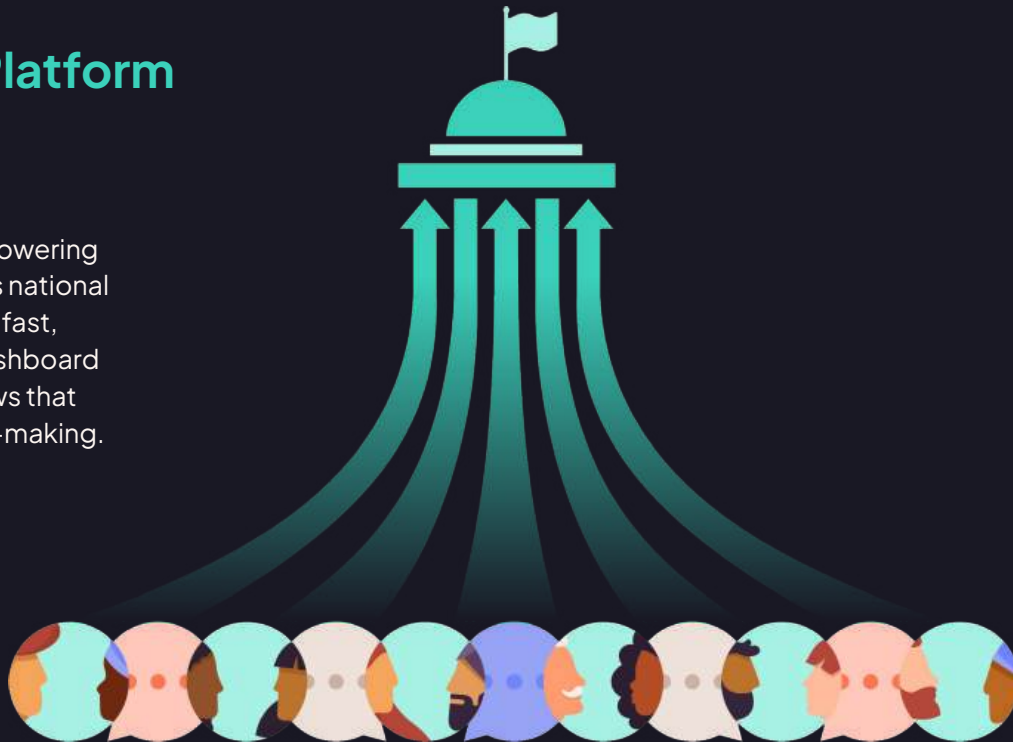


Local Plan Consultation SaaS Platform

A digital planning engagement / consultation platform powering 100+ local government planning teams across the UK. Its national stakeholder audience and mobile-first interface powers fast, inclusive and collaborative response. An AI-powered dashboard converts feedback into actionable insights and workflows that support all stages of local plan production and 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 Local Plan Engagement & Consultation SaaS Platform.*

Local Plan Engagement & Consultation **in Action**

Gateway 1

Gateway 2

Gateway 3

Fully accessible templated Hub for every Gateway stage, WYSIWYG editor, Email newsletters

Announce plan, publish timetable

- Mobile-first hub page
- Email pre-built 1M+ audience
- Newsletter: announcement
- Published timeline

Scoping consultation

- Pages for each section 'issues & options'
- Before & after image slider
- Community Heatmap and interactive Survey Stories
- Drop a pin sentiment mapping
- Ideas wall, community forum
- Collect & store contact info

Call for sites

- Draw a polygon, submit your site
- Advanced interactive mapping
- Image & PDF upload

Consultation on draft vision plan content & evidence

- Create & publish digital interactive document
- Interactive questions and journey skip logic
- Ranking prioritisation tools
- Design code options
- Comment on image

Consultation on proposed plan, site allocations, policies

- Navigational maps
- Explainer content blocks
- Resource allocation questions
- In person events

Consultation on conformity with spatial development strategy

- Import & display map layers
- Free text questions and document submissions
- Publish official representations
- Embed searchable database
- Publish examination-ready reports

Ongoing engagement to deliver the plan

- Newsletters: keep public updated
- Additional engagement phases: promote adoption
- PlanApps solution

Local plan specialised analytics dashboard, AI-led free text analysis and auto-generated reports

Local Plan Engagement & Consultation in Action

Gateway 1

Gateway 2

Gateway 3

Last chance to let us know about the Local Plan

Consultation closes on Monday 4 March

We have had around 2,500 comments on our Local...

