & adaptive

COMMONPLACE harnesses this potential

A crowd of diverse people is gathered at what appears to be a public event or festival. In the background, a large sign reads '21st Anniversary'. The scene is filled with people of various ages and ethnicities, some looking towards the camera and others engaged in conversation. The overall atmosphere is busy and public.

There's a huge opportunity for digital tools to help both developers and communities, because:

- consultation is costly & variable effectiveness
- planning is perceived as opaque
- discussions are happening on social media
- PR & planning disasters can be hugely costly
- communities increasingly feel disenfranchised

Two examples of where consultation struck problems

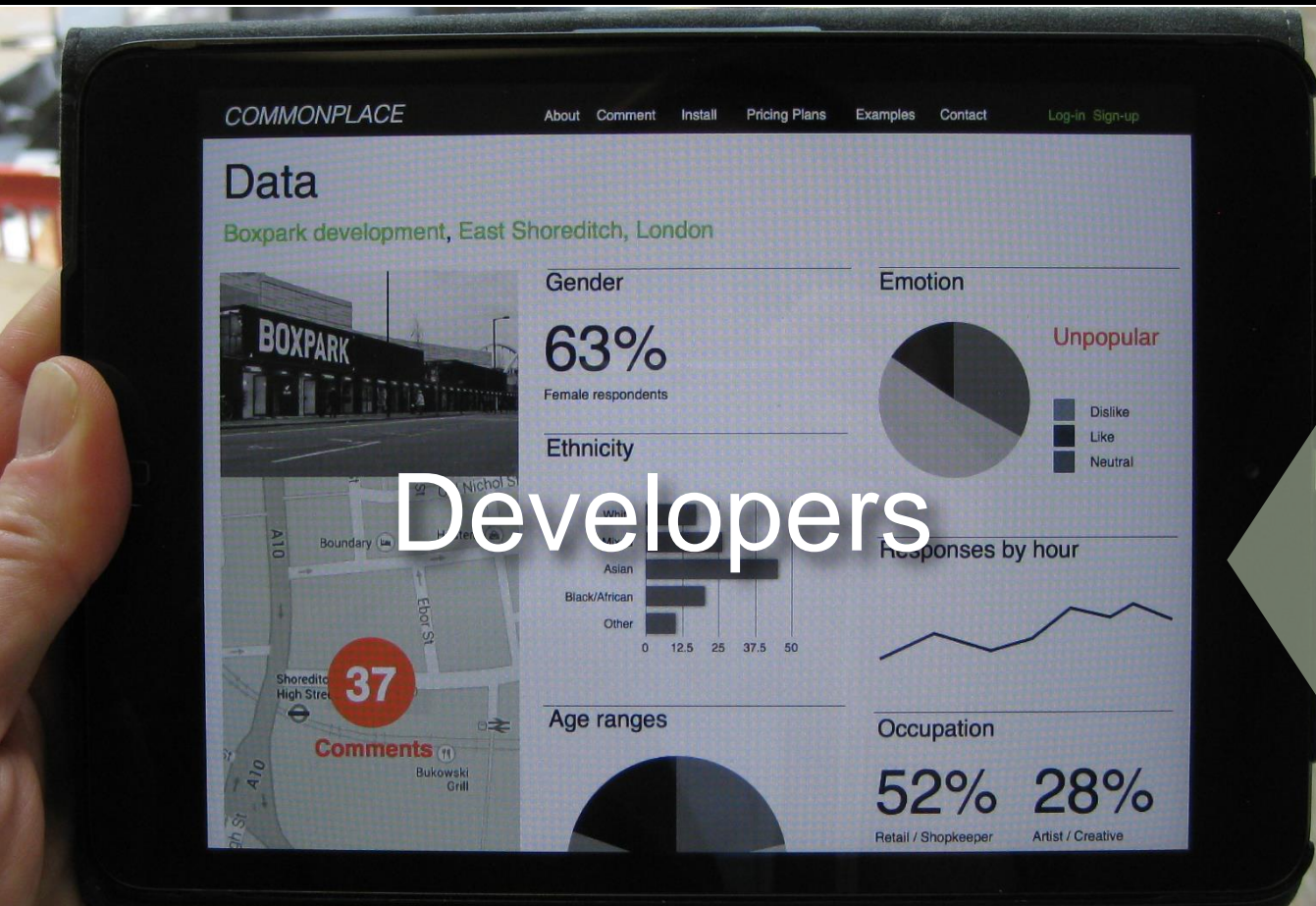
Archway Tower



Camden Lock



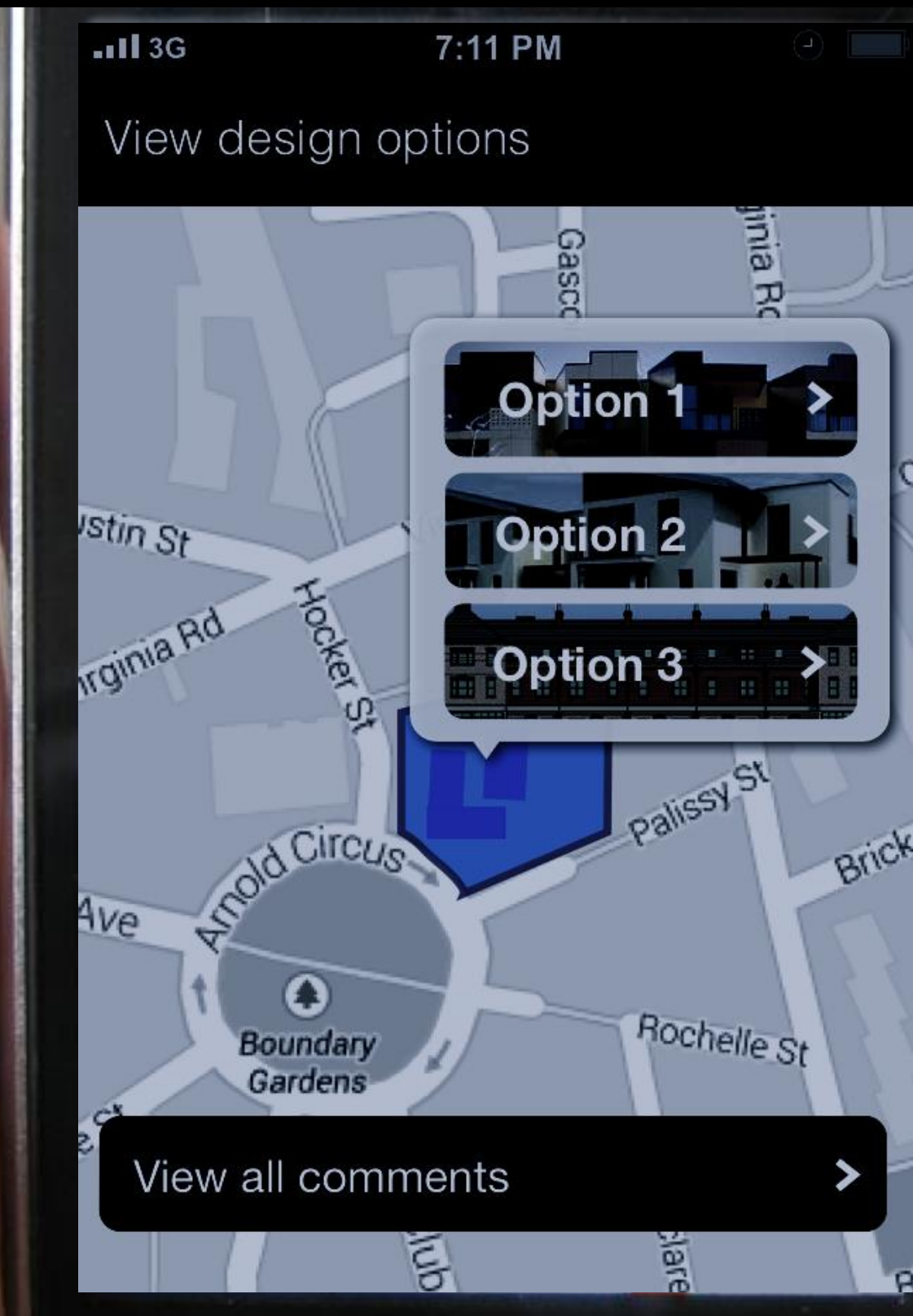
COMMONPLACE is a B2B local insight tool



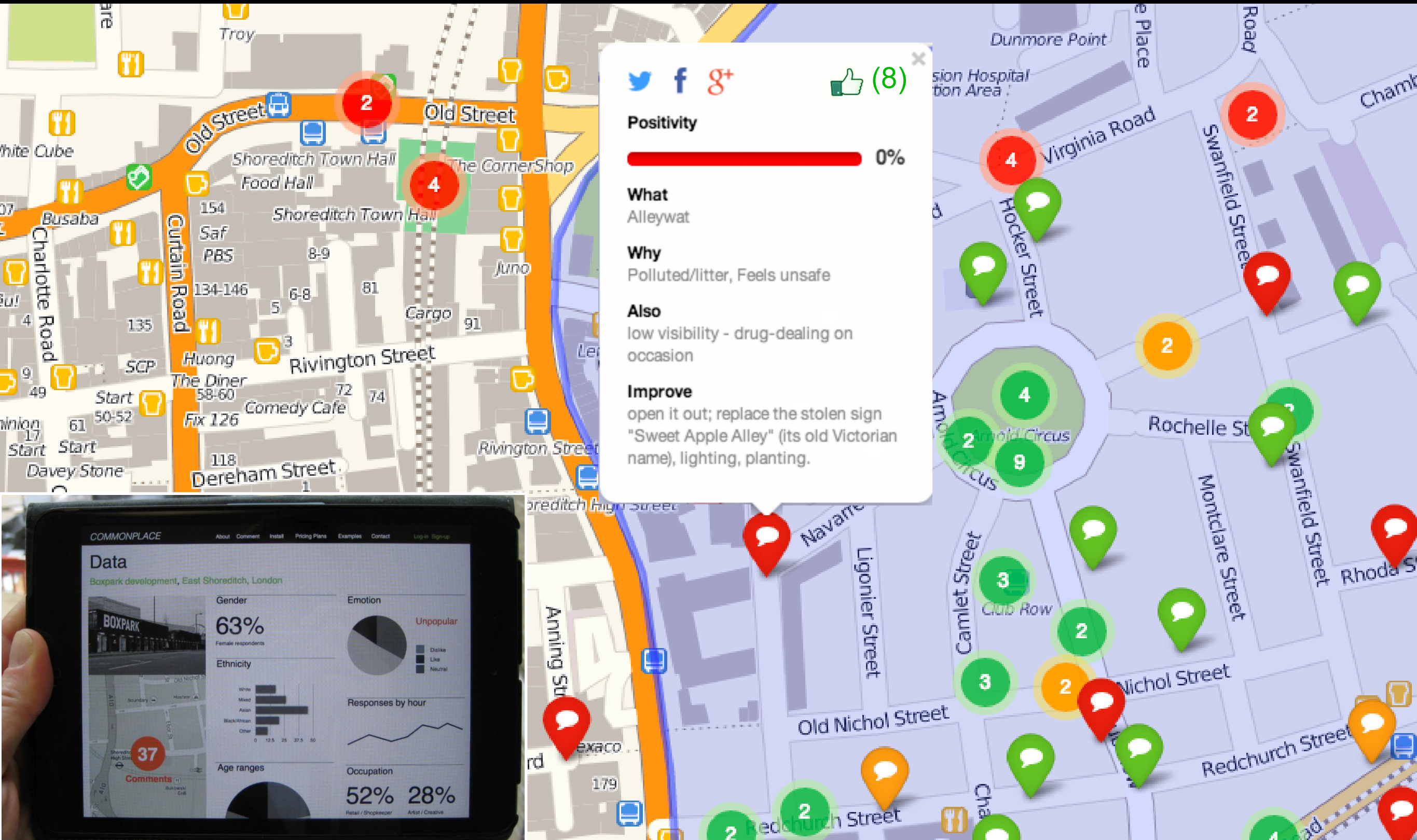
- Data driven insight
- Increased reach & diversity
- Transparent evidence base
- Comms to engage with objections

- Improved voice for needs
- Open and inclusive
- Collaborative & aspirational
- Super-easy interfaces for residents
- Works on any device *

COMMONPLACE is a B2B local insight tool



COMMONPLACE is a B2B local insight tool



Commonplace setup

Establish Commonplace for a site in minutes

COMMONPLACE

[About](#)

[Comment](#)

[Install](#)

[Pricing Plans](#)

