

HUNTINGDONSHIRE DISTRICT COUNCIL

Title/Subject Matter: Report on the ShapeYourPlace Huntingdonshire web site annual update (1 April 2013 – 31 March 2014)

Meeting/Date: COMT 18 August 2014
Overview & Scrutiny (Social Wellbeing) 2 September 2014

Executive Portfolio: Councillor T Sanderson

Report by: Head of Community

Ward(s) affected: All Wards

Executive Summary:

Members of the Overview & Scrutiny (Social Wellbeing) Panel at the meeting held on the 3rd September 2013 considered a report of the performance of the 'Shape Your Place Huntingdonshire' website for the period 1st July 2012 to 30th June 2013. In considering the report, Members requested that Officers report annually on the performance of the 'Shape Your Place Huntingdonshire' site.

Recommendation(s):

- Members acknowledge the continued value for money that the ShapeYourPlace Huntingdonshire system provides and endorses the Huntingdonshire District Council's continued subscription to this system.
- Members consider the further amalgamation of the ShapeYourPlace Huntingdonshire sites from the existing 6 sites, to 4 sites – Huntingdon, St Ives, St Neots, and Rural Huntingdonshire.

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1. Background

- 1.1. Members of the Overview & Scrutiny Social Wellbeing Panel at the meeting held on the 3 September 2013, requested officers report on the annual performance of the ShapeYourPlace Huntingdonshire web site.

2. Introduction

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

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

- 2.2. The vision for ShapeYourPlace Huntingdonshire 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.

- 2.3. Residents do not 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.

- 2.4. Many other organisations respond to residents' queries through ShapeYourPlace e.g.

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

- 2.5. Following a review of the service take up of the ShapeYourPlace Huntingdonshire undertaken during 2013-14, from the 1st April 2014 the West Huntingdon site has been amalgamated with the Sawtry site.

3. Methodology

- 3.1. 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.
- 3.2. All posts are moderated before publication to ensure they do not breach the Terms of Use.

4. **Performance Data**

4.1. Performance information from the ShapeYourPlace Huntingdonshire system is provided by Cambridgeshire County Council as the system managers.

4.2. Visitors

4.2.1. 25682 different people visited the ShapeYourPlace Huntingdonshire sites compared to 15707 in the previous year an increase of 63%. Each person is counted once, no matter how many times they visit the site. Huntingdonshire has a population of 171000 this represents an increase from approximately 9% to 15% of the resident population.

4.3. Visits

4.3.1. 48661 visits were made to the ShapeYourPlace Huntingdonshire sites compared to 33930 in the previous year an increase of 43%. Visits are the number of times an individual person visits the sites so one unique visitor will make any number of visits.

4.4. Issues raised

4.4.1. 163 issues were raised on the ShapeYourPlace Huntingdonshire website during the period 1st April 2013 to 31st March 2014, as summarised in the table below, this is an increase on the 127 issues raised in the previous 12 months.

Month	Huntingdon	North Hunts	Ramsey	Sawtry	St Ives	St Neots	West Hunts
April 13	6	1	1	0	3	1	0
May 13	4	2	0	0	3	1	0
June 13	7	0	0	1	7	2	0
July 13	6	0	1	3	1	0	0
August 13	7	0	1	1	3	2	0
September 13	3	0	2	0	4	0	0
October 13	9	4	0	0	4	4	1
November 13	6	7	1	1	1	3	0
December 13	2	0	1	1	9	2	0
January 14	5	1	1	1	4	2	1
February 14	6	1	0	0	0	4	0
March 14	3	1	0	0	2	3	0
Total	64	17	8	8	41	24	2

4.4.2. The main issues raised by residents during the year, were clustered around, planning, parking, and the maintenance of verges, hedges etc. Huntingdonshire District Council is required to respond to all messages left within 10 working days.

5. Value for Money and Finance

5.1. Data published by the Society of Information Technology Management (SOCITM) demonstrates the significant savings that can be obtained by encouraging channel shift for Council transactions, as below:

Engagement Channel	Average cost per transaction
Face to face	£14
Telephone (direct to Council)	£5
Telephone (through call centre)	£4
Interactive voice response (IVR)	20p
Self Service	20p
Web	17p

5.2. Considering the 163 issues that were raised during 2013-14 the cost of providing a face to face transaction for this service would have been £2282, compared with the cost of £27.71 for providing the interaction via the ShapeYourPlace Huntingdonshire website, representing a saving of £2254.29 in transaction costs.

5.3. The ShapeYourPlace Huntingdonshire website provides a 24 hour access point for customers to log requests with Huntingdonshire District Council, the cost of this provision is difficult to estimate but have clear links with the Huntingdonshire District Council Corporate Plan 2014-2016 through the strategic themes of 'working with our communities' and 'ensuring we are a customer focused and service led Council'

5.4. The cost of providing the ShapeYourPlace Huntingdonshire system during 2013-14 was £3500, made up of annual costs of £500 per site. For 2014-15, with the amalgamation of West Huntingdonshire and Sawtry sites the cost reduces to £3000 per annum.

5.5. The cost of providing the ShapeYourPlace Huntingdonshire system could be further reduced by amalgamating the North Huntingdon, Ramsey & Sawtry sites. This would leave the system with four ShapeYourPlace sites – Huntingdon, St Ives, St Neots, and Rural Huntingdonshire. This amalgamation would not impact on the effectiveness of the sites, but would provide budget savings of £1000 per annum at the current subscription rates.

6. Other ShapeYourPlace sites

6.1. In addition to the 7 ShapeYourPlace Huntingdonshire sites that existed in 2013-14, reducing to 6 sites from 1st April 2014, there are:

- 4 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

6.2. Cambridgeshire County Council, Cambridgeshire Constabulary, and Cambridgeshire Fire and Rescue Service being an integral part of the all County sites.

CONTACT OFFICER

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