Posted on 3rd March 2024

by East Hampshire District Council

Completed

Leeds Design Code

How could a Design Code help shape new development?

34

LP150034

Land and Building at Social Services Office, Edward Terrace, Reading

Grid of 12 small map thumbnails showing various locations in the Harrogate area.

SOUTH ALDERSTERSHIRE LOCAL PLAN

Regulation 19 2023

Active

Regulation 19 Local Plan document

Download pdf copy of the full Local Plan

Learn more

Completed

Living

Where we live, the homes we live in, our health and well-being, and the communities we belong to.

41

Learn more

Completed

Working

The economy, jobs, retail, services, investment, skills and training.

37

Learn more

How would you allocate housing units on this site?

Slide to allocate units

2,500 **150**

Total units (Units to be allocated)

Affordable homes 1,000 40%

Homes for single people/couples 558 22%

Homes for families 792 32%

What is most important to you? (Ranking - priority)

Rank in order of importance with most important at the top.

- Public spaces
- Places to sit and relax
- Places to socialise
- Work space
- Employment
- Homes

Draw your shape

To start drawing your shape you will need to add a series of points.

Cancel

Completed

Building a Zero Carbon, Climate Resilient Harrogate

Share your views on how new development should respond to the climate emergency in

43

Have your say

Completed

Healthy Places

Share your views on open spaces, biodiversity and green and blue infrastructure in Harrogate.

37

Have your say

Completed

Sustainable Travel

Share your views on our proposed policies regarding sustainable travel in Harrogate.

77

Have your say

Completed

Design, Heritage and Culture

Share your views on design quality, culture, the historic environment and public spaces.

26

Have your say

Completed

Employment and Town Centres

Share your views on how new development could best support businesses and jobs in Harrogate.

15

Have your say

Completed

Housing and Communities

Share your views on housing and social infrastructure in Harrogate.

37

Have your say

Examination Latest News and Timeline

29 January 2026 - SOC and Inspectors letters added in examination library

The documents in the table below can be found here: [Inspector's Documents](#)

Document Reference	Document	Reason for update
ID04a	SOC Response to Inspectors Initial Questions 12 December 2025	New document
ID04b	Inspectors response letter to SOC letter of 27 January 2026	New document
ID06	Inspectors Green Set Questions 14 January 2026	New document

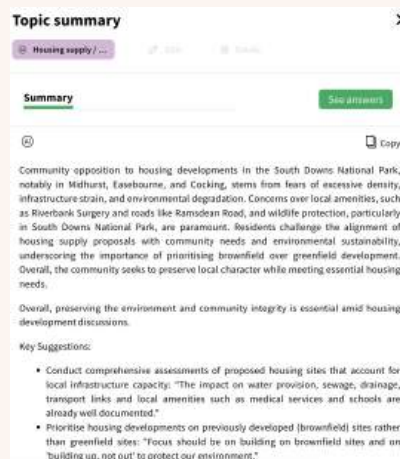
29 January 2026 - Statement of Common Ground Documents added to examination library