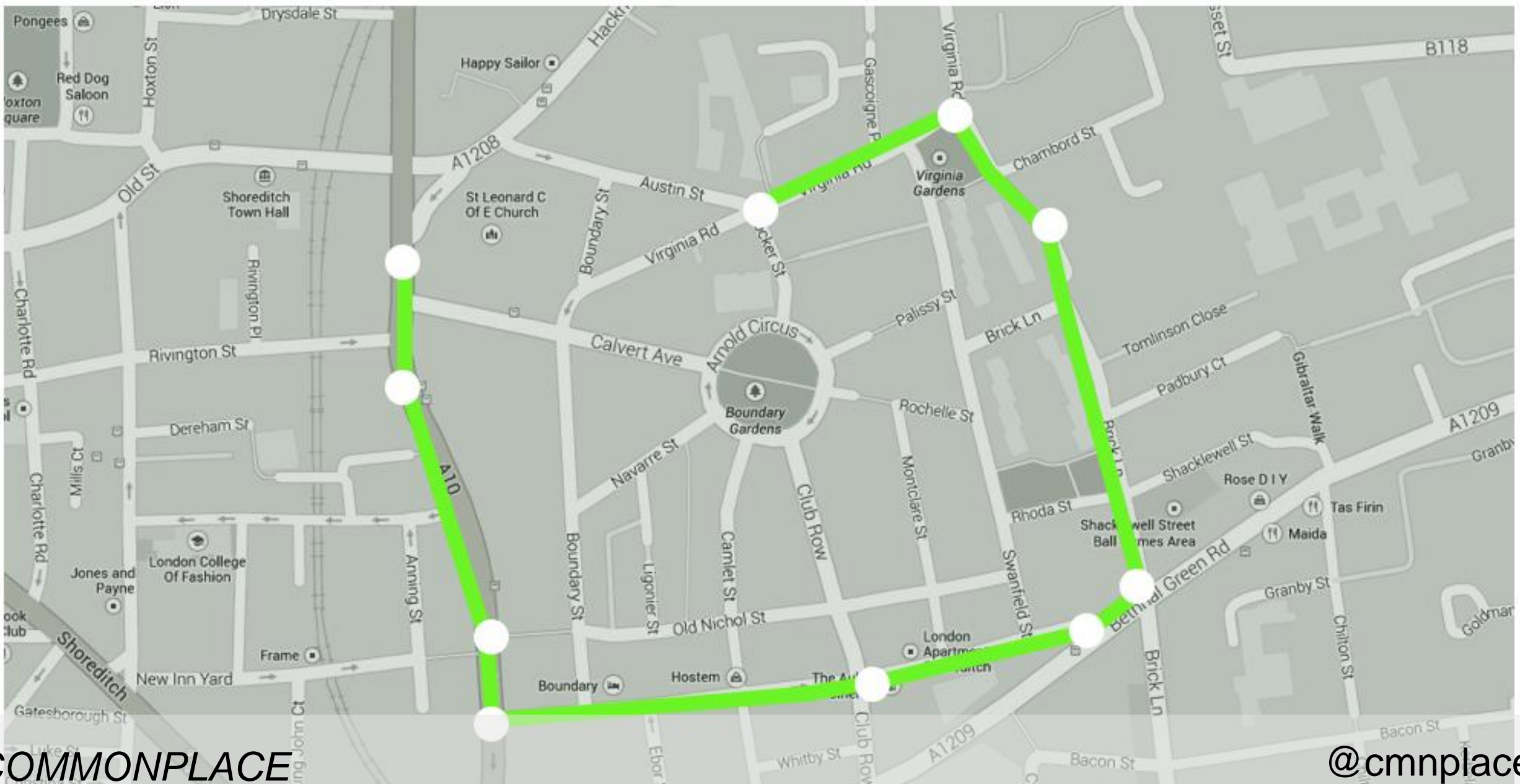
[Examples](#)

[Contact](#)

[Log-in](#) [Sign-up](#)

