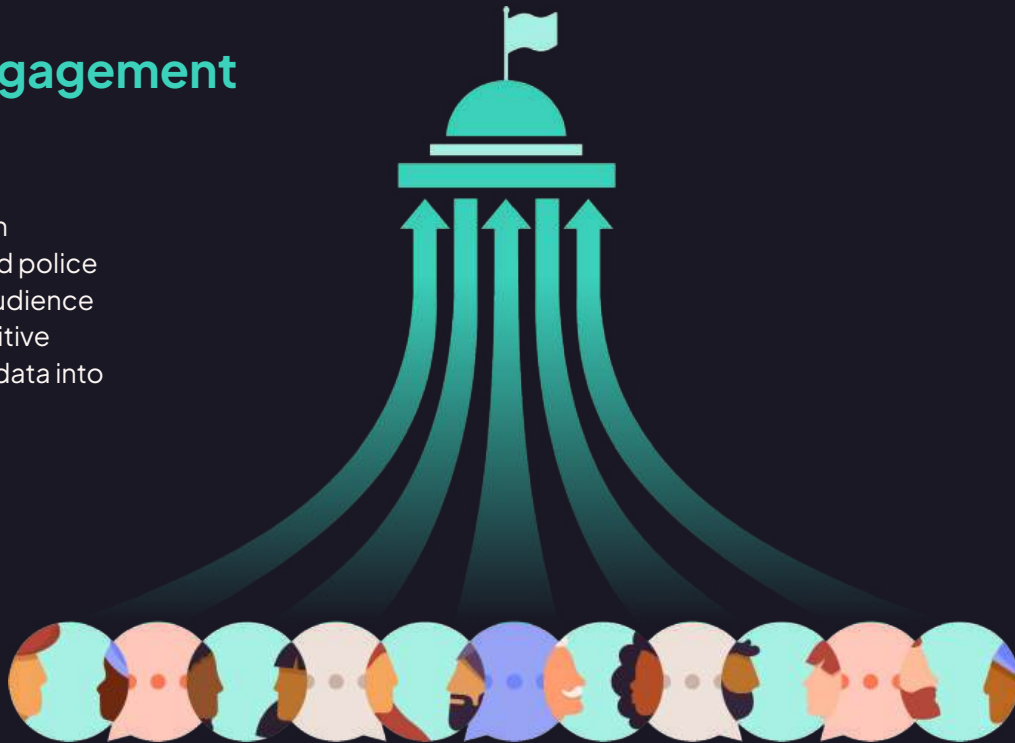


Digital Community / Citizen Engagement & Consultation SaaS Platform

A digital community engagement / consultation platform powering the work of 350+ central/local government and police forces across the UK and USA. Its national stakeholder audience and mobile-first interface powers fast, inclusive and positive response. An AI-powered dashboard converts resident data into actionable insights to support inclusive and transparent 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



The Commonplace 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](#). 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

Winners in 2021, 2022 and 2025 with Leeds City Council, London Borough of Wandsworth & more

