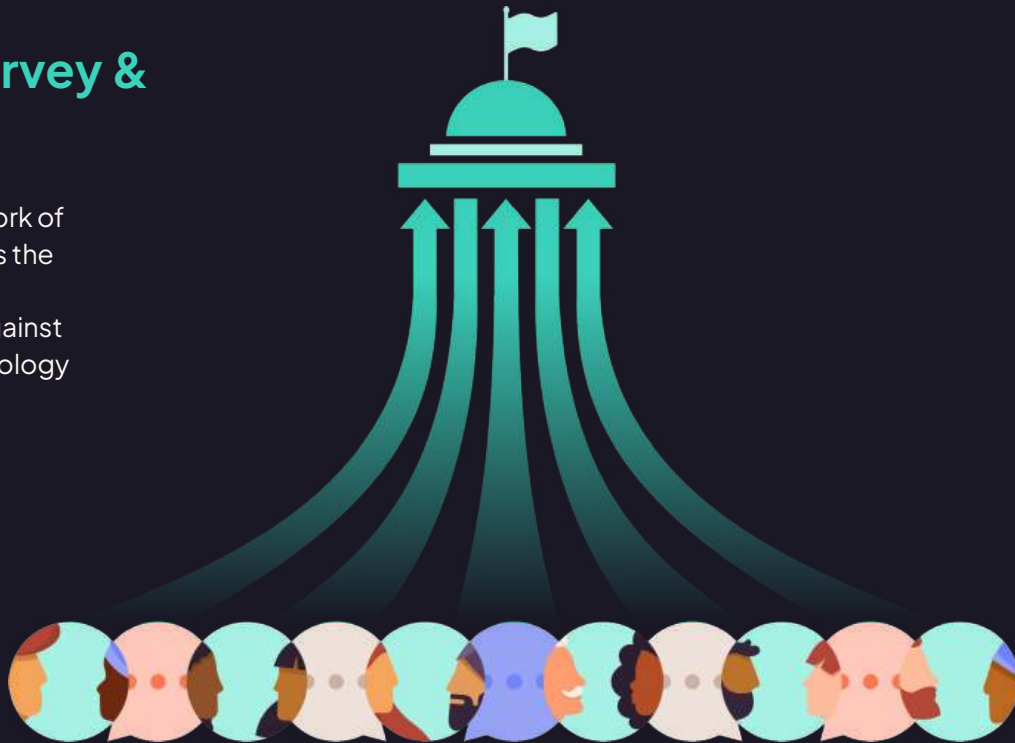


Representative Community Survey & Insights SaaS Platform

A community data and insights platform powering the work of 400+ central/local government and police forces across the UK and USA. Distribute recurring or one-off surveys to scientific-grade representative audiences, baselined against the census. Benefit from our unique distribution methodology to achieve faster, lower cost and more reliable results.