Install

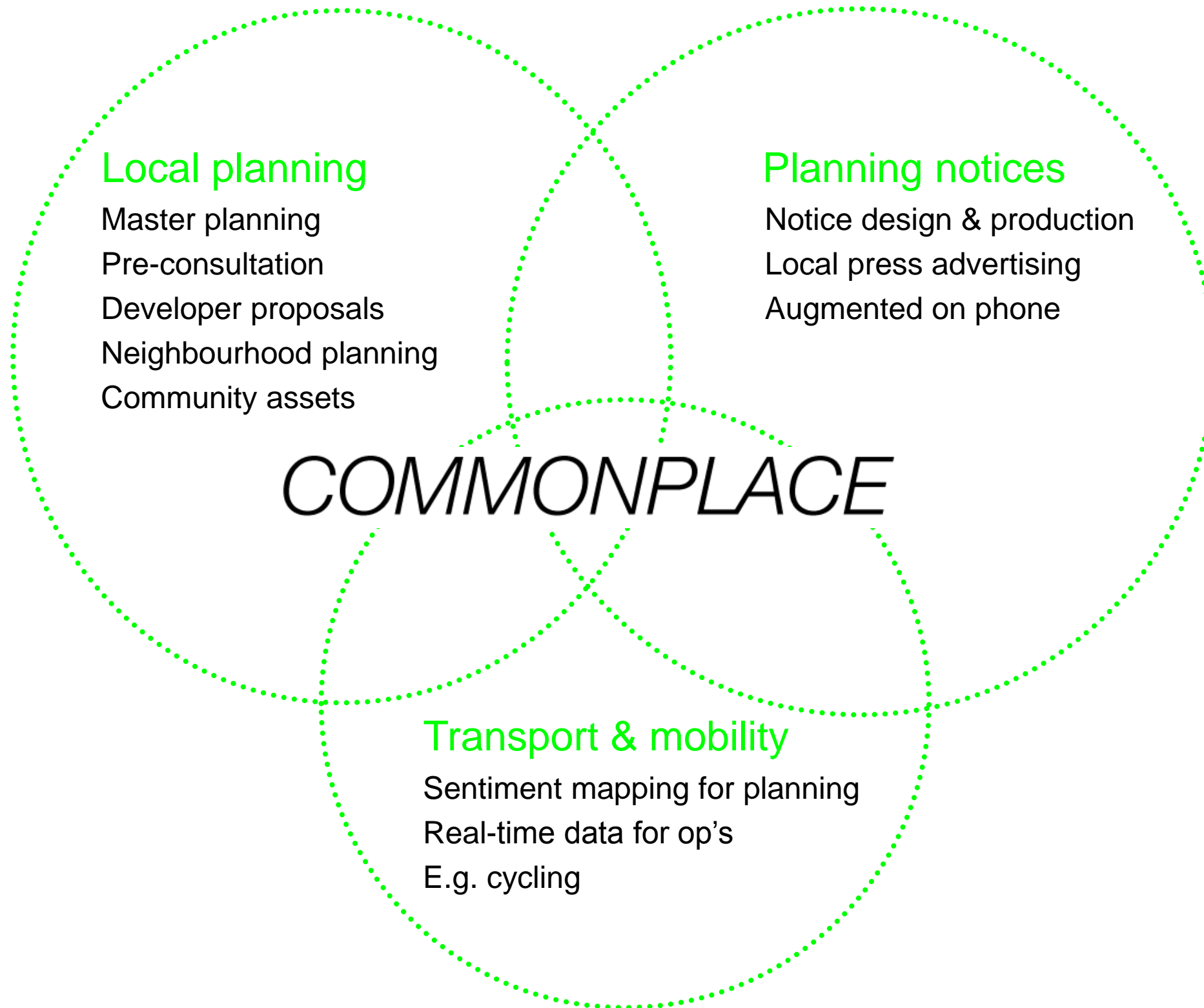
Outline your project



COMMONPLACE

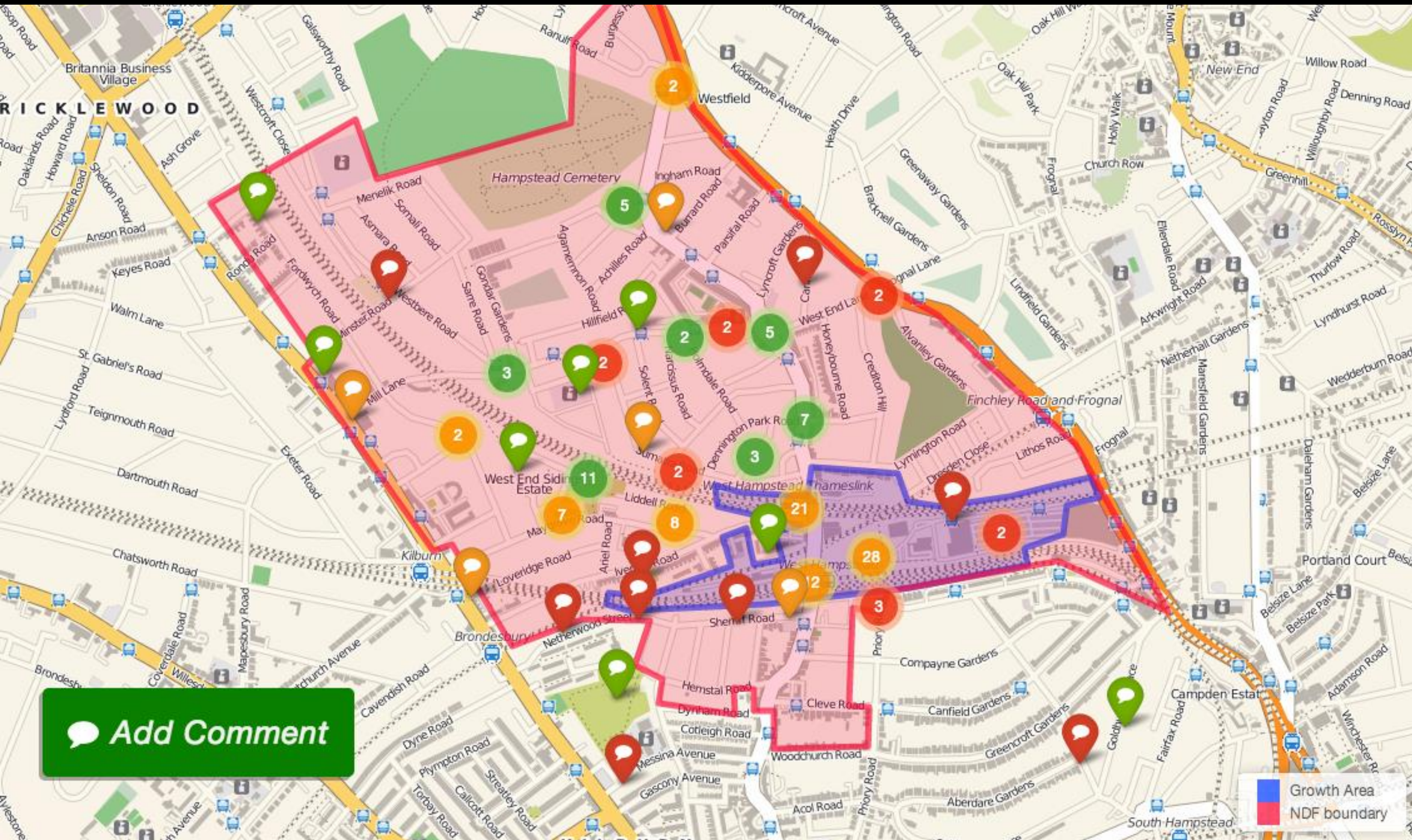
@cmnplace

Commonplace products



Case Study: West Hampstead NDF

Almost 200 comments added



Case Study: West Hampstead NDF

Embedded & promoted via local sites

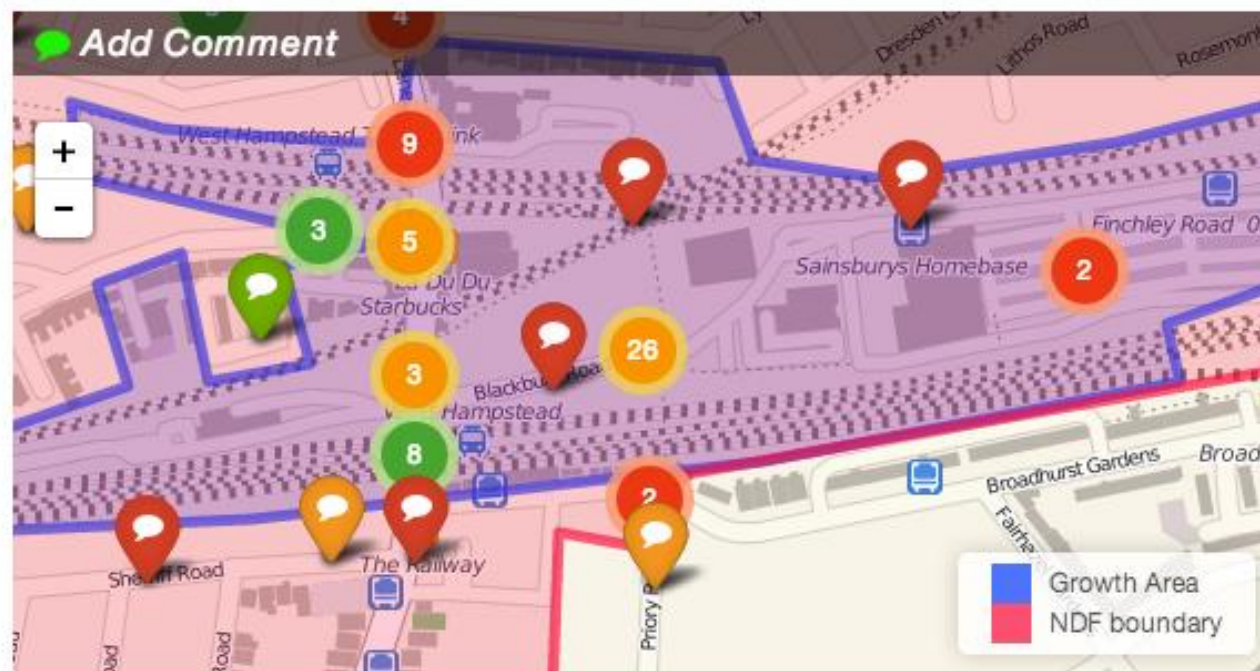
West Hampstead Life

News Features Culture Hub Local events

What do locals think of West Hampstead?

by Nicky Jones / February 26, 2014 / 0 Comments

Nearly 100 comments have been added to an online interactive map of West Hampstead, giving an interesting insight into the issues that matter most to local residents. You can explore the map and comments below.



