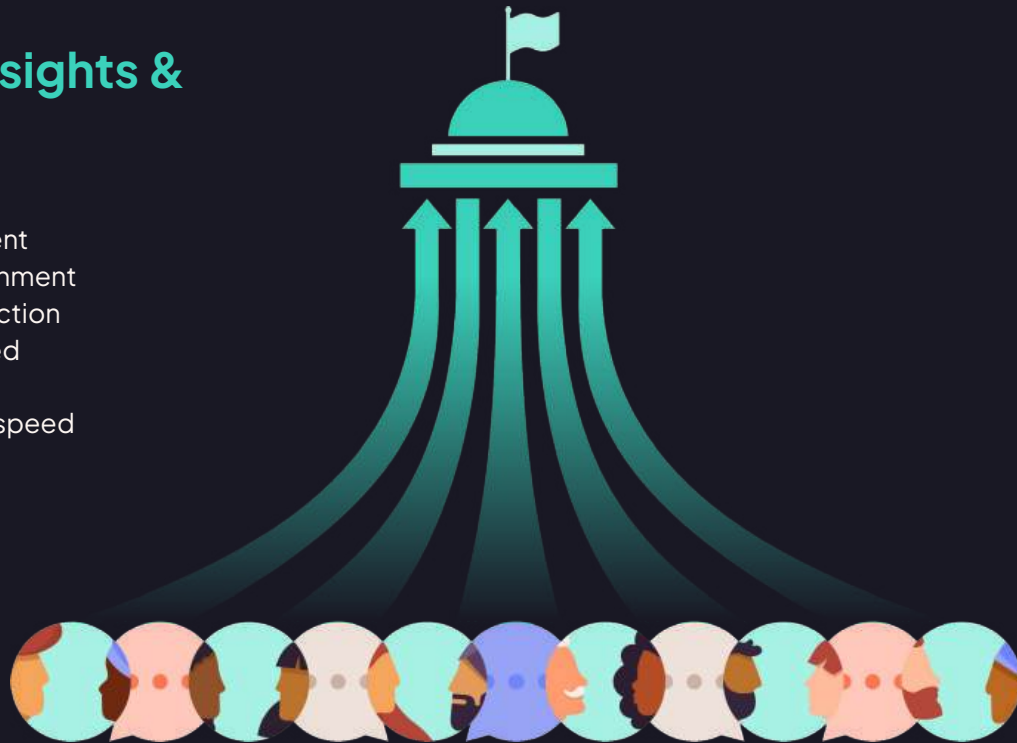


360 Community Voice Data, Insights & Engagement SaaS Platform

A community data, insights, consultation and engagement platform powering the work of 350+ central/local government and police forces across UK and USA. Diverse data collection methods, an AI-powered dashboard and auto-generated reports help maximise your stakeholder reach, build understanding of community priorities and improve the speed and quality of decision-making.

The only digital platform designed for UK local government decision-makers to increase engagement, improve resident experience and build trust with communities.

Power Government Work With Community Voices



Our vision

A world where strong trust between communities and the government agencies that serve them radically improves life in every community.

Commonplace is a Zencity company, and together we've worked with 500+ agencies across North America, UK and Europe. In the UK alone, we've worked with half of the local authorities and regional governments in addition to the Ministry of Housing Communities and Local Government. We also work with a combination of national and regional police forces and law enforcement agencies, including British Transport Police.

We've proactively reached **13 million people in the UK** and processed billions of UK data points across our data, insight and engagement portfolio.

13M

People reached in the UK



We start from the belief that local government keeps our world running. Our job is to power local decision-makers to understand the full communities they serve. To understand the whole community, you need insight from everyone, not just the loudest voices.

We believe that a better connection and understanding of communities helps local decision-makers:

- Build trust with the citizens they serve
- Improve the well-being of the communities they serve
- Enhance the quality of life in the neighbourhoods they serve

We are a registered B Corp and measure our social impact on an ongoing basis. We pride ourselves on delivering social value through the direct impact of our platform and also through developing global capability around community data, insights and engagement in the government, police and VCSE workforce. Read our B Corp Impact Report <<hyperlink>>. Our award-winning platform is powered by state-of-the-art technology and we were recently awarded by Fast Company as one of the top innovators in 2025.