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

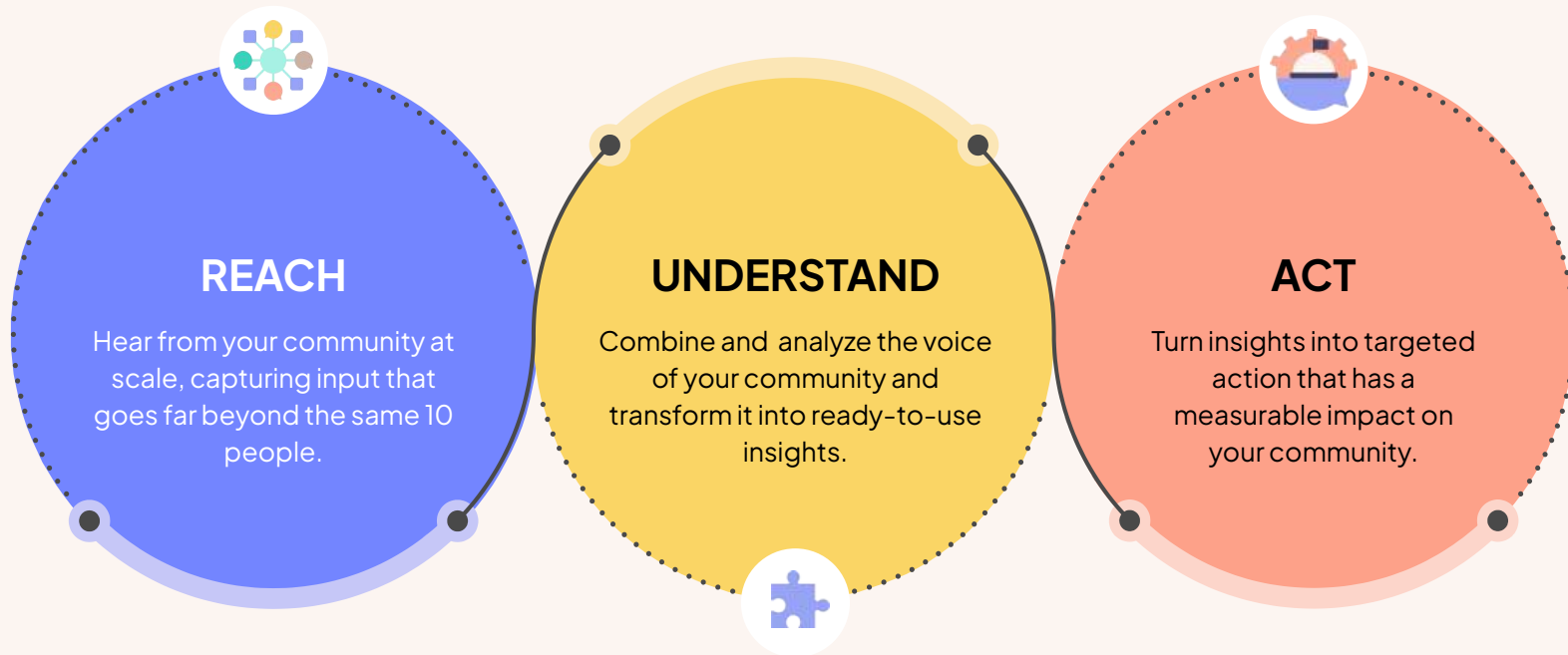


Corporation

We refer to Commonplace as a 360 Community Voice Platform.
This service definition document refers to our Representative Surveys SaaS Platform.

Our Service Framework

We deliver our Representative Community / Resident Survey & Insights 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 Representative Community / Resident Survey & Insights 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.



Census-grade representative samples you can depend on

Let us do the heavy lifting, we'll ensure reliable, representative surveys through our proprietary distribution platform

Reach residents where they are in real time, see the results build in your dashboard in real time

Avoid the selection bias and interviewer bias of alternative and traditional methods

Trust our platform to fine-tune geo-demographic targeting as the responses build, to manage costs and timelines effectively



Include hard to reach audiences

Reach marginalised groups where they spend increasing amounts of their time, in their social media channels or mobile apps

Fill gaps with panel-based audiences to target certain geo-demographic segments

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

Reduce reliance on unnecessary geo-demographic weighting by reaching the right audience in the first place



3 x faster than alternative methods

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

Results build instantly in your dashboard, get a quick handle on initial themes or trends

Gather thousands of responses in a matter of days or a few weeks, not months

Tune distribution on a daily basis to narrow in on geo-demographic gaps in response



Keep tabs on your budget and your carbon footprint

Tried and tested survey designs that power higher completion rates, keeping distribution costs low

Reach census-grade results for one quarter of the price of alternative methods

Reinvest your savings in increased survey cycle frequency to maintain an 'always-on' understanding

Reduce your environmental impact with 1/50th of the carbon emissions per response



Commonplace

powered by Zensity

Understand

using our Representative Community / Resident Survey & Insights SaaS Platform you will...