FAST COMPANY



Most Innovative Companies 2025

Certified

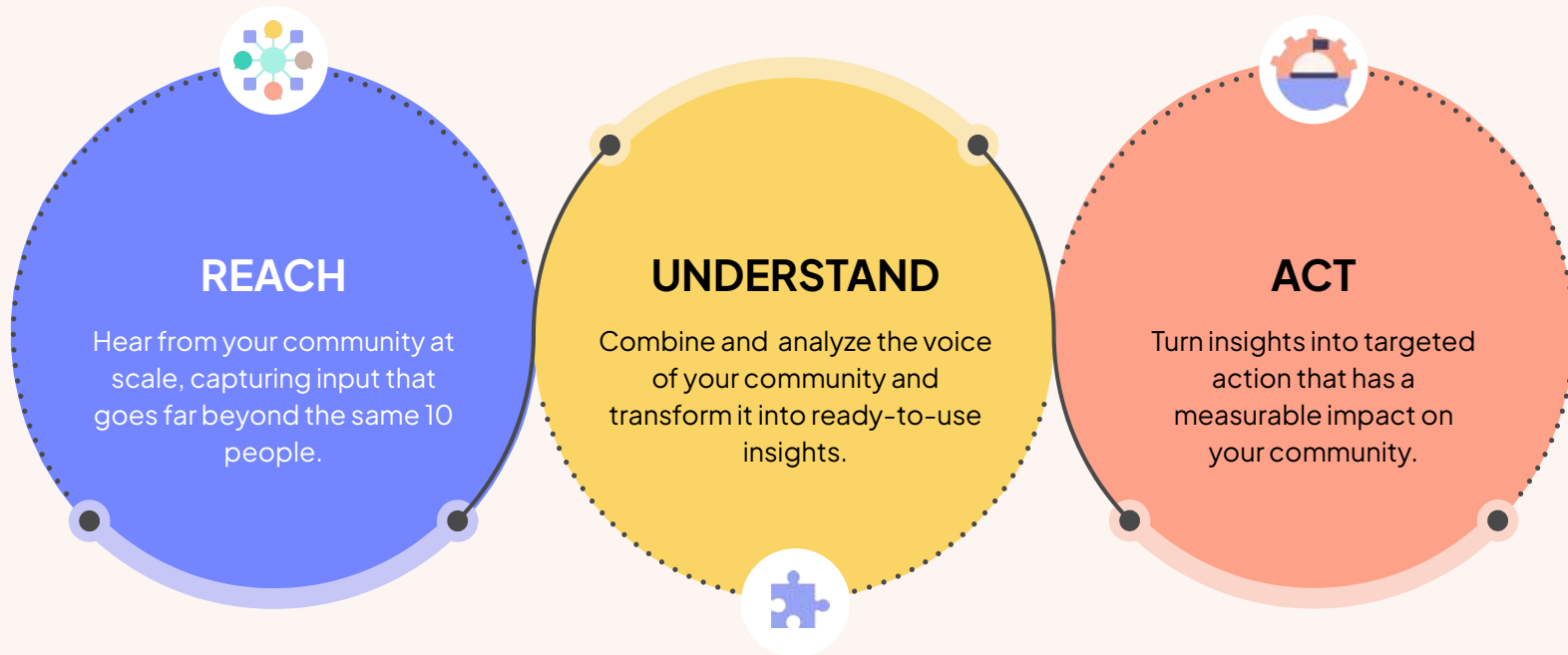


Corporation

*We refer to Commonplace as a 360 Community Voice Platform.
This service definition document refers to our Engagement & Consultation SaaS Platform.*

Our Service Framework

We deliver our Community Engagement & Consultation Service through 3 pillars that make up everything our product and team does for you.



Commonplace is the AI-native community voice platform that converts insight into action and powers government workflows.



Reach

using our Digital Community / Citizen Engagement & Consultation 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.



Warmed up audiences and in-built tools power your reach

Our audience of 1M+ UK residents has already opted in to participate in consultation and engagement on local policies, initiatives and developments

Drop in your pre-existing list of subscribers to launch your explainer websites or collaborative activities

Deploy your campaigns through the platform to maximise and monitor your reach

Reach people on any device – desktop, tablet, or smartphone – at home or on the go

Broader reach = more support

Build on the proven foundation that the wider your reach, the more support for your initiatives

Include hard to reach audiences by tailoring content and journeys to their needs

Inclusive and compliant by design: multi-language support, accessibility (WCAG 2.2 AA) compliance

Instant distribution at scale delivers fast results, with sharing and publishing to drive viral audience build

Boost your performance by targeting geo-demographic audiences through our targeted paid digital advertising

Hybrid engagement supports on-line and off-line methods

Take your engagements on the road, activate face-to-face mode in a single click

Instantly convert any content or questions into paper-ready forms for printing and distribution

Switch on Live Engagements to collect data in a live workshop, scrutiny panel or public meeting

Bring together data from all collection methods into one single platform for analysis and onwards communication

Avoid the common pitfalls of DIY consultation

In platform coaching and restrictions help you avoid accusations of bias with controls on question phrasing, answer options and structured response validation

Respondent verification keeps the bots and AI impersonators at bay

Data validation, anti-gaming detection and deduplication is automatically powered by our fingerprinting technology, reducing manual effort

Real-time moderation removes exposure to abusive or profane language on the platform



Understand

using our Digital Community / Citizen Engagement & Consultation SaaS Platform you will...