The Pineapples
Sustainable Transport
Winner 2021

FAST COMPANY



Most Innovative
Companies 2025

Certified

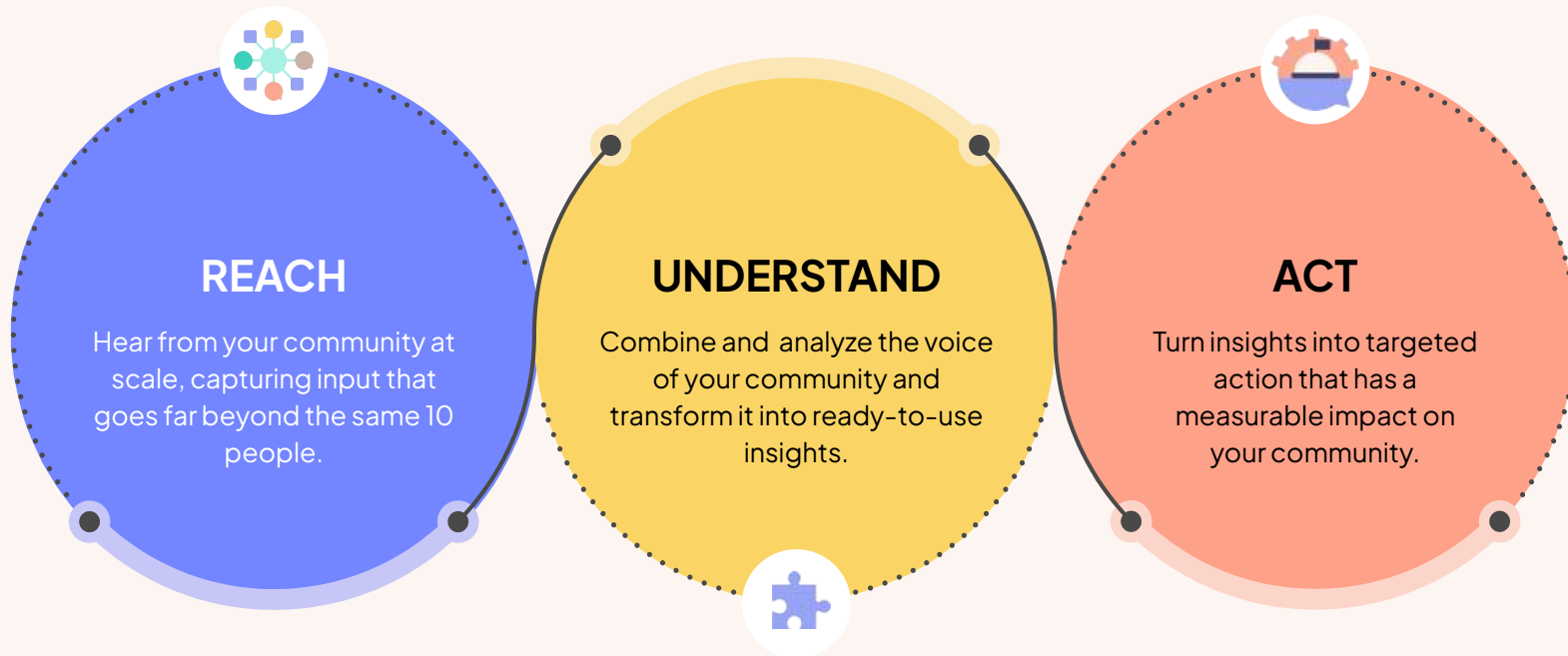


Corporation

We refer to Commonplace as a 360 Community Voice Platform. Each module or product can also be purchased separately, see our service listings on Gcloud.

Our Service Framework

We deliver our Social Media & News Media Listening & Publishing Service through 3 pillars that make up everything our product and team does for you.