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



From survey idea to helpful results in days or a few weeks, not months

Pre-approved and externally-endorsed templates speed up the survey design process

Instant distribution at scale delivers fast results, no waiting for the post or telephone pick-up

See the results fly into your dashboard in real time, get an instant read on the key themes

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



Recurring cycles provide a longitudinal style view of progress

Import data from previous surveys conducted outside of Commonplace, for easy comparison*

Run recurring performance monitoring surveys on an annual, quarterly, bi-monthly or monthly basis

Use the same core questions for each cycle for easy comparison, while also varying 3-5 additional questions to delve deeper

Deploy additional one-off surveys to deep-dive into specific topics, for example: budget planning, housing services or road maintenance



Purpose-built live dashboard delivers instant and actionable insights

Your 24x7 dashboard brings noteworthy insights to life, also allowing you to deep dive or export results

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

Signal detection and alerts that notify you of key changes cycle-on-cycle

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



Benchmark your performance against similar cohort towns, boroughs or regions

Compare performance between survey cycles in a couple of clicks, and zero-in on the variance drivers

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

Compare your performance with our national benchmark or cohorts of similar towns, cities and regions

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



Act

using our Representative Community / Resident Survey & Insights 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

Power your central or local performance management meetings with reliable, relevant and timely metrics

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

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

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



Build trust through transparency, publish your results and response plans

Publish your performance results to our super-simple-to-build explainer web pages

Include details about your methodology and geo-demographic reach so that the public understand that you take representation seriously

Show residents how your performance has changed month-on-month and your planned policy changes or response plans

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



Adjust your next survey cycle

Use the same core questions for each cycle for easy comparison, while also varying 3–5 additional questions to delve deeper

Deploy additional one-off surveys to deep-dive into specific topics, for example: budget planning, housing services or road maintenance

Adjust the geo-targeting strategy in the upcoming cycle, based on previous performance, to further optimise for representation and reduce reliance on weighting



Drive change in public perception using our engagement & collaboration tools

Collaborate with the community on your policy changes and response plans to gain buy-in from residents

Go beyond buy-in to co-design and co-produce with stakeholders to help accelerate performance improvements

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



Representative Surveys in Action

 **Zencity**
Sponsored ·  

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

Do you feel safe in your city?



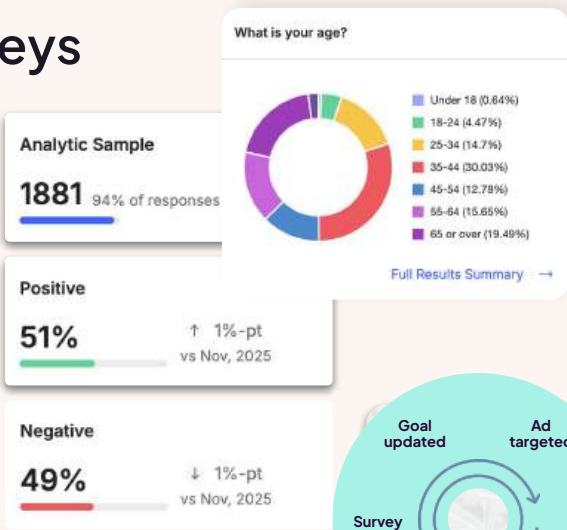
surveys.zencity.io

Your Input Matters Learn more

Please click the link to s...

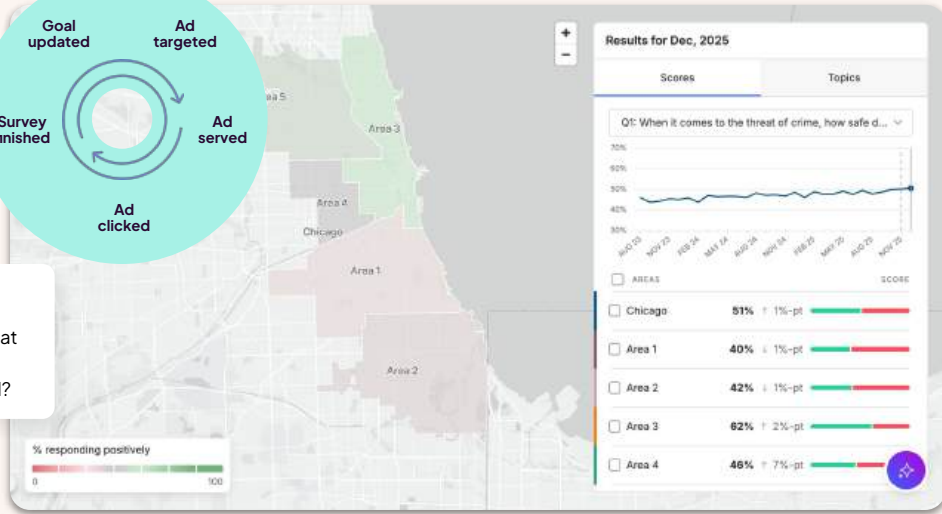
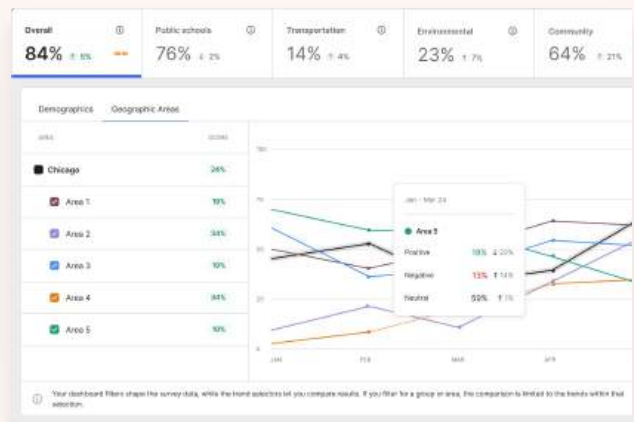
  12