Combine and analyse the voice of your community and transform it into ready-to-use insights



From consultation responses to actionable insights in hours and days, not months

Pre-approved and externally-endorsed consultation and engagement templates speed up the content & question design process

Go beyond basic consultation questions to deliver visually-interactive engagements: Survey
Storytelling and Community Heatmaps

Explain trade-offs, understand and rank priorities, brainstorm ideas and deliver image-based co-design of interactive masterplans

Auto-generated live charts, tables, maps and reports give you a full understanding as soon as the consultation closes

Purpose-built live dashboard delivers instant and actionable insights

See the results fly into your dashboard in real time, your 24x7 dashboard brings noteworthy insights to life, also allowing you to deep dive or export results

AI-powered topic and sentiment analysis of open text responses, large language models custom built for local government

Instant identification and alerting of evolving themes and sentiment, aggregated by geography, demographics, department or set of keywords

AI-powered executive-ready reports out-of-the-box for onward distribution internally or for external publishing

Build an accurate picture of why the community feels the way they do

Collect geo-demographic data by default to understand who is driving support, ambivalence or resistance to change

Map differences between wards or neighbourhoods by viewing hot- and cold-spots on a heatmap

Explain differences in performance by easily applying cross-tabs in the platform, for instant pivots

Understand how closely your audience matches the census baseline to see identify any gaps in representation



Act

using our Digital Community / Citizen Engagement & Consultation SaaS Platform you will...

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



Ready-built tools for decision makers and action takers

Go beyond buy-in to co-design and co-produce with communities to help improve trust and pride in the future of their neighbourhoods

Single communications hub for all public engagement across planning (local plans, supplementary planning documents, design codes), transport, policy, regeneration, housing, safety, health

Power your central or local government policy and place-making decisions with reliable, relevant and timely metrics

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

Build trust through building direct relationships with community members

Verify people are who they say they are, so you can confidently follow up with them individually or in filtered audience segments

Trusted and safe for respondents: 93% confirm identity and comments

Identify under-represented audiences and fill gaps using our targeted paid digital advertising

Drive continuous engagement by inviting select audiences to participate in future phases, deep dives or live workshops

Build trust through transparency, publish your results and response plans

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

Include details about your reach, representation and how you will evolve your engagement approach moving forward

Show residents how your results have evolved between consultation phases to influence your policy or development decisions

Craft and schedule news and social media posts for the community to understand how your response plans are progressing

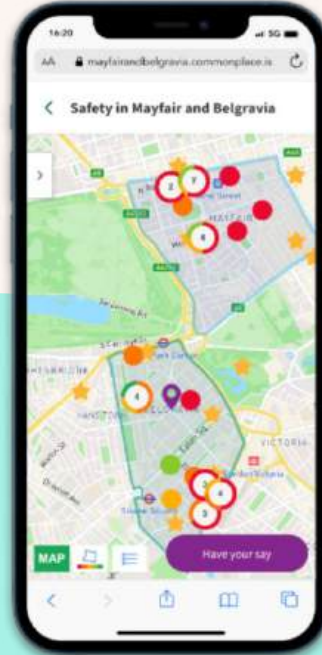
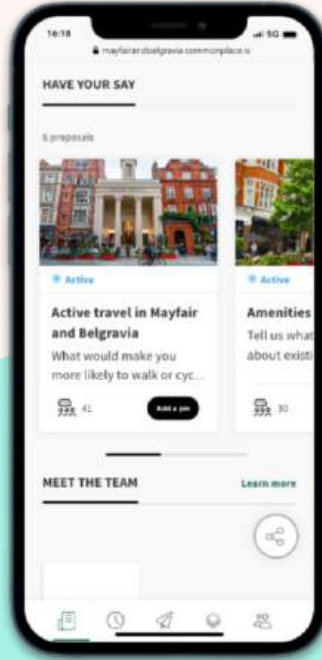
Boost community intelligence with additional data sources

Add on Commonplace census grade representative surveys when you weren't able to reach the right audience organically

Discover what communities are saying to each other about each engagement project on social media, in local press or public forums



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:

- Invite client admin users with role-based access permissions
- Import subscribers from other databases*
- Import content or answers from other sources*
- Project, page and activity creation
- Content and question design and build in the WYSIWYG editor or using AI-generated content prompts
- 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
- Filter, cross-tab and manipulate data in dashboards
- Customise and share reports with scheduling
- Set up and save analytical queries and broad match based topic searches

*Only available on the Professional Plan, see pricing



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

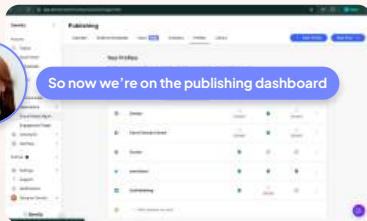


Engagement strategy defined and documented

3



So now we're on the publishing dashboard



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

5

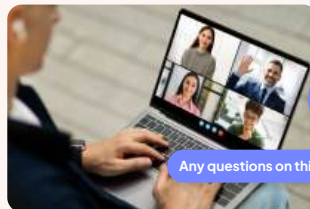
Training refresher on analytics, insights and reporting as data starts to flow



4



First implementation set up, quality assured and live



Any questions on this section?