Zencity is the AI-native governance platform that transforms resident voices into finished government work products.

using our 360 Community Voice Data, Insights & Engagement SaaS Platform

You will have access to our full suite of tools

Social Media & News Monitoring

Stay on top of emerging trends or unfolding incidents with an understanding of community sentiment that extends beyond your official channels

Stakeholder Consultation, Engagement & Collaboration

Connect communities with your plans, involve them in the design and development of their neighbourhoods, towns and cities

Representative Community Surveys

Build an inclusive and recurring picture of public perception to inform policy and place-based decisions

Strategic Resident Communications

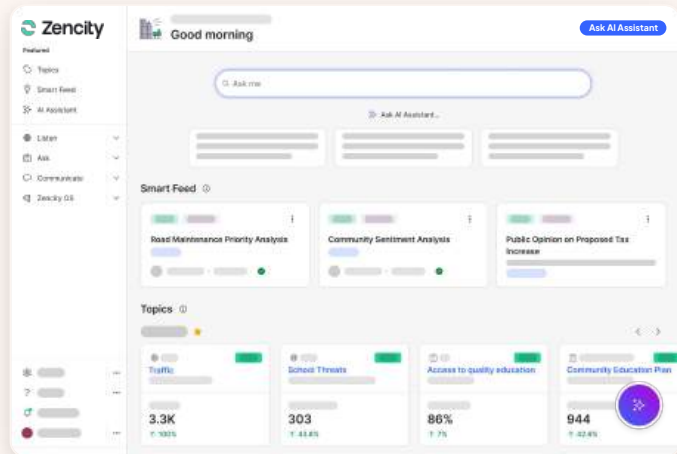
Build trust through transparency, publish results and response plans on simple explainer webpages or schedule posts on social media

Resident Experience Surveys

Monitor and measure citizen interactions with your services in order to pinpoint performance improvements

AI Powered Dashboard Specialised For Government

All data sources funnel into a single analytics and insights dashboard, designed to pick out emerging trends and noteworthy correlations through automated reports and executive briefs



Ask



Listen



Communicate



ZensityOS





Reach

using our 360 Community Voice Data, Insights & Engagement SaaS Platform you will...

Hear from your community at scale – capturing input that goes far beyond the loudest voices, bringing every perspective into one unified view



Social Media & News Monitoring

Monitor an ever-expanding feed: social media, news media, online blogs or forums

Add unofficial channels: look beyond your own social accounts, uncover resident-to-resident conversations

The only platform pre-tuned to highlight what's relevant to local decision-makers, ignore what isn't

Representative Community Surveys

Confidently reach representative samples in days and weeks, rather than months

Tune distribution on the fly rather than targeting the whole base, keeping costs under close control

Repeat survey cycles on a recurring basis: annual, quarterly, monthly

WCAG 2.2 AA compliant, translated into the user's default language

Resident Experience Surveys

Gather opinions from service users you would otherwise never or rarely hear from

Build an understanding of resident trust for an unlimited number of key interaction touchpoints

Capture community views just as their relationship with government is evolving

Stakeholder Consultation, Engagement & Collaboration

Reach out to the existing Commonplace audience of 1M+ UK residents ready to participate in consultation on local policies, initiatives and developments

Distribute at scale for fast results, with sharing and publishing to drive viral audience build

Boost reach to geo-demographic audiences through our targeted paid digital advertising

Strategic Resident Communications

Multi-channel communication campaigns include websites, tracking and live event management

Send newsletters to your subscribers, segment with custom filters

Auto-generate, schedule and publish social media posts, manage your social media inbox

Take engagements on the road, activate face-to-face mode

AI Powered Dashboard Specialised For Government

All community input from all sources is streamed into one single real-time dashboard, so you can rely on one holistic view at any moment in time

All data collected is enriched with geo-demographic data to build an understanding of reach

Keep tabs on growth in audience subscribers and consents

Understand

using our 360 Community Voice Data, Insights & Engagement SaaS Platform you will...
Combine and analyse the voice of your community and transform it into ready-to-use insights



Social Media & News Monitoring

- No more manual thumbing through accounts and feeds
- Spot concerns, misinformation or positive developments through automated detection
- Instant identification of themes and sentiment, department-ready dashboards and summaries
- Quickly identify the biggest influencers in different policy or deployment domains