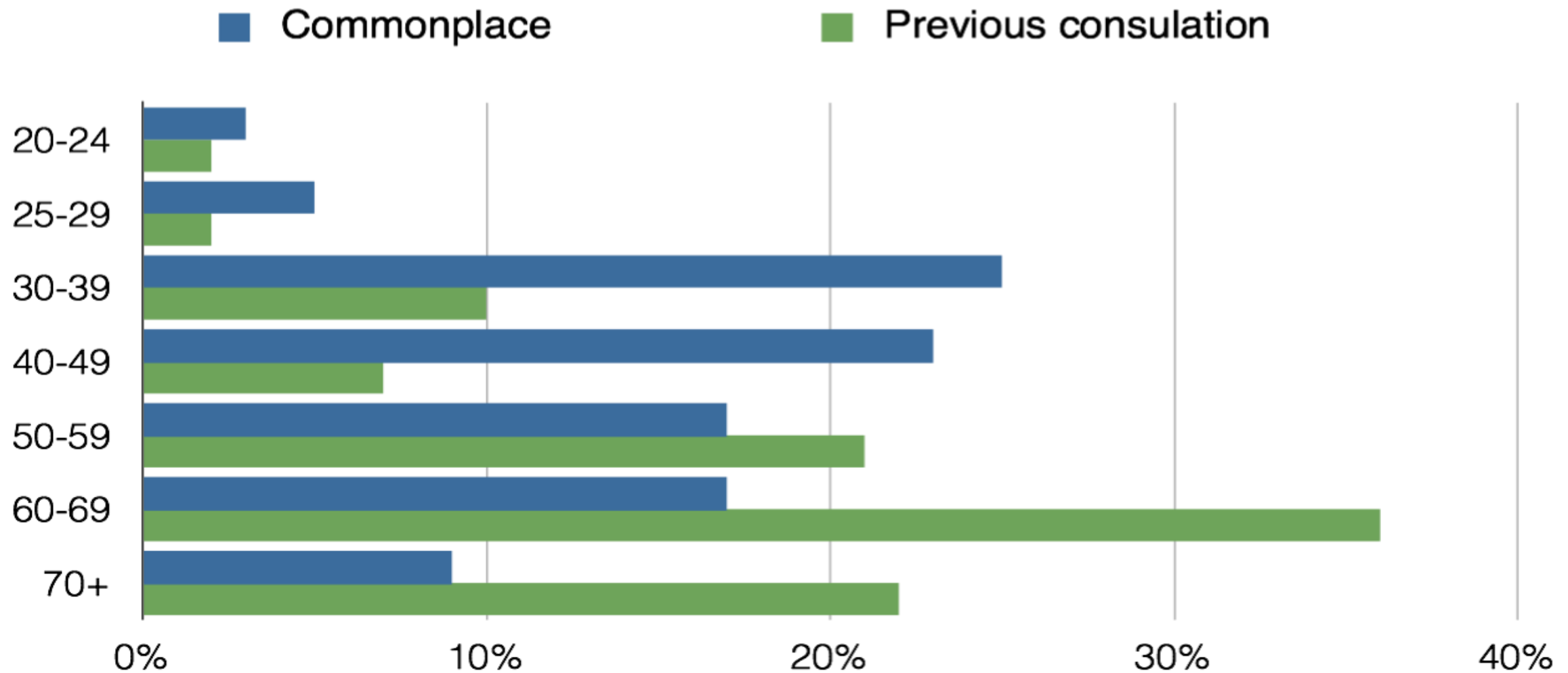
[View Larger Map](#)

Commonplace

The map outlines the "growth area" (in blue; the NDF boundary is in red), which is where the most intensive development is expected over the next 10 years, but comments are welcome anywhere in West Hampstead and Fortune Green. The "pedestrian bottleneck" at the "poorly-designed" interchange between the stations on West End Lane comes in for much

Case Study: West Hampstead NDF

Shift of demographic peak from 60+ to 30s



“Commonplace connects with those not reached by other consultations... We wholeheartedly recommend this tool to other communities.”

James Earl, Chair, West Hampstead Neighbourhood Plan

Case Study: West Hampstead NDF

Summary

James Earl, Chair, WHNDF:

“Commonplace is an invaluable tool. It connects with those not reached by other consultations - and is a highly visible and eye-catching record of the results.”

The comments submitted will inform our Neighbourhood Plan. We would wholeheartedly recommend this tool to other communities.”