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

Exit Strategy

- 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
- Deletion of users and client admin personal information
- Deprecation of the dashboard

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%



Westminster City Council

used Commonplace to deliver a Fairer Westminster and put local people at the heart of decision-making

Case Study



Overview

Westminster City Council's ambition to deliver a Fairer Westminster is rooted in transparency, inclusion, and empowering residents to shape local services and spaces. Commonplace enabled Westminster to embed public input across policy and planning, creating more responsive, inclusive, and trusted decision-making at scale.



Analysis

Over the past two years, Westminster launched 112 Commonplaces, reaching 209,000+ visitors and generating 21,000+ contributions across priorities including housing, transport, greening, supplementary planning documents and public realm.



Approach

Westminster used an inclusive, blended approach to engagement, combining digital tools, QR code call-to-action campaigns, and in-person outreach to ensure diverse participation, from school streets to major public realm schemes.



Result

Engagement directly shaped flagship initiatives including the Oxford Street Programme, North Paddington Programme, Greening Westminster, and the Cycle Movement Strategy. Clear feedback loops made participation visible and meaningful, with 74% of residents agreeing: *"The time I spend on Commonplace is worth it for the benefits I and my community gain."*

Resident (May 2024)

Allowing us to share thoughts makes such good sense, as this wonderful city is truly evolving into an environment that champions the well-being of all. Thank you so much.



Surrey County Council

used Your Fund Surrey to shift from one-off consultations to ongoing community collaboration

Case Study



Overview

Surrey County Council wanted to improve the quality and transparency of local infrastructure and neighbourhood projects by deepening community involvement. Using Commonplace, Surrey created an ongoing collaboration model where residents could shape, support, and track improvements across the county.

Resident (May 2024)

"I can often feel a bit detached. It is nice to be able to feel part of local projects and the one proposed for will make such a difference to the local community and will be so beneficial to the residents."



Analysis

Surrey engaged 120,000+ residents using a blended engagement approach combining online tools, in-person outreach, social media, and QR codes, with strong reach into underrepresented groups.



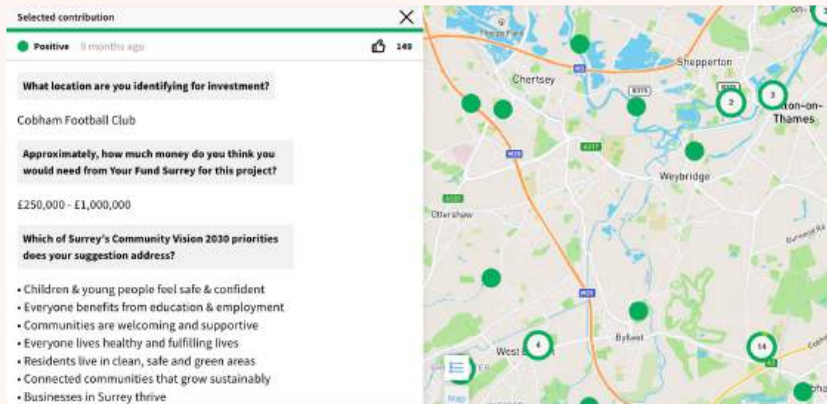
Approach

The programme generated 213,000+ contributions including 131,000 ideas, providing a rich pipeline of community-led projects and priorities.



Result

Through Your Fund Surrey, residents could suggest, support, and track project ideas using interactive maps and live updates. This helped shape initiatives like community hubs and walking trails, with 93% of participants saying contributing via Commonplace made them feel more connected and included, driving better, community-led outcomes at scale.



Commonplace

powered by Zensity

Client Feedback

Testimonials



It is an amazing tool that saves a lot of time and resource over the alternative method.

Black Country Transport



It offers a much better way to engage with our residents with a highly interactive platform.

South Gloucestershire Council



For place-based community engagement I don't think there is a better platform than Commonplace.