Representative Community Surveys

- See the results fly into your dashboard in real time, get an instant read on the key themes
- Auto-generated live charts, tables, maps and reports, right after the survey closes
- Recurring annual, quarterly or monthly cycles provide a longitudinal style view of progress
- Benchmark your performance against similar cohort towns, boroughs or regions

Resident Experience Surveys

- Real time dashboards allow you to monitor scores over time and across departments
- Collect responses into themes for tracking improvement: performance, usability, interaction, reliability
- Instantly identify evolving themes & sentiment, by geography, demographics, department or keywords
- Track completion rates by service

Stakeholder Consultation, Engagement & Collaboration

- Pre-approved externally-endorsed templates help ensure the feedback you gather meets your goals
- Explain trade-offs, understand and rank priorities, brainstorm ideas, drop pins, lines & polygons on maps: go beyond basic consultation questions for a richer understanding
- Collect geo-demographic data by default, analyse who's driving support, ambivalence or resistance

Strategic Resident Communications

- Analyse campaign and content reach and engagement across all channels
- Quickly identify the most engaged audiences, use them to amplify your messaging
- Build a record of winning strategies to inform future communications activity
- Set up signal alerts for emerging trends or unfolding emergencies

AI Powered Dashboard Specialised For Government

- Instant & actionable real-time insights: deep dive further or export results
- Map differences between neighbourhoods, view hot- and cold-spots on a heatmap
- Explain differences in performance, easily apply cross-tabs for instant pivots
- Enhanced analysis and deep dive reports delivered by our team of Survey Analysts

- AI-powered topic and sentiment analysis of open text responses, LLMs built for local gov
- Signal detection and alerts notify you of key changes across time or geography
- Scheduled email reports tailored for specific teams reduce information overload
- AI-powered exec-ready reports for onward distribution internally or for external publishing



Reach



Understand



Act

Act

using our 360 Community Voice Data, Insights & Engagement SaaS Platform you will...

Turn insights into targeted action that has a measurable impact on your community



Social Media & News Monitoring

Identify and target influencers to support your communication strategy

Generate posts that directly address public sentiment and refer back to live feedback

Manage and respond to public posts in a central social inbox

Identify and prioritise deployments to neighbourhoods and unfolding hotspots most in need of support

Representative Community Surveys

Power your performance management meetings with reliable, relevant, timely metrics

Publish methodology details and geo-demographic proof

Show residents how performance changes over time, alongside planned policy changes or response plans

Adjust your next survey cycle or use one-off consultations to delve deeper into specific topics

Resident Experience Surveys

Plug our dashboards directly into service performance review meetings to make data-driven adjustments

Share qualitative feedback to motivate your service teams, with recent feedback from the community

Instantly introduce new questions to deepen understanding of new areas of concern

Stakeholder Consultation, Engagement & Collaboration

Drive change in public perception, collaborate with communities, to help improve trust and pride in the future of their neighbourhoods

Invite contributions from targeted segments of the community to tackle particular hopes and fears about the future

Publish consultation results and engagement outcomes to our super-simple-to-build 'You Said, We Did' web pages

Strategic Resident Communications

Single comms hub for all departments and partners

Build trust through transparency, publish results & response plans

Auto-generate high-quality media-ready content, crafted for each channel

Schedule posts across Facebook, Instagram, Threads, Youtube, X, BlueSky, Nextdoor...

Deal with incidents with instant communications

AI Powered Dashboard Specialised For Government

Schedule digests and insights for specific departments that align with their work rhythm

Chat with the AI Assistant to synthesise insights and recommendations across all data sources or highlight variance across time periods and geographies

Auto-generate deep-dive reports and briefs to power executive decisions and build action plans

Real-time evaluation of social media publishing performance to understand views, interactions and track performance

Real-time evaluation of all communication channels and campaigns to evaluate engagement, traction and impact

Social Media & News Media Monitoring & Management **in Action**

Your Profiles

Profiles make it easier for you to organize and manage your accounts when publishing a post.