12 comments 2 shares



Question 1

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



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
- Survey design
- Upload of historical survey data for longitudinal comparison
- Definition of sampling targets
- Deployment and management of the survey
- Data validation and deduplication rules
- 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

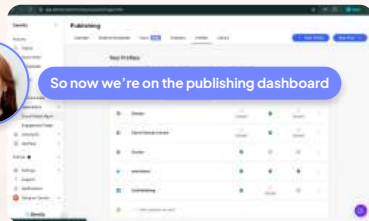


Engagement strategy defined and documented

3



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

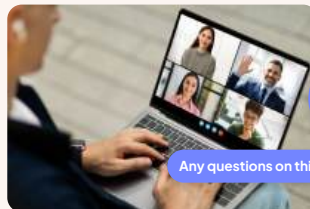
Training refresher on analytics, insights and reporting as data starts to flow



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

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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

- 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
- 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%



MHCLG used representative Community Surveys to understand 75 towns in one go

Ministry of Housing, Communities and Local Government

Case Study



Overview

To underpin its Pride in Place strategy, MHCLG required a robust, representative analysis of public sentiment across 75 towns in England affected by public disturbances after the Southport attacks, and subsequently targeted by the Towns Fund and Neighbourhoods Fund.



Analysis

MHCLG used Commonplace to survey 110,000 people across 75 towns, providing a 95% population fit, allowing MHCLG to conduct a comparative analysis for each place, with the assurance of a representative dataset.



Insights

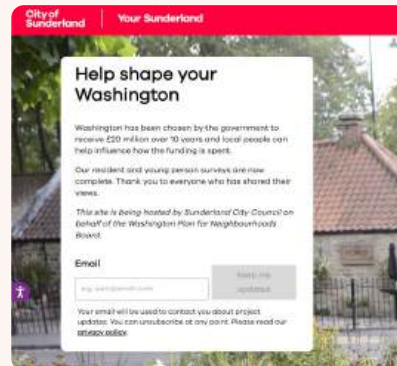
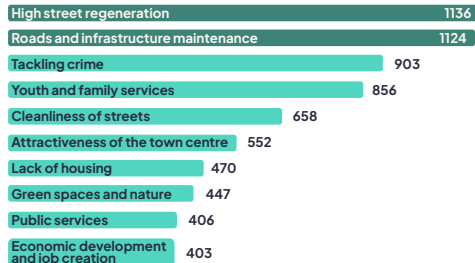
Perceptions of crime and antisocial behaviour dominated the survey: only 23% felt that their town would improve with 44% expecting it would get worse. And only 20% of respondents felt they could influence local decisions;



Result

As well as the nationwide comparative analysis of all 75 towns, the Representative Community / Resident Survey & Insights SaaS Platform auto-generates a report for each town, which is shared with the relevant local authority. Together these create a strong foundation for MHCLG's Pride in Place.

What would be respondents number one priority be for use of the £20 million of funding through the Plan for Neighbourhoods programme in your area?



