



Department for Levelling Up,  
Housing & Communities

# Southampton City Council

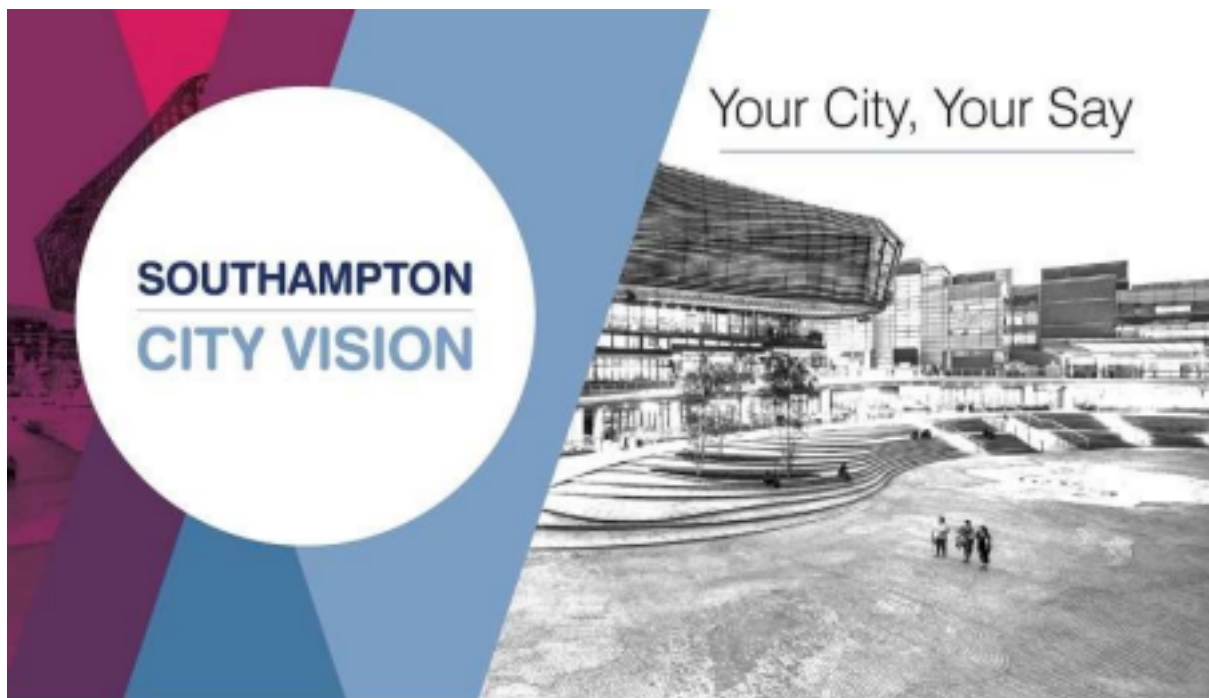
Department for Levelling Up, Housing and  
Communities: PropTech Engagement Fund. Round  
1.

Theme 1: Regulation 18 of the Plan Making

Process 29 April 2022.



Department for Levelling Up,  
Housing & Communities





## PropTech Engagement Fund Round 1 - Final Report

### Southampton City Council (SCC), Theme 1: Regulation 18, Plan Making

#### Process 1. Project Aim

To run a consultation, under Regulation 18 (Reg. 18) of the Local Plan process, that would provide feedback about emerging options and test a new digital platform. The ambition and desired outcomes focus on three key elements, what we ask, how we ask and who we ask.

##### 1a. Ambition and Desired Outcomes

- **WHAT:** To simplify the planning consultation process, cutting through planning jargon and asking people about tangible things around them, making the content relevant.
- **HOW:** To introduce a more interactive platform for consultation which enables people to give us feedback in a range of different ways, allowing respondents to decide how far they delve into detail, and is quick and easy to use.
- **WHO:** To improve levels of engagement with two key groups that were identified as being under represented at our first Reg. 18 consultation; children and young people and people from black and minority ethnic groups.

##### 1b. Focus of Consultation

The consultation builds on the first Reg. 18 consultation that established key issues and priorities. A range of emerging options have since been identified that are the basis of the consultation. The purpose was to get some initial feedback on these emerging options in preparation for our final statutory Reg. 18 consultation that will consist of a draft plan with options. The options were grouped into five key themes:

- Access and movement
- Environment and climate change
- Growth and investment
- Homes
- Place shaping

#### 2. Project Summary (what did you deliver?)

##### 2a. Summary

The project delivered a consultation via the digital platform 'Bang the Table', using a range of tools such as polls, surveys, interactive maps, ideas boards and sentiments/comments. The objective was to test a wide range of tools in order to assess what people engage with. The results will inform the approach to the statutory Reg. 18 consultation scheduled for summer/autumn 2022. Appendix A provides screenshots of each of the webpages, and how the different tools were used to ask a range of questions under the themes outlined above.