The 'Your Profiles' interface shows a list of accounts for 'Greensboro Police'. The accounts are organized into columns: Account Name, Analytics, Creating Posts, and Inbox. The accounts listed are: Police Department, Police Department, Police Department, PD, Police Dept., and Police Department. Each account has a status indicator (green dot) and a link to 'Import Analytics'.

Topic Summary

System Generated • Based on top 100 items from the selected period • Oct 14, 2025, 7:00 AM

Between October 7 and October 14, 2025, discussions centered heavily on river flooding, with a total of 10 social media threads generating 51 interactions. Most conversations focused on government flood management and emergency response efforts, reflecting a mix of neutral and positive sentiments. Community members actively engaged with weather updates, safety advisor...

[Read More](#)

Was this helpful?

Leading posts

The top performing posts during the report period.

Impressions: 1,711,472 | Interactions: 14,740

Greensboro Police Department

Jan 24, 2026

We are receiving reports that people are trying to head out of town (Charlotte, Raleigh, etc.) to ride out the storm with family and/or friends.

We need to be perfectly clear. The time has come and gone for that and you should not be on the roads....

8073 1428 766

Channel breakdown



Highlights from your data

A post mentioning **City leadership** is gaining attention

Omar Fateh says his top priority as mayor of **MI...**

Discourse in **Police** is trending following a post from **Minneapolis Police Department**



Today, Sophia stopped by to visit us on her way **HOME** after a month of rehab at Gillette Children's. She was...

analytics.impressions

4,792,477 ± 188%

Date: 1/16/2026 - 1/24/2026

Listen

Last 28 days

Total interactions

25K

↑ 72%

Positive

62%

↓ 12%

Negative

18%

↓ 34%

25K

20K

15K

MAY 20

MAY 27

Followers

102,741

Followers

Date: 1/16/2026 - 1/24/2026

1,753

Net New Followers

Most popular topics

Political Affairs (10%)

Interactions: 626,688 • ↑ 27.5%

12% 3%

Public Safety (11%)

Interactions: 98,256 • ↑ 2.3%

20% 16%

Human Relations and Services (10%)

Interactions: 92,800 • ↑ 10.8%

34% 3%

Education (1%)

Interactions: 28,824 • ↑ 75.9%

48% 10%

Representative Surveys in Action

 **Zencity**
Sponsored ·  

We want to know!
Share anonymous feedback with a brief survey.

Do you feel safe in your city?



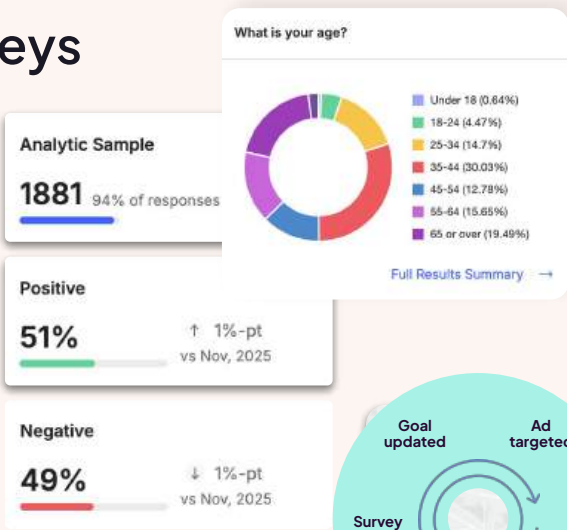
surveys.zencity.io

Your Input Matters [Learn more](#)

Please click the link to s...