14 January 2026 - Documents added and updated in examination library

17 December 2025 - Inspector's Initial Questions

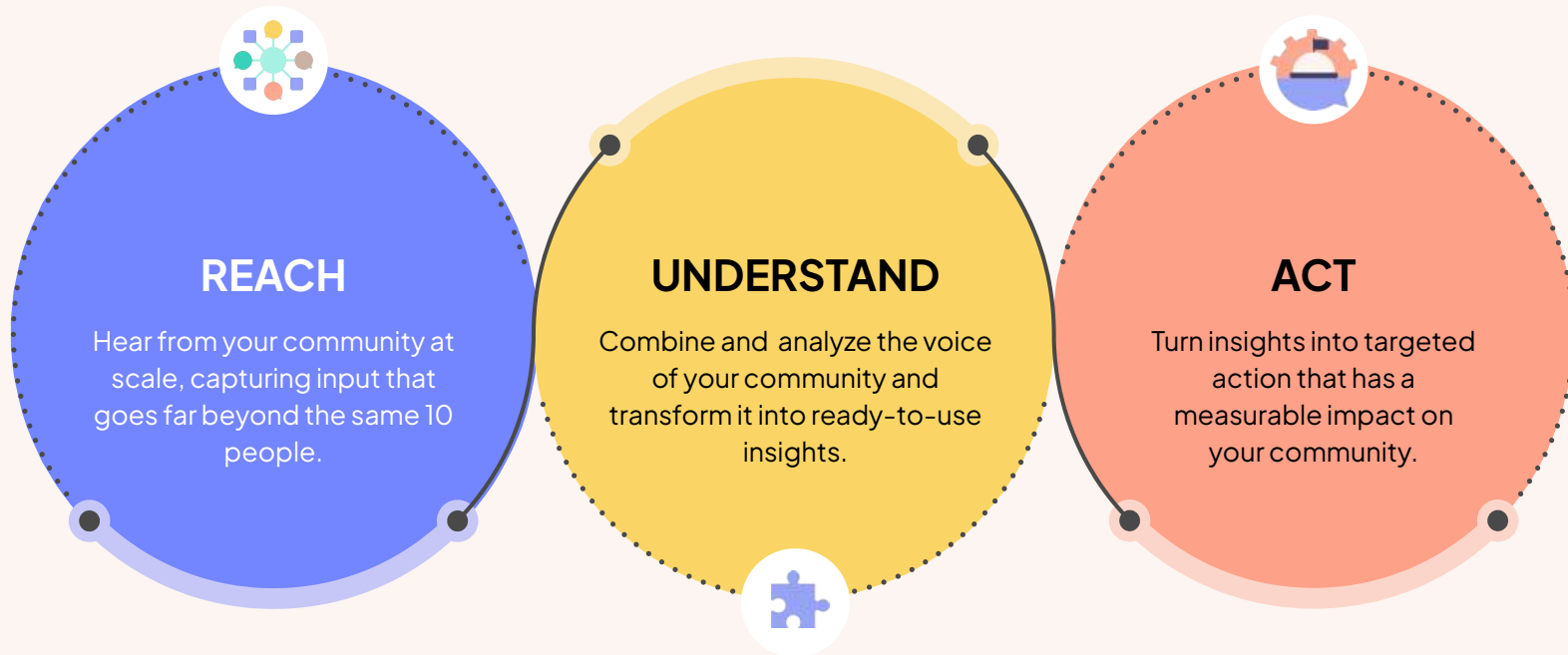
Gateway 3

Upgrade to ConsultAI:
decision-ready reports for
officers, streamline analysis of
email / letter representations

[illegible]

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 Local Plan 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, 75% support for local plan policies

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

Receive and include representations via email or PDF upload

Combine data from all collection methods in 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 Local Plan 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 land use maps

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 Local Plan 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





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



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

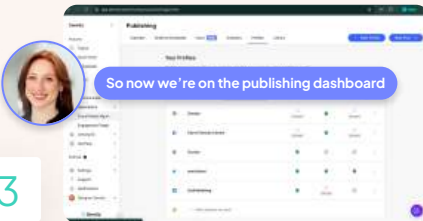
Settings and configurations discussed and agreed, admin user invites sent

2



Engagement strategy defined and documented

3

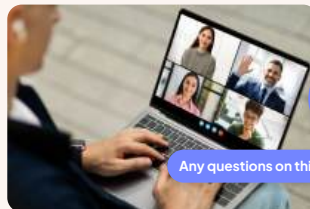


Training sessions (2 or 3 one hour sessions or self-paced learning) with hands-on in-app learning, no limits on users or number of people trained

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 specialising in Local Government Planning Consultations

- 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%



Understanding the public response to the Milton Keynes Local Plan

Milton Keynes New City Plan

Case Study



Overview

Milton Keynes Local Plan consultation aimed to shape an inclusive, thriving city by 2050 - placing community input, especially from young people and underrepresented groups, at the centre.



Analysis

Social media campaign activity reached over 392,000 impressions. The platform saw 7,770+ visits and 1,571 feedback submissions, with 84% demographic alignment to ONS data.