##### 2b. Opportunities

Bang the Table is completely new to SCC and was procured with the PropTech funding. The previous consultation used SNAP survey software, which allowed for routing so consultees could skip to topics of interest, but still within a basic online form with no interaction or images. It would not have been possible for the Planning Team to have purchased a platform like Bang the Table and have the dedicated staff resource to test it fully, without the funding. Whilst the 'how' was completely new, we built on existing stakeholder mapping to drive the



communications plan and this was done on a purely digital basis.

### 2c. Funding review

The initial costs set out in the bid were estimates as we had carried out limited pre-market engagement and found the costs of digital engagement platforms varied dramatically, with some also including the provision for marketing and social media campaigns. It was important that the pilot was used to identify and test a digital platform that had long-term potential, therefore financial sustainability beyond the Round 1 PropTech funding was an important consideration. This meant that the costs of the platform and consultancy time from the suppliers was less than estimated, as this offered the best value for money as learned through the procurement process. There was however additional need for in house support from officers. Appendix B sets out the estimated and actual costs.

## 3. Community Engagement Summary

The pilot concentrated on digital methods, aiming to embed the digital tool and assess the effectiveness of a purely digital communications plan. In general, a cascading approach was used, starting with key colleagues, to their contacts and onward to communities. In 2020 we ran a series of community 'drop-in' events across the city and provided paper copies of the survey. However over 88% of responses were made via our on-line form, so we knew we had a good digital take-up in the city.

### 3a. Outreach Methods

Contact lists of existing community networks were used for a series of 'e-alerts'. These were to specifically target the two audience groups that we wanted to engage. This approach was reliant on colleagues in both children's and community service teams and their local knowledge and contacts.

Within the Strategic Planning team, we maintain contact lists of statutory and general consultees together with other individuals who have signed up to be kept in touch with the progress on the Local Plan, all receiving a series of 'e-alerts'.

The communications team led on a third strand made up of three elements:

- Promotion via press-release, council website and social media channels
- A series of 'e-alerts', to those who have signed up to receive information about consultations (SCC Communications team use Granicus GovDelivery system, Bang the Table is also part of Granicus and the two have been linked).
- Paid advertising on Facebook, Instagram & Linked-In (targeted to specific age groups).

Bang the Table provides details of the 'sources' of traffic to the site. Of those who went on to participate in the consultation around 70% were via direct links to the site i.e. those which were circulated via a range of e-alerts (as set out above). Appendix C shows the traffic sources and a summary of paid social media advertising.

### 3b. Lessons Learned

In trying to target the two specific groups, the scope of the promotion was limited. It may have been better to promote widely, as we have done for previous consultations, and then assess the overall impact, including the participation levels of different audience groups.



## Department for Levelling Up, Housing & Communities

One challenge has been the issue of 'registration' to the platform; this is required in order to collect key demographic information. We kept it short but there are potential barriers:

- Some participants are put off if they need to register before they can respond to questions. It would be useful if registration did not require an email address, just a screen name and a few demographics, this still feels anonymous and perhaps more acceptable.
- Limits use by children and young people because anyone registering with anything on-line needs to agree to the privacy statements. This can only be done by those aged 13+ (those deemed old enough to understand what they are signing up to). An alternative approach is needed for those aged under 13 years.

Additional guidance would have been useful (if available) on evidence, including details or examples of what methods of communication and consultation tools have been successful with different audience groups. Advice around the under 13s who cannot independently take part, this is not specific to Planning but is there any information about how other organisations & government engage these young people?

### 4. Pilot Outcomes

Below is a summary of the key consultation findings, a detailed report is set out in Appendix D.

#### 4a. Engagement

The consultation ran from 14 February 2022 to 6 April 2022. In total 186 citizens participated providing almost 800 contributions across the various polls, surveys, maps etc. Whilst this is significantly lower than the number participating in the previous consultation, it reflects the purely digital and targeted approach to promotion, set out in section 3 above.