Case Study: Belfast community asset projects

Supporting communities to invest in their future

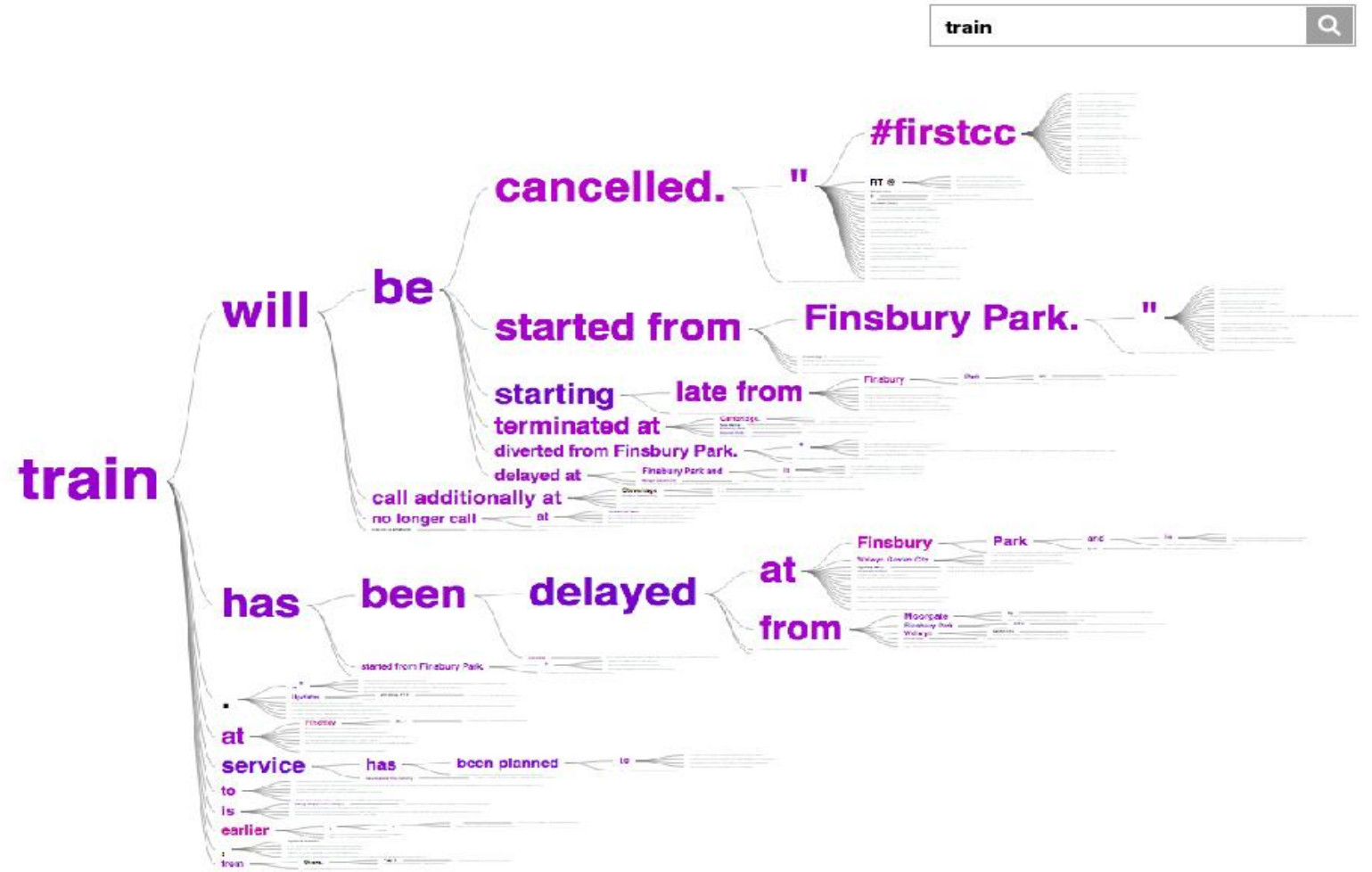
- Working with DTNI & Dept for Social Development
- Pilots in Ardoyne & Belfast Cathedral Quarter
- Community asset transfer projects
- Evidence base to demonstrate need & interest
- Also working with DTNI on planning post 2015

“Commonplace is helping disadvantaged communities realise investment in their future”

Charlie Fisher, Development Trusts Northern Ireland

Case Study: Commonplace Transport

Crowd-sourcing transport needs



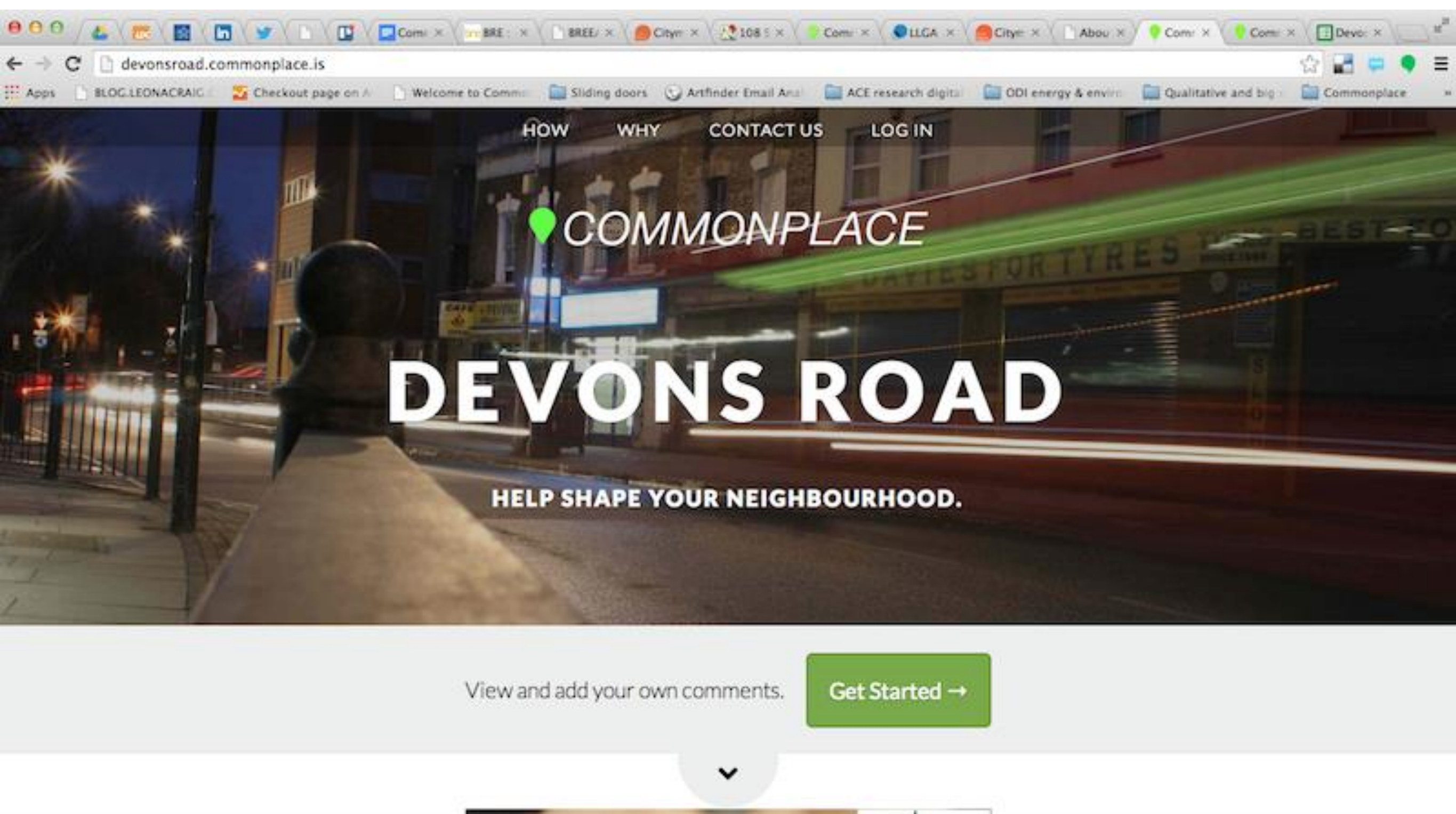
Sentiment: **neg** **pos**
Occurrence: **high** **low**

Transport Systems

CATAPULT

Case Study: Devons Road (Poplar HARCA)