Actionable

Auto-generated report & prioritise for each of 75 towns

Timely

3 weeks to deliver 12k survey/analysis

Inclusive

110k surveyed, 95% population fit



British Transport Police

Used recurring representative Community Safety surveys to monitor public perception of safety and police on the railways

Case Study



Overview

In order to plan specific, evidence-based actions that align with the National Race Action Plan (NRAP), British Transport Police (BTP) used Commonplace to create the Black Lives Survey, which identified divergence in trust, perceptions and confidence between Black and non-Black respondents.



Analysis

Commonplace fully representative survey produced local insights that would not be possible through aggregated surveys, and informed evidence-based NRAP decision-making through force-wide governance and accountability.



Insights

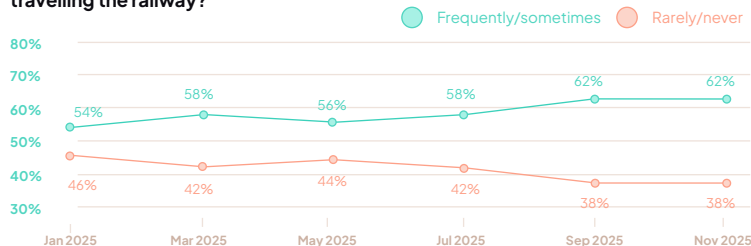
Beyond NRAP, Commonplace bi-monthly survey pulses enabled BTP to move beyond force-level averages. By creating divisional and sub-divisional insight on trust, confidence and sentiment, they identified emerging issues and supported local operational leaders in decision-making based on evidence rather than anecdote.



Result

As a result, BTP now has clear visibility of local sentiment, defensible demographic comparisons, and regular, structured insights embedded into leadership and performance management, providing a consistent evidence base to support national obligations such as NRAP and local operational decision-making.

In the past 12 months, how often do you recall seeing BTP police officers while travelling the railway?



Ashley Auger Head of Analytics and Insight at British Transport Police

The Zencity Data has really helped us be proactive in our approach, previously we've ran surveys and by the time we've received the data its already out of date and we don't have a clear understanding of what the public need.

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

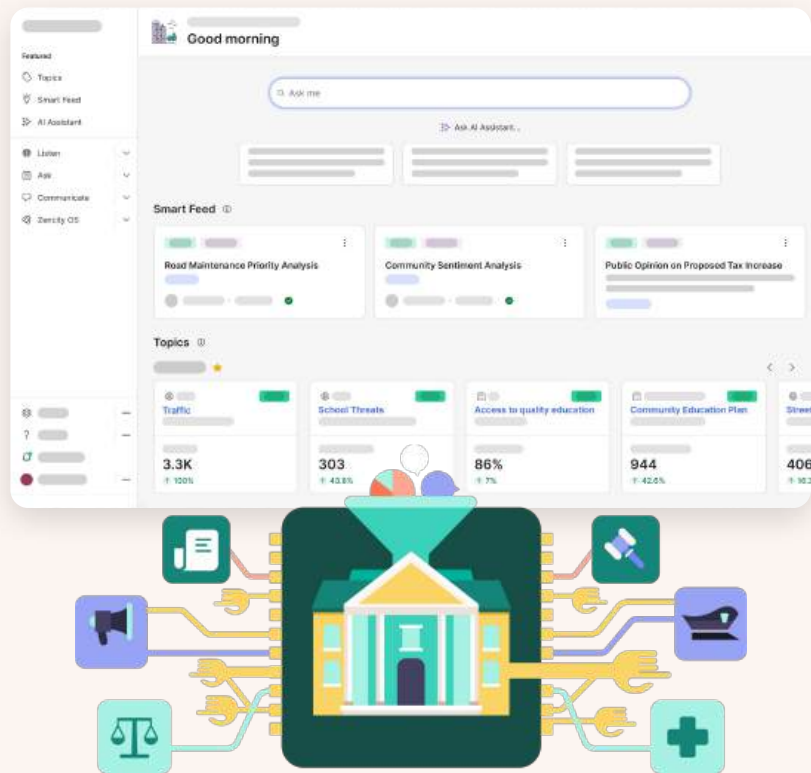
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The Commonplace Difference

Part of the bigger picture

Build a 360 degree understanding layering on Community Consultation & Engagement 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
benjy@commonplace.is



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

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