In order to collect demographic data, we used the 'registration' option on Bang the Table. Over the first few weeks, registration and therefore participation was low, the 'registration' requirement was removed on 22 March 2022, for the remainder of the consultation. Of the 186 participants, 62 registered. Those aged 20-24 and 25-29 years are significantly under-represented whilst those aged 30+ become increasingly over-represented, most significantly in the 60-69 years age group. This pattern is almost identical to that of respondents to the 2020 consultation.

Gender is more balanced with just a few more males than females participating. All black and minority ethnic groups are under-represented; just over 90% of respondents who registered are white, this compares with 86% of the population (2011 Census).

#### 4b. Comparison of Baseline data

The age profile of respondents is very similar to those who responded to the previous consultation in 2020. Of those who registered, the youngest age group represented was 20-24 years, there are a further 124 participants who did not register and for whom we have no demographic information so we cannot be conclusive, but it appears that children and young people have not engaged.

In 2020 just over 86% of respondents were white, slightly lower than this time (90%), again with only a third of respondents registering and providing demographic information we cannot come to any clear conclusions. In 2020 around 8% of respondents did not provide ethnic group (left blank or 'prefer not to say'). It would be useful to us if there is evidence around whether some ethnic groups are more likely to not provide this information. This could help us understand the



true levels of representation.

#### 4c. Summary of community feedback

The topics with the highest level of participation were on access and movement and environment and climate change, similar to the results from the 2020 consultation. In terms of tools, the maps had the lowest levels of interaction, with polls and surveys getting most people involved – this may be due to their simplicity or prominence on the theme page. Full analysis of the results is shown in appendix D.

#### 4d. What changes (if any) have come about as a result of this project and opportunities to deliver further/ongoing digital engagement?

SCC has now upgraded to a Corporate Enterprise license of Bang the Table for a 12-month trial period. This will enable the Council to fully assess the benefits of a range of digital tools within the platform. This will also enable consultations to be delivered in one place, which will start the process of joining up and sharing of feedback from residents as well as shared learning about best practice, appropriate for Southampton communities. The Strategic Planning team will deliver its statutory Reg. 18 consultation via the platform later this year.

#### 4e. Cost effectiveness

It is difficult to judge the cost effectiveness at this stage, the first project on any new platform always requires a disproportionate amount of time. The self-serve nature now means we are no longer reliant on corporate teams to build digital surveys for us, or costs for consultancy time for Bang the Table to build our consultations. The reporting is straightforward, but again will take time to efficiently view and extract the exact information required for reporting.

Digital platforms do not remove the need for other traditional forms of engagement. Instead these traditional methods need to focus on awareness raising, being visible in communities and building trust, so when people are directed on-line, they want to participate. This can still be demanding on staff resources. The use of QR codes and other promotional material could replace some face to face engagement in communities, but again can be costly.

## 5. Development/Implementation

5a. How we developed/implemented/mobilised the product with your suppliers Due to the short timeframe for the project, part of the budget was allocated to consultancy time from suppliers. This enabled us to get our consultation site built on the new platform, without having to get to grips with training and technical knowledge of the platform at the outset. This meant that our staff time could focus on developing the content of the consultation and on stakeholder mapping. A one to one training session was provided once the consultation was launched so that we could monitor progress, respond to questions and make tweaks if necessary. This made best use of everyone's different knowledge and expertise.

#### 5b. Lessons learned

We were well resourced in terms of the consultation design and build and worked through iteratively with suppliers to get the right content into the best tools on the platform.

More challenging was the engagement with colleagues from across the Council to support with stakeholder mapping, when they had other priorities. Whilst contact lists were provided, this is



## Department for Levelling Up, Housing & Communities

not always enough to engage with some audience groups. Having the time with colleagues to be introduced with key contacts and community leaders may have helped improve participation.

With schools, longer lead-in times are often required so that they can schedule a session with groups in tutor or PSHE lessons. We have learnt that children and young people are not a self-serve audience, even with good videos and use of appropriate social media, there is a need to take the consultation to them when they are with their peers, within schools or via youth groups/forums.

The outcome of this consultation, in terms of feedback and methods, is invaluable, as it is now informing the planning for the next statutory consultation on the Local Plan. We have extended our license with Bang the Table, so we can continue to use the platform and build on the successes and learning from this project.

### 6. Procurement

#### 6a. Procurement approach and outcomes

G-Cloud was used to create a short-list of six potential suppliers who met our broad criteria. Each were invited to demo their product and answer a set of questions (which they were sent beforehand). They each had to provide details of costings, including license, any on-going maintenance, and consultancy costs. Each were scored (against an agreed cost/quality criteria) and the contract awarded.