Regeneration from the ground up



Commonplace notices

EXETER CITY COUNCIL

To this: augment the notice with QR code or NFC

TOWN & COUNTRY PLANNING ACT 1990

NEIGHBOURHOOD PLANNING (GENERAL) REGULATIONS 2012

Application for designation of St James Ward as a neighbourhood area

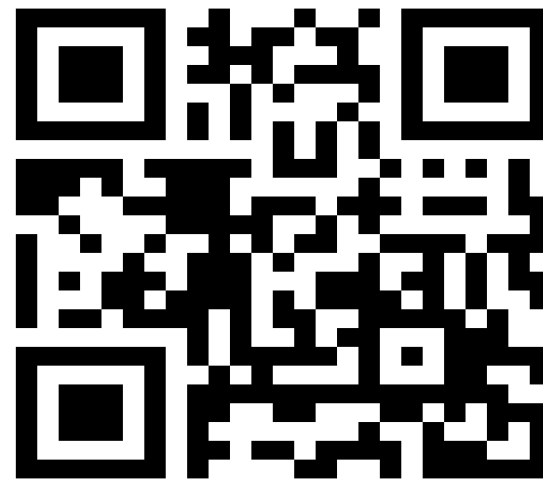
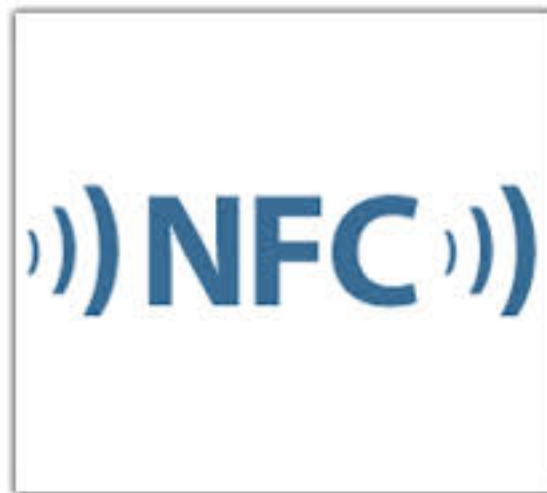
NOTICE IS GIVEN that Exeter City Council has received from the Exeter St James Forum an application under Regulation 5 of the above Regulations for the Council to designate the area comprising the St James electoral ward as a neighbourhood area within the meaning of Section 61G of the 1990 Act (*see explanatory notes below*).

A copy of the application and a map of the area can be viewed on the Council's website at www.exeter.gov.uk/neighbourhoodplanning or at the Council's Customer Service Centre at the Civic Centre, Paris Street, Exeter, on weekdays between the hours of 8.30 am and 5.00 pm.

Representations on whether St James ward is an appropriate neighbourhood area may be made to the Council no later than 25th June 2012 by writing to City Development, Exeter City Council, Civic Centre, Paris Street, Exeter, EX1 1NN or by email to ldf@exeter.gov.uk . Telephone 01392 265615 for further information.

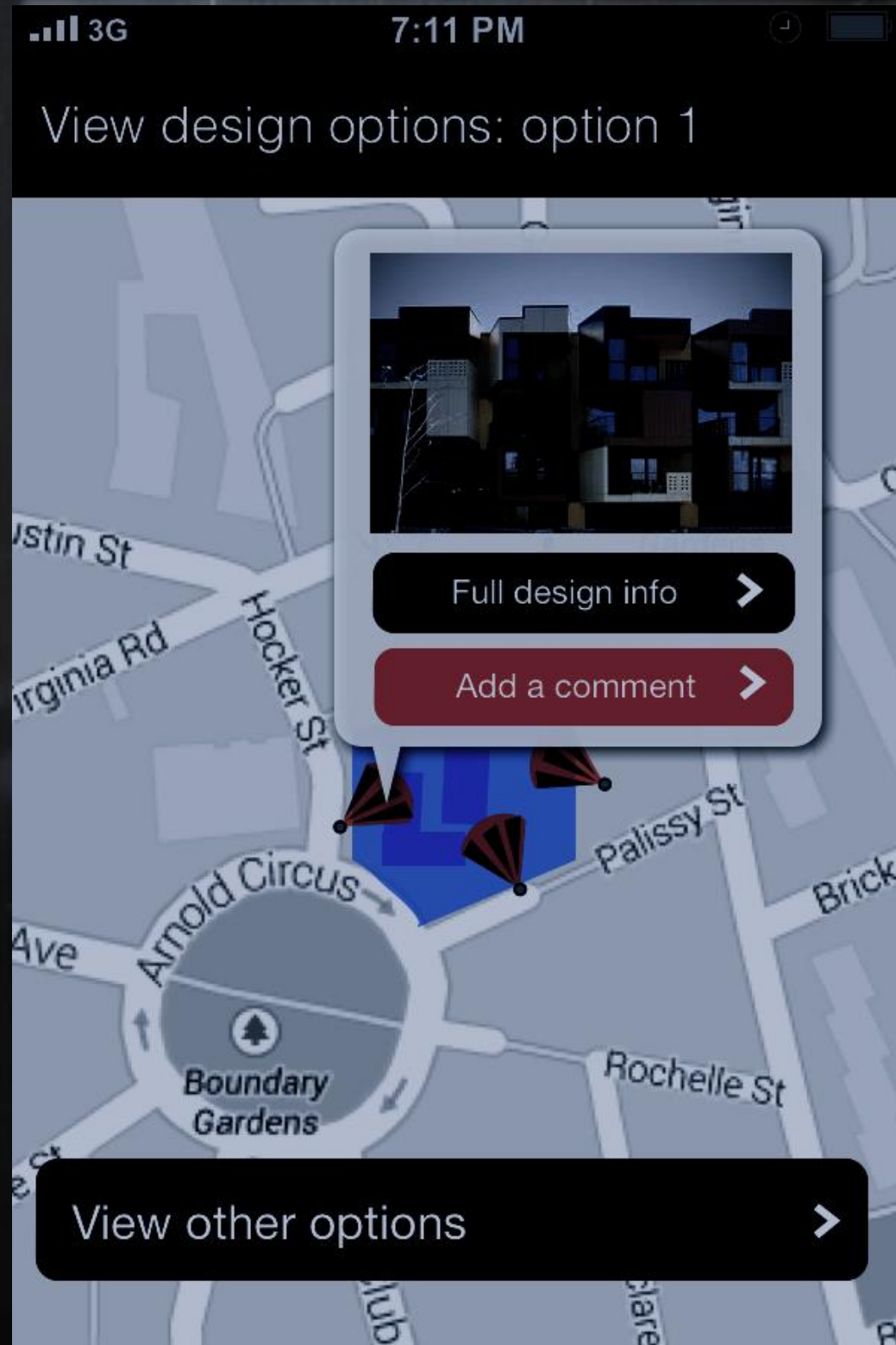
Richard Short
Assistant Director City Development