East Riding of Yorkshire Council



Commonplace supported us with our recent consultation on Mooir Vannin. Offering stakeholders a digital platform, enabled us to get feedback from as wide a range of people as possible. This was critical in making sure we understood the concerns and interests of the wider community. The analytical reporting platform was great in helping us to analyse the data quickly and effectively.

Orsted



It has allowed us to reach new demographics and present complex information successfully to greater numbers than before.

Basildon Council



I think the platform is a great resource for councils and allows us to keep track of consultations long after they close, and gives transparency to residents as they remain in our consultation hub.

Royal Borough of Greenwich



Gained more feedback than before, it can be hard to engage the community and this made it easier.

City of London Corporation



The heatmap was a brilliant way of getting people to tell us what they thought with as broad a brush as possible... I think being able to put a pin in the map and just write what you thought broke down a communication barrier for a lot of people.

Cairngorms National Park Authority

Resident Feedback

Testimonials

Overnight Motorhome Parking in EDDC Car Parks



A brilliant communication tool at minimal cost to the council. Very efficient, professional, simple to use and so easy to create the statistics required. A wonderful opportunity for the residents to be included. No paper or postage (carbon negative surely) and an environmentally friendly way of delivering your message

Royal Greenwich Planning



Having signed up for notifications and updates, I'm kept well informed of opportunities to contribute to new consultations, as well as progress on the consultation. With each new consultation, the information about the proposals and options is provided in a very accessible format and the surveys are straightforward to answer, once you've read the proposals.

Coldbrook Road East Active Travel Route



Because it is open text input and not a closed and biased multiple choice leading survey/interface. From past experience, all responses get a feedback from the council. Everything is transparent which is amazing.

Westwick Row



Commonplace is more than just a forum—it's a catalyst for innovation. Its emphasis on collaborative discussion makes it a valuable resource for anyone looking to stay ahead in the fast-paced world of new development.

Bunhill, Barbican and Golden Lane Area Healthy Neighbourhoods Plan



For me this is more convenient and it also means I do not get pulled into group thinking, or have my voice silenced by those who tend to be the loudest.

A58 Improvements



Actually, get the info on what is being planned, whereas before Planning was a complete mystery. Those yellow bits of paper on lamp posts are an utter waste of time/effort - they're never in date by the time you spot one and, even then they're unintelligible.

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

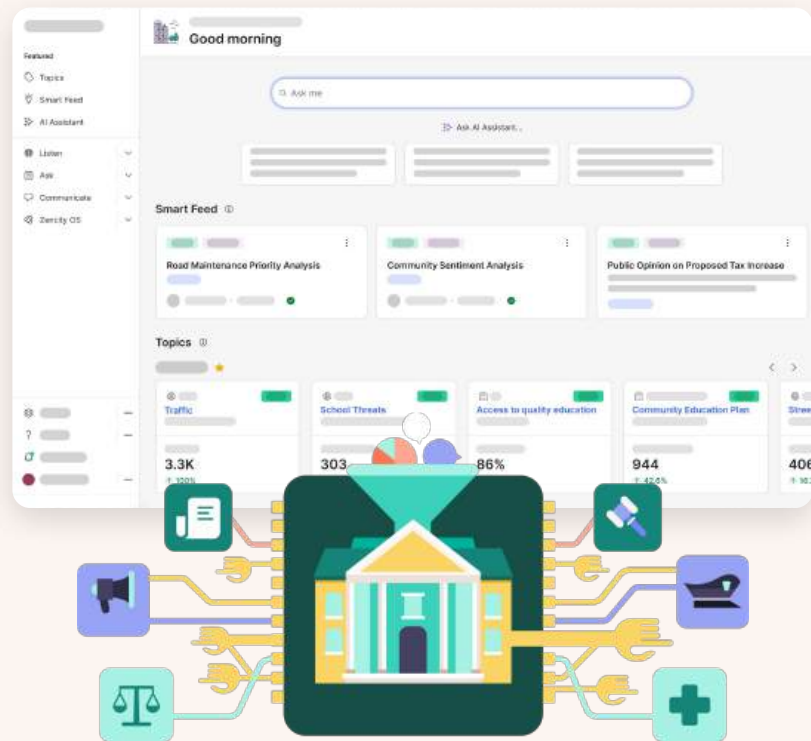
powered by  Zensity

The Commonplace Difference

Part of the bigger picture

Build a 360 degree understanding layering on Representative Surveys and Social Media & News Media Listening & Publishing software

- 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
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Dorrian O'Neill
Strategic Accounts Lead
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