#### 6b. Lessons learned

G-Cloud is a quick and easy method of procurement, but it is important that you have clear criteria before you start. Our procurement colleagues have fed back to us that the biggest hold up in procurement is often because clients don't know exactly what they want. We encountered a key challenge with IT standards, when we added the ISO criteria to our G-Cloud search, we were left with no-suppliers. This is because G-Cloud is not updated regularly. If we had known about the ISO issue, we could have made much quicker progress (we possibly lost a week).

We had excellent support from our procurement team who have been responsive to our tight timescales, being pragmatic and proportionate in their approach. The following process through finance to get new suppliers registered and PO numbers generated is frustratingly slow.

#### 6c. Working with suppliers

We had a good working relationship with suppliers. The on boarding was eased as they provided the initial site build, again they were responsive to our timescales, we were clear about our needs from the outset and had agreed deadlines.

This process was also smooth because we were clear about content, using the supplier expertise in their platform to enable us to use it to best effect to ask the questions we needed to. Due to expertise in the team, the development of content and the use of appropriate language was all done in house, we did not need specific advice on consultation methods and legal requirements (Gunning Principles).

### 7. Conclusions & Policy Reflections



7a. Potential policy and/or process improvements

- The Council's Statement of Community Involvement (SCI) was re-written at the start of the Local Plan Review in 2019, this allowed for a range of digital methods, but was not prescriptive about what methods should be used. Instead the focus is on being appropriate, targeted and proportionate. This was subsequently updated following advice from the government in relation to the Covid pandemic.
- Is it possible to review the need to collect contact details (as set out in Planning Regulations)? This can be a barrier to participation.
- Future guidance to include general consultation principles, ensuring it's not a 'rule following' approach only considering planning regulations. This should also urge planners to work with the experts in their organisation from consultation and communications teams helping content to be more accessible to wider audiences.
- Do Local Plans need to be such large documents? it makes them a huge barrier to participation and subsequently not a useful guide to non-professionals. It becomes increasingly difficult from Reg. 18 to Reg 19. as the detail and complexity of the plan is developed.
- Understanding the limits of digital (it's not the golden bullet to getting people involved in planning). There is still a need to build trust, be visible, feedback and act on consultation outcomes when possible, and explain what is not possible and why.
- How we measure success qualitatively – we focus on numbers, statistical significance and representation of different groups. But should we expect everyone to be interested? We are not all interested in everything and cannot expect that of residents.
- Turning participation into a positive – in planning, often the high levels of response are associated with an objection. Why do we only hear from people when they don't want development, rather than when they can shape development?

7b. What longer-term changes (if any) do you expect to make as a result of the outcomes of this pilot?

- Continue to use a range of methods in order to target different audiences.
- Use of Bang the Table across Southampton City Council, hopefully leading to a more joined up approach to engaging communities and shared learning.
- Need to bring together local community networks to better effect and look at a consistent way of engaging children and young people, a fundamental part of Southampton's journey to becoming a 'Child Friendly City'.