10th May 2012



Commonplace notices

See the designs there and then – and comment

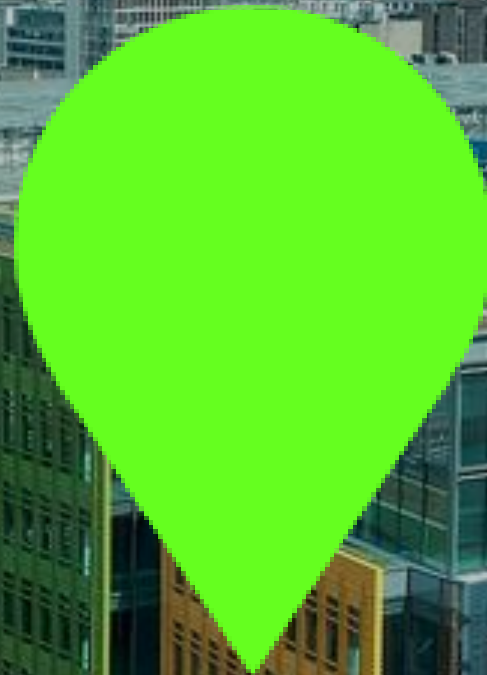


Benefits of Commonplace as a *trusted intermediary*

- better consultation ROI
- increased reach & diversity
- reduced planning risk via evidence data
- improved PR & communications
- better community legacy & ROI

COMMONPLACE

mike@commonplace.is



COMMONPLACE

- Dashboard
- Project Dashboard
- Project Maps
- Vouchers

Analytics / select by location

West Hampstead

165 comments selected



Manually select comments on map, or:

select all comments

de-select all comments

Age



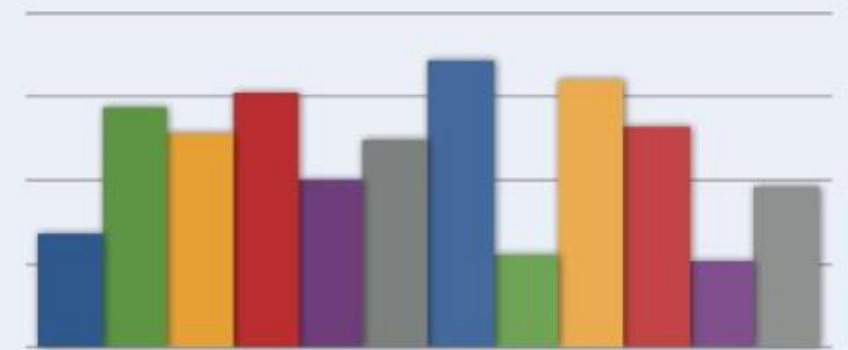
- 20-24
- 25-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

Ethnicity



- Asian
- Black
- Mixed
- Other
- Unknown
- White

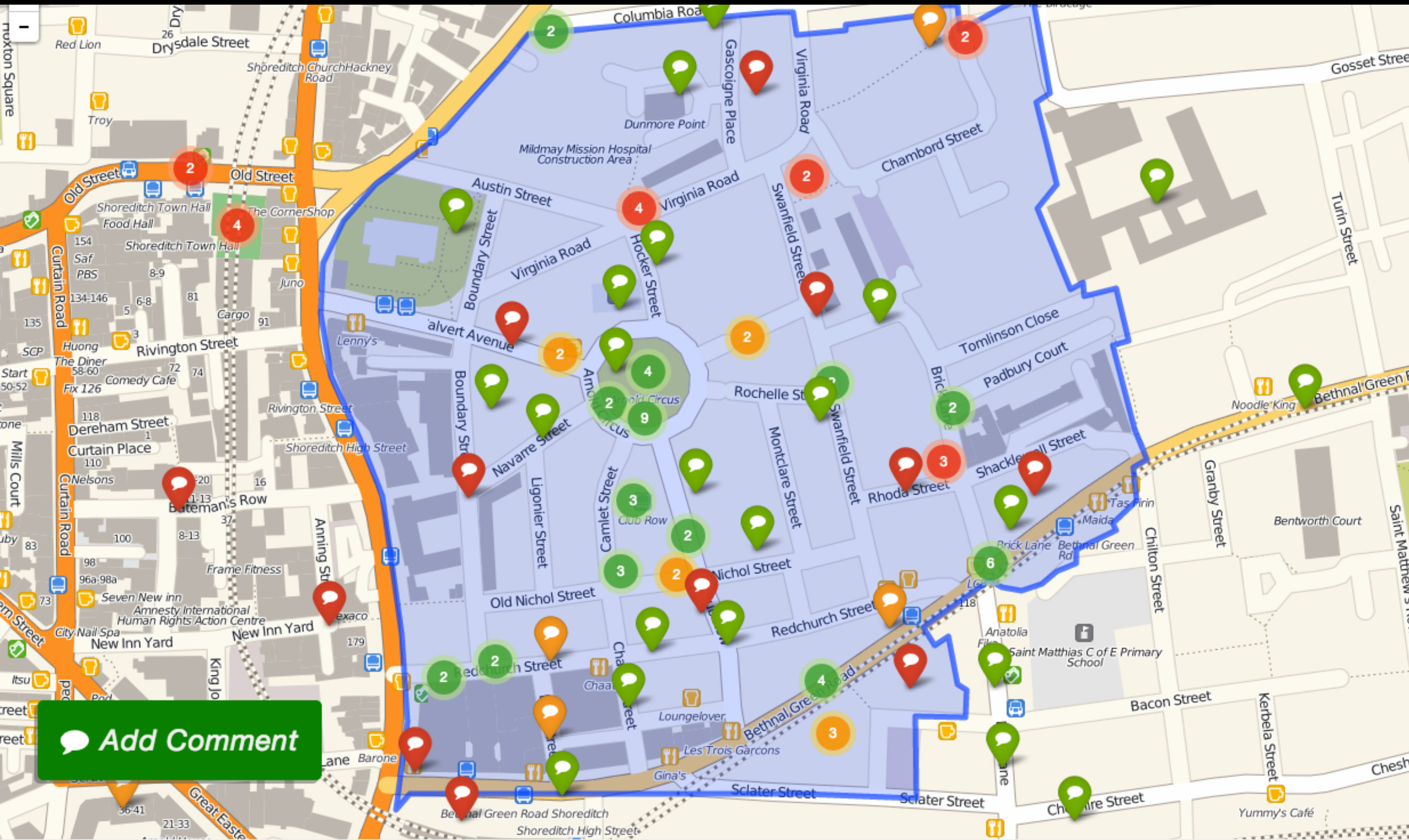
Themes



- Cluttered
- Good facilities
- Polluted
- High traffic
- Feels unsafe
- Affordable
- Low traffic
- Easy access
- Clean
- Poor design
- Green

Case Study: East Shoreditch NPF

Over 35% of respondents 'non-white'



Case Study: East Shoreditch NPF

Over 35% of respondents 'non-white'

Will Nutland, Chair ESNPF

“Commonplace provides valuable data, and helps start new conversations with residents. It provides quick & easy solutions.

Commonplace is creating a solid foundation for our plan by capturing what people say.”