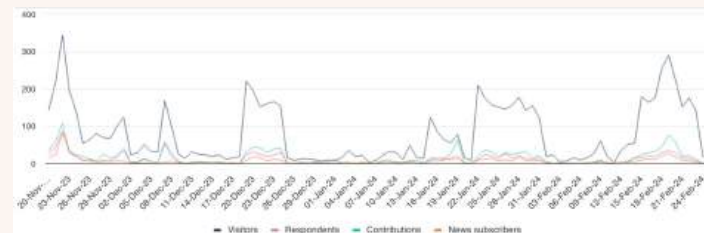
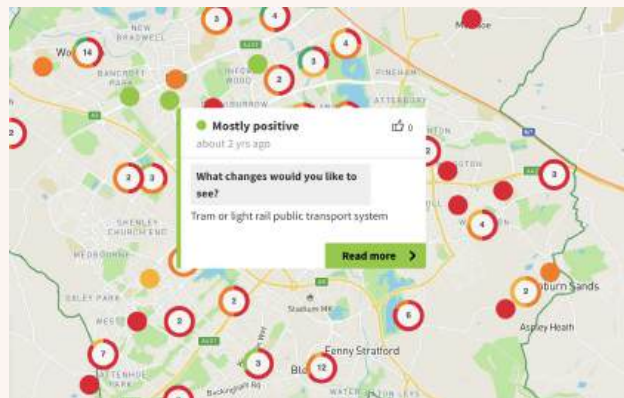
Insights

Youth Council members and students from the 'Explore' programme served as ambassadors. Their role was to recruit young people to participate in the consultation



Result

Insights have already started shaping the Regulation 18 draft of the New City Plan including the Design Code and development of new transport / mobility solutions.



Milton Keynes New City Plan

Empowering Community Influence

Case Study



Objective

Milton Keynes is shaping an inclusive, thriving city by 2050 – placing community input, especially from young people and underrepresented groups, at the centre.

“I have done several surveys on Commonplace and they have all been relevant to me and I see the difference my voice can have.”

– Resident (June 2024)

Approach

To move beyond the usual voices, the Council partnered with Commonplace, using tools like heatmaps and interactive surveys to gather input across four themes: city centre, housing, health, and climate.

7.7k

Visitors

1.5k

Contributions

77%

Contributing via Commonplace has made me feel more connected and included



Youth Engagement

Youth Council members and students from the ‘Explore’ programme served as ambassadors, with over half of Youth Council members actively participating.



Impact

The platform saw 7,770+ visits and 1,571 contributions. Social media reached over 392,000 impressions, with 84% demographic alignment to ONS data.



Outcome

Insights are shaping the Regulation 18 draft of the New City Plan—showing how digital tools can give communities real influence.

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

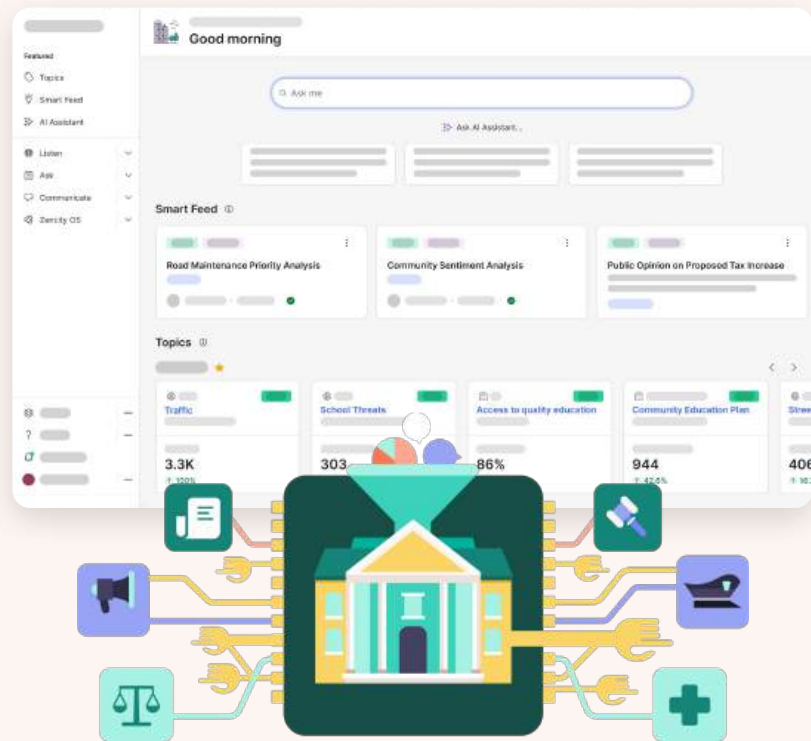
powered by  Zensity

The Commonplace Difference

Part of the bigger picture

Build a 360 degree understanding layering on Representative Surveys, Social Media & News Media Listening & Publishing and Community Engagement & Consultation 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
benjy@commonplace.is



Dorrian O'Neill
Strategic Accounts Lead
dorrian@commonplace.is

Power Government Work With Community Voices | commonplace.is



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