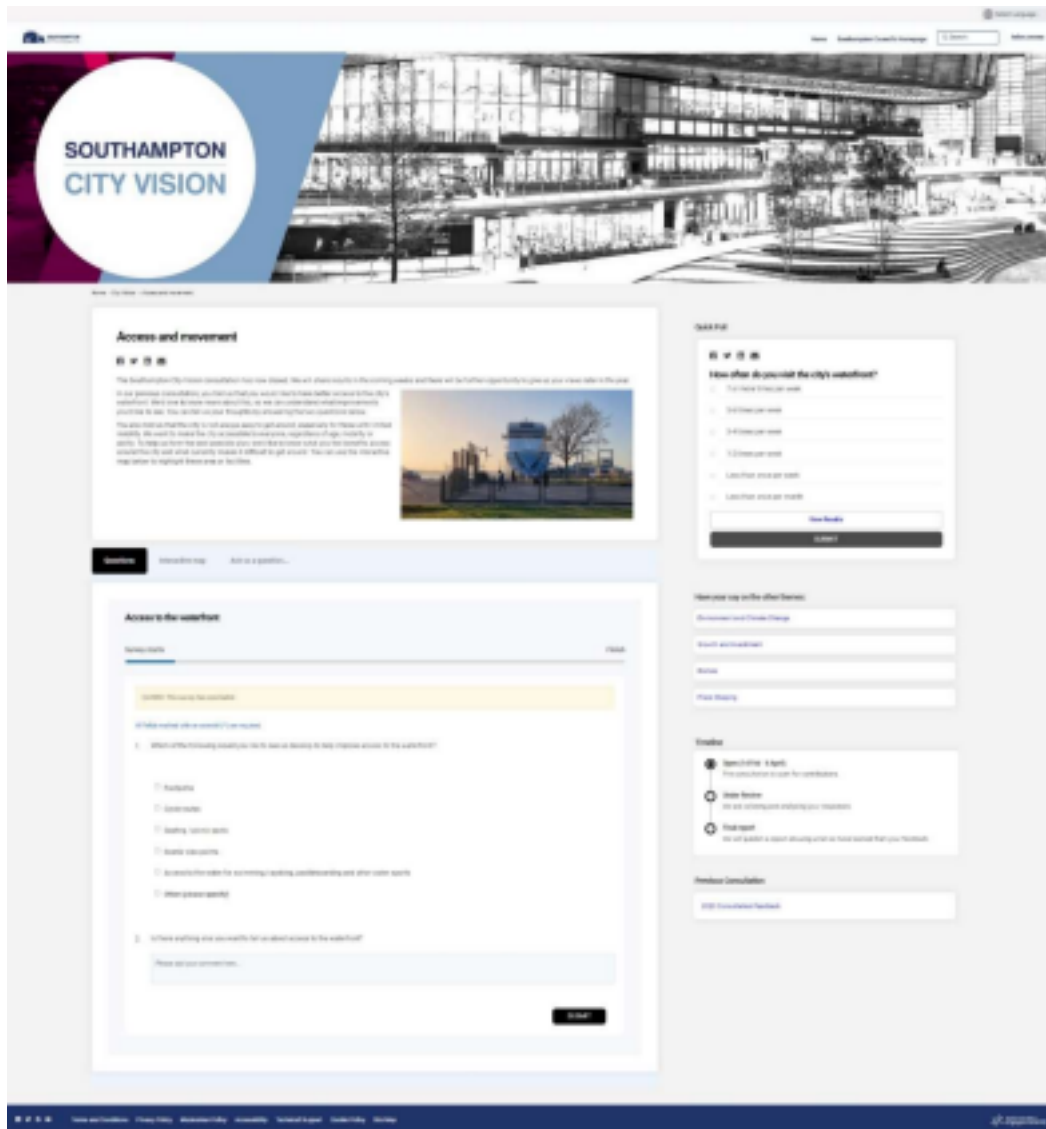


## APPENDIX A

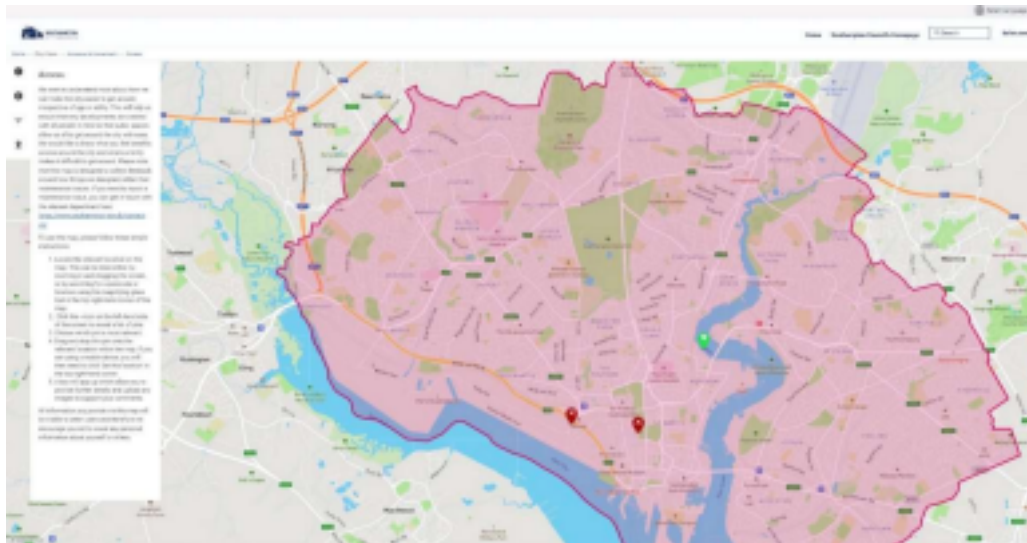
### A1: Homepage



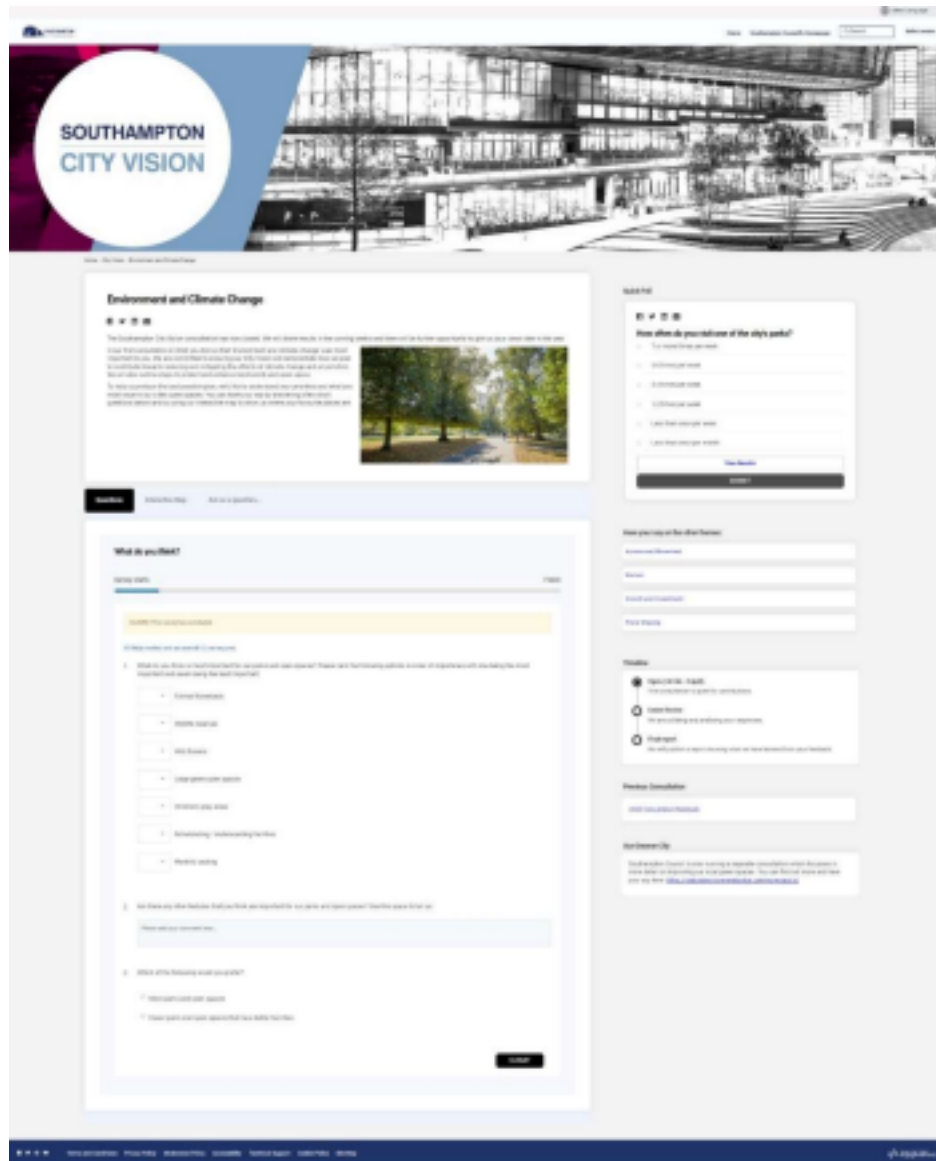
