

REPORT ON THE PERFORMANCE OF THE SHAPE YOUR PLACE HUNTINGDONSHIRE WEBSITE 1 JULY 2012 – 30 JUNE 2013

(Report by the Head of Environmental & Community Health Services).

1. Background

- 1.2 Members of the Overview & Scrutiny Social Wellbeing Panel at the meeting held on the 3 July 2013, requested officers report on the first year performance of the ShapeYourPlace web site.

2. Introduction

- 2.1 ShapeYourPlace went live in Huntingdonshire in July 2012 with 7 sites across the District:

- Huntingdon;
- North Huntingdonshire;
- Ramsey;
- Sawtry;
- St Ives;
- St Neots; and
- West Huntingdonshire.

The vision for ShapeYourPlace is to provide an online engagement tool acting as a one-stop access point for public services thus complementing other engagement tools used by the authority. It is a platform for open and democratic conversations which local people can influence and it operates 365 days of the year.

- 2.2 Residents don't have to know who can resolve their issues; ShapeYourPlace directs issues to the right organisation. Partners in Huntingdonshire, in addition to the District Council who are committed to responding within the agreed time limits, are:

- Cambridgeshire Fire and Rescue Service;
- Cambridgeshire Constabulary; and
- Cambridgeshire County Council.

Many other organisations respond to residents' queries through ShapeYourPlace eg

- Town & Parish Councils;
- Tesco developers;
- Anglian Water Authority;
- Stagecoach; and the
- Environment Agency.

2. Methodology

2.1 ShapeYourPlace has 3 parts:

- Issues raised by residents are sent to the relevant partners for a response on the site within 10 working days with County and District Councilors and Town/Parish Clerks alerted when an issue affects their patch so they can join in the discussion if they want;
- Comments on issues and blog posts; and
- Blog posts by residents and partners raising ideas, publicising events, highlighting community consultations and mounting campaigns.

All posts are moderated before publication to ensure they do not breach the Terms of Use.

3. Service Take Up

3.1 Visitors

3.1.1 **15707** different people visited the Huntingdonshire sites. Each person is counted once, no matter how many times they visit the site/s Huntingdonshire has a population of 165000 this represents approximately 9.5% of the resident population, to provide a comparison in Fenland where ShapeYourPlace has been operating for 3 years 40% of the population have visited the Shape Your Place site. To help build the Huntingdonshire audience a 0.5FTE Community Engagement Officer has recently been appointed by Cambridgeshire County Council

3.2 Visits

3.2.1 **33930** visits were made to the Huntingdonshire sites.. Visits are the number of times an individual person visits the site/s so one unique visitor will make any number of visits.

3.3 Page views

3.3.1 There were **82891** page views in this year

3.4 Facts and figures

3.4.1 ShapeYourPlace uses Google Analytics for its metrics. The system is acknowledged as the gold standard and has exacting standards for counting.

4. Issues raised

4.1 127 issues were raised by residents during the year, 46 were referred to Huntingdonshire District Council and 81 to other partners. 80% of the 46 issues raised were responded to within 10 working days. Issues referred to Huntingdonshire District Council as the lead partner are currently clustered around:

- Planning
- Parking
- Maintenance of verges, hedges etc

5. Blog posts

5.1 During this period Huntingdonshire District Council posted 69 blog posts across the 7 sites. The majority of these are multi-site blog posts ie the same post appears on a number of the sites. The number of sites is determined by the poster. ShapeYourPlace provides a platform to promote the work of the District Council.

5.2 Officers are pleased with the development of the ShapeYourPlace program in its first year of operation. Service targets have been set for all seven site locations using last year's service data and planning for a 3% increase in take up.

6. Other ShapeYourPlace sites

6.1 In addition to the 7 Huntingdonshire sites there are:

- Fenland sites that went live in October 2010 and May 2011
- 5 East Cambridgeshire sites that went live in April 2012
- Cambridge City site that went live June 2013
- South Cambridgeshire site that went live June 2013

7. Financial

The annual charge per site is £500 consequently the full annual cost to Huntingdonshire District Council is £3,500 per annum.

7 RECOMENDATIONS

- 7.1 Members are requested to indicate if they consider the ShapeYourPlace project in Huntingdonshire is delivering opportunities they originally expected.
- 7.2 Members are requested to indicate if they consider the ShapeYourPlace project in Huntingdonshire is delivering value for money.

Background Information

- 8.1 Annual report provided by Cambridgeshire County Council

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