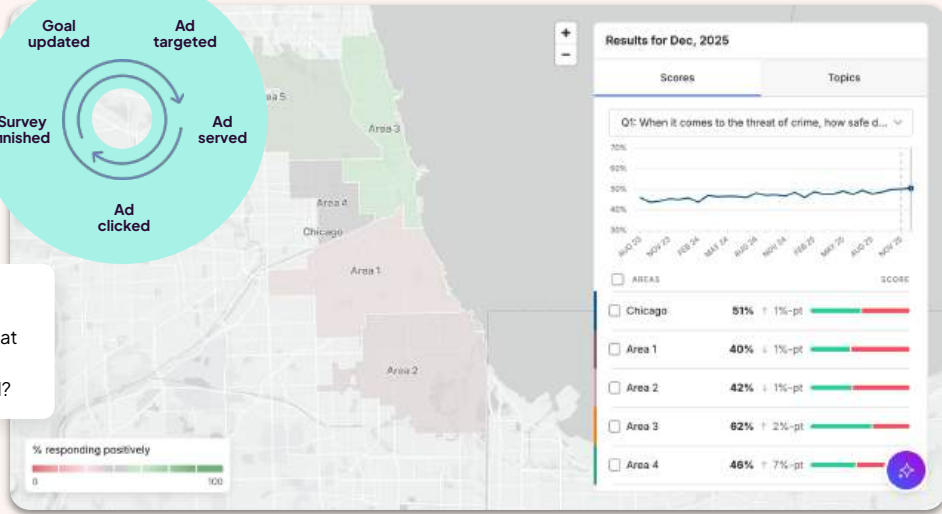
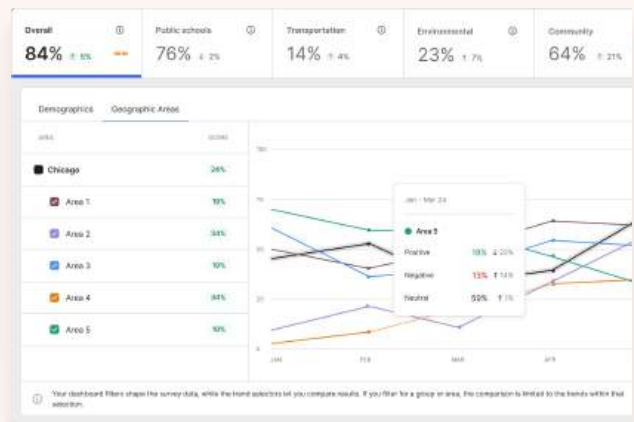
  12

12 comments 2 shares

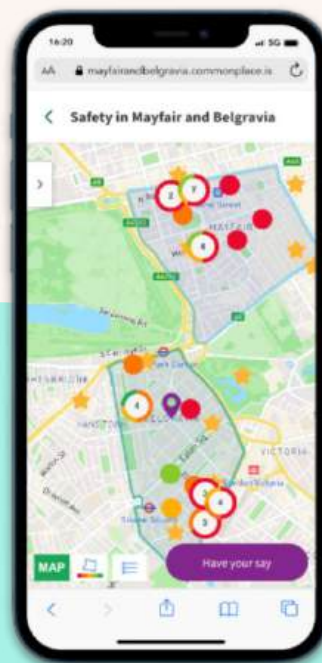
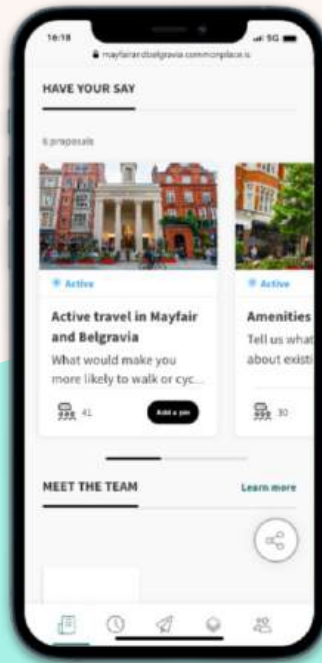


Question 1

When it comes to the threat of crime, how safe do you feel in your neighborhood?