### A2: Access & Movement themepage:



A2a: Access & Movement theme – map



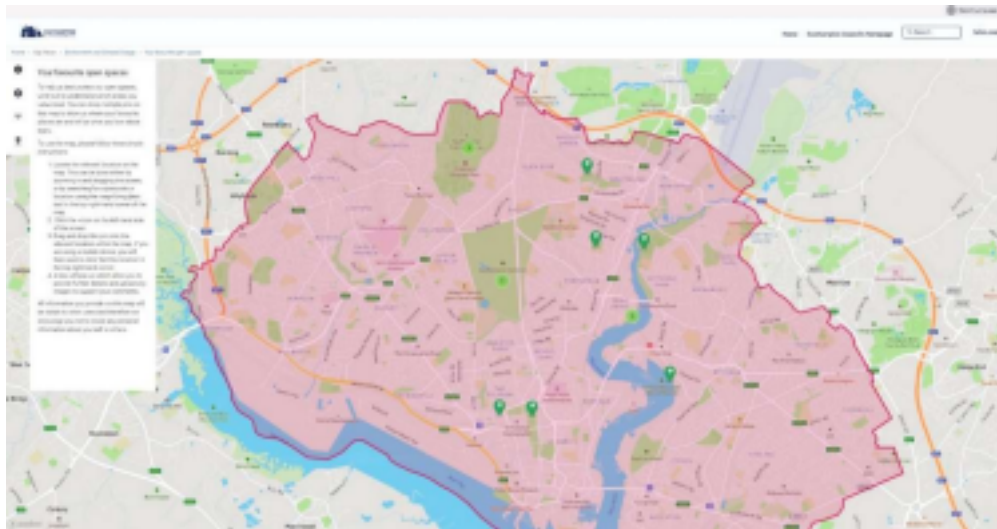
A3: Environment & Climate Change theme page