Engagement & Consultation in Action



Support & Implementation

Technical Requirements

Commonplace is a web application reached via any modern browser (Chrome, Edge, Safari, Firefox, Opera) with no installation or network setup required. All settings and configurations are carried out in the web application, including:

Setup & Dashboard Configuration	Social Media & News Monitoring	Representative Community Surveys	Stakeholder Consultation, Engagement & Collaboration	Resident Experience Surveys
Invite client admin users with role-based access permissions	Social media source and news media source set up	Survey design	Import subscribers from other databases	Integration with client services to trigger surveys
Filter, cross-tab and manipulate data in dashboards	Follow social media influencer accounts and pages	Upload of historical survey data for longitudinal comparison	Import content or answers from other sources	Survey design
Customise and share reports with scheduling	Connection to native 'direct' data sources and channels such as contact centre data	Definition of sampling targets	Project, page and activity creation	Define & deploy send mechanism
Set up and save analytical queries and broad match based topic searches	Localised aggregation rules, topics and keyword configuration	Deployment and management of the survey	Content and question design and build in the WYSIWYG editor or using AI-generated content prompts	
	Social media account set up for deploying and scheduling posts, inbox management	Data validation and deduplication rules	Language setup	
			Map layer imports	
			Implementation of skip logic and user journey settings	
			Build and deploy outreach plan including the Commonplace existing audience, social sharing and campaign tracking UTM codes	

Onboarding

1

Kick Off

Kick off meeting hosted by your dedicated Engagement Expert and dedicated Account Manager

Introductions to the team and platform

Account and onboarding goals and metrics agreed

Roles & responsibilities defined and assigned

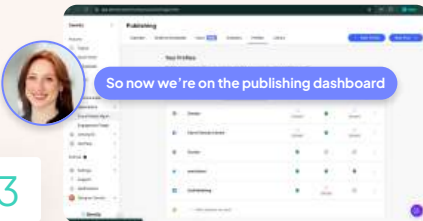
Settings and configurations discussed and agreed, admin user invites sent

2



Engagement strategy defined and documented

3

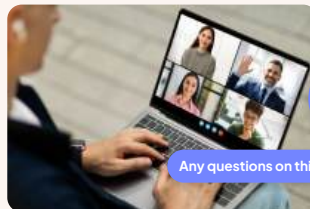


Training sessions (2 or 3 one hour sessions or self-paced learning) with hands-on in-app learning, no limits on users or number of people trained

4



First implementation set up, quality assured and live



Any questions on this section?

5



Training refresher on analytics, insights and reporting as data starts to flow



6



No limits on Engagement Expert or Account Manager time during onboarding, including face-to-face meetings



Commonplace

powered by Zensity

Dedicated Expertise On Tap



A dedicated Engagement Expert with either Central Government, Local Government or Police Force Specialism, assigned to your account

- Experience working with similar clients in your region (our team has over 200 years experience in public sector data, insights & engagement)
- Unlimited support, no charges for extra days or hours
- Works with you to identify and refine your goals
- Leads the initial implementation and training
- Tunes dashboards and keywords, according to your organisation needs
- Provides ongoing advice and guidance, scheduled reports summarising your platform adoption, meets with you on a regular basis
- Delivers training to new client team members
- Offers professional development sessions for colleagues
- Shares upcoming product roadmap improvements

Access to our Specialist Teams

- Research Analysts compile deep dive reports upon request
- Head of Research Methodology ensures our research approach stays at the forefront of academic research and commercial best practice
- Product Manager responsible for innovation and evolving the product and the platform
- Technology Team responsible information security, data protection and quality assurance
- Dedicated Account Manager ensures you are gaining maximum value and manages the commercial relationship

Total Service Assurance



Support & Service Level

- 24x7 searchable knowledge base
- In app tutorials and self-paced learning modules
- Email support answered within 4 working hours during UK office hours 8–6 M-F, with urgent escalation if required outside office hours
- No additional charges for support hours / days

Technology, Information Security & Data Protection

- ISO27001 and Cyberessentials certified since 2021 and 2020 respectively, fully GDPR compliant and registered with the UK ICO, regular penetration tests
- All data is hosted by AWS in a virtual private cloud in UK or Ireland regions, data encrypted at rest, all connections use HTTPS at minimum TLS v1.2
- Backup and disaster recovery plan documented, tested quarterly to ensure recovery point and recovery time objectives are achievable
- Client owns all response data collected, we act as a data processor and independent controller for our own purposes, our [privacy policy](#)
- 50 strong product & engineering team means the platform is always evolving and innovating
- No charge for release of version upgrades
- >99.99% uptime performance for last 12 months with zero planned downtime, uptime SLA target of 99.95%



Secure Exit Process



General	Social Media & News Monitoring	Representative Community Surveys	Stakeholder Consultation, Engagement & Collaboration	Resident Experience Surveys
Deletion of client admin users and associated personal information Deprecation of the dashboard	Disconnection of all social media accounts Disconnection to native 'direct' data sources and channels such as contact centre data	Anonymisation of all survey results, deletion of respondent personal information in accordance with contractual 'archive' period Export of all survey results and raw data Export record of survey instruments used	Export all submission data Export all user and demographic data Export anonymised special category data Anonymisation of all survey results, deletion of respondent personal information in accordance with contractual 'archive' period	Disconnect integrations with external services Deactivate send mechanisms Anonymisation of all survey results, deletion of respondent personal information in accordance with contractual 'archive' period Export of all survey results and raw data Export record of survey instruments used

The Commonplace Difference

Built for government



The only social media listening & publishing platform designed and built solely for central government, local government and law enforcement

Tuned to your workflows



Our experience with 500+ agencies gives us a unique advantage in making platform intelligence relevant to the way you already work

Dedicated Expert



Unlimited access to your dedicated Engagement Expert, who is invested in your success and brings hyper-relevant experience

SaaS thru and thru



As a technology platform, you'll benefit from our 50 strong product and engineering team to keep innovating and evolving on your behalf

Trust in AI



Generating with AI-powered topics, sentiment and insights, alerts and report writing since 2018, long before Chat GPT and others came on the scene

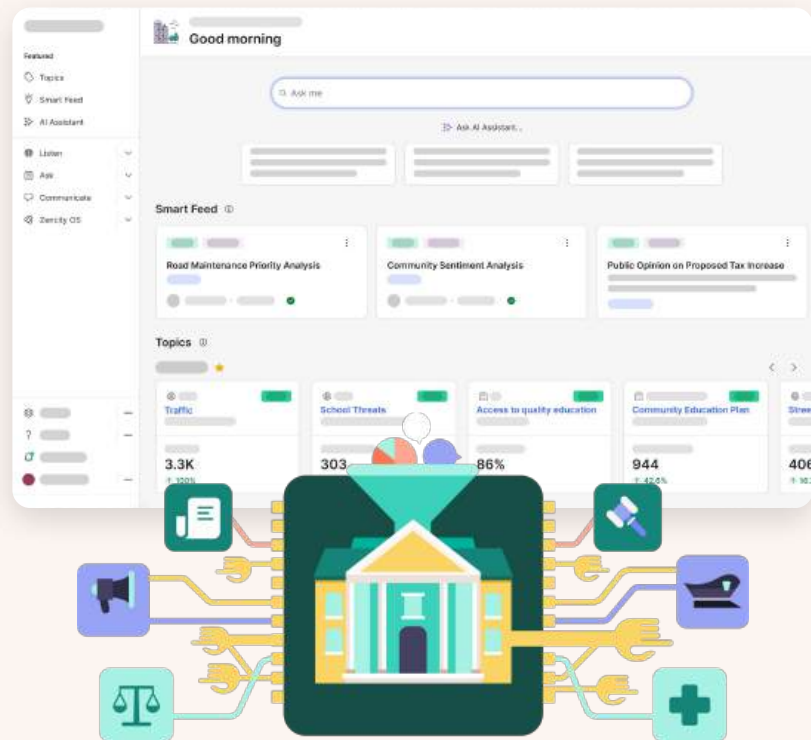


Commonplace

powered by  Zensity

The Commonplace Difference

- Combine all of your data sources to build a 360 Community Voice
- Bring together social media and news data with representative survey data, post-interaction survey results and community consultation & engagement responses
- Our AI-powered dashboard picks out emerging trends and noteworthy correlations in real-time across a mixture of quantitative and qualitative data sources
- The Commonplace platform is not only your analytics and insights companion, but now also guides you towards the next best action and executive report



Arrange a demo with our Engagement Specialists



Benjy Meyer
Managing Director
benjy@commonplace.is



Dorrian O'Neill
Strategic Accounts Lead
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Power Government Work With Community Voices | commonplace.is



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