A3a: Environment & Climate Change theme – map



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Housing & Communities



A4: Growth & Investment theme page



**SOUTHAMPTON CITY VISION**

### Growth and Investment

The Southampton City Vision consultation has now closed. We will share results in the coming weeks and there will be further opportunities given in your next visit to the city.

It was impressive on previous stages of consultation you realise that growth and investment is a high priority. The vision is to recognise the importance of supporting our independent businesses, ensuring that you don't sacrifice our environment, opportunities to invest in the city centre. You should see that the city needs some investment to improve its spaces and make Southampton a pleasant space that supports an amount of city opening (not a Southampton has a thriving night-time economy, a facilities which are allowed to be open later than. It is not appropriate for these facilities to be open in all areas of the city and we'd like your help to identify where is suitable for our late-night economy. You can fill in these simple interactive map below.

**Have your say on the other themes:**

- Active and Recreation
- Environment and Climate Change
- Arts
- Place Making

### The night-time economy

Southampton has a thriving night-time economy, a facilities which are allowed to be open later than. It is not appropriate for these facilities to be open in all areas of the city and we'd like your help to identify suitable locations. The evening zones for night-time economy are highlighted on the map below.

- The city centre boundary
- Evening zones where premises are allowed to stay open after midnight or later
- Late night hubs where facilities can stay open until 3am

Will you to map your on the map to indicate any areas where you think it would be appropriate for venues to stay open beyond 3am.

To use the map, please follow these simple instructions:

1. Locate the relevant location on the map. This can be done either by scrolling in and dragging the screen, or by searching for a postcode or location using the magnifying glass bar in the top right-hand corner of the map.
2. Click the + sign on the bottom-left corner of the screen to zoom in on a point.
3. Choose which pins you want to use.
4. Drag and drop the pin onto the relevant location on the map. If you are using a mobile device, you will then need to click the location in the top right-hand corner.
5. A box will pop up when you do provide further details and you can add any images to support your comments.

All information you provide on the map will be visible to other users and therefore we encourage you not to reveal any personal information about yourself or others.

**2020** This map consultation has concluded.

A5: Homes theme page



The screenshot displays the 'Southampton City Vision' website. At the top, there is a navigation bar with 'Home', 'Southampton City Vision', and 'Feedback' links. A large banner image shows a modern architectural rendering of a city center. Below the banner, the main content area is titled 'Homes' and includes a sub-section 'Homes' with a small image of a row of houses. To the right, there are several interactive elements: a 'How your say on the other themes' section with links for 'Access and Movement', 'Environment and Climate Change', 'Health and Wellbeing', and 'Place Shaping'; a 'Timeline' section with three items: 'Open to Plan - 4 April', 'Under Review', and 'Final Report'; and a 'Previous Consultation' section with a link to '2022 Consultation Feedback'. The central part of the page features a survey titled 'Homes' with a 'Survey starts' indicator and a 'Finish' button. The survey content includes a definition of affordable housing and six numbered questions with radio button options. The questions are: 1. Definition of affordable housing; 2. Minimum affordable housing standards; 3. Target number of new homes; 4. Preferred housing types; 5. Location of new housing; 6. Maximizing housing in city centers. At the bottom of the survey is a 'Submit' button. The footer of the website contains social media icons and a list of links: 'Home', 'Southampton City Vision', 'About Us', 'Contact Us', 'Feedback', 'Privacy Policy', 'Terms and Conditions', 'Accessibility', 'Technical Support', 'Cookies Policy', and 'Security'.

A6: Place Shaping theme page



The screenshot displays the 'SOUTHAMPTON CITY VISION' website. The main header features a large image of a modern building with a curved facade. Below the header, there is a navigation bar with 'Home', 'Southampton City Vision', and 'Feedback' links. The main content area is divided into two columns. The left column is titled 'Place Shaping' and contains a survey titled 'Landmark and taller buildings'. The survey questions are:

1. Would you be happy or unhappy with an existing landmark or taller buildings in the city centre?  
Unhappy Neutral Happy
2. Would you be happy or unhappy with an existing landmark or taller buildings in the waterfront?  
Unhappy Neutral Happy
3. Would you be happy or unhappy with an existing landmark or taller buildings along the transport routes throughout the city?  
Unhappy Neutral Happy
4. Would you be happy or unhappy with an existing landmark or taller buildings in rural, coastal or parkland?  
Unhappy Neutral Happy
5. Are there any other areas that you think are worthy of a landmark or taller buildings? (Please specify where in the city)

The right column is titled 'How your say on the other themes' and contains a list of links: 'Finance and Investment', 'Economic and Climate Change', 'Health and Wellbeing', and 'Homes'. Below these links is a 'Timeline' section with three items: 'Open Call 2023 - 4 April', 'Local Plan', and 'Final Report'. At the bottom of the page, there is a footer with navigation links and the 'gov.uk' logo.

A6a: Place Shaping theme – Ideas board





### Place Shaping

The Southampton City Vision consultation has now closed. We will share results in the coming weeks and there will be further opportunities to give us your views later in the year.

Southampton City Vision is committed to developing distinctive buildings of a high quality design and public spaces that people want to experience in. The plans development of the City Vision will be done in keeping the other themes together and setting out our priorities creating spaces environments that work for residents and businesses both privately and publicly.

Public art is a starting point to improve the quality of a place and add character and interest for users. We currently require public art to be included in significant development proposals within the city for Southampton. You can learn more by clicking on the blue board below (to explore, plan art, public, interactive installations, water features, etc.).

New buildings also have a significant impact on their surroundings. We want to ensure that all new high quality design developments are well distributed across the city and that buildings to be approximately 10-15 stories across the city. Tell us what you think by answering the questions below.

How your say on the other themes:

- [Finance and Investment](#)
- [Recreation and Climate Change](#)
- [Growth and Innovation](#)
- [Public Spaces](#)

Timeline:

- Open for 4 days - 4 days**  
This is the chance to give us your feedback.
- Close Review**  
We are collating and reviewing your responses.
- Final Report**  
We will publish a report showing what we have learned from your feedback.

Previous Consultation:

- [2021 Consultation Feedback](#)

Leadership and better buildings **View report - public art** [Add as a question...](#)

### Public Art

3 months ago

What types of artwork you like to see displayed around the city? This could be outdoors, green art, graffiti, interactive installations, water features, call art or anything else. (Select our art to be featured on our map) This your opinion on what you think you would like to see in the city. You can do this on many times as you like, until you are satisfied that you really like your own piece & a report will come back soon.

**Light Features**  
21 days ago

What type of buildings that you like to see in with lighting features (like the north point).

0 Comments

**Play it off**  
about 1 month ago

**Water Features**  
Could a water feature be in the city with lighting also make it an art can play in it in the summer. What have you all thought?

0 Comments

**Art Southampton**  
13 days ago

**Lighting**  
Could the installation and formation of better buildings be lighting, contemporary lighting and modern materials and create building walls of art (lighting) around the city.

0 Comments

**Art**  
about 1 month ago

**Greater Children and the art light.**

0 Comments

[View all items](#)

Home | Southampton City Vision | Home
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## APPENDIX C

Sources of traffic to Bang the Table Consultation site:

Aware (visited the page)	Informed (clicked through/read material)	Engaged (contributed)
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[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	Referrals 115 55 17		

Summary of social media paid adverts

LinkedIn:

High number of impressions but not a great click through rate, although part of the message is to share the post, so there will hopefully have been additional link clicks through shares. The post was shared directly 6 times by LinkedIn users and had a positive comment (see below).

Ad Name	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR
Fail	-	£200.00	-	-	17,268	289	1.21%
<p>Views sought from minority ethnic groups in Southampton - City Vision 2025/26</p> <p>Are you from a minority ethnic group in Southampton? Do you work with or could you share this post with people from minority ethnic groups in the city? We want to get Creative name City Vision engagement - 000 groups Campaign: 195466-1000 - Mar 21, 2022 Creative ID: 17379999 - Sponsored Content - Single image</p>	Active	£200.00	209 Website Visits	£1.44	17,268	289	1.21%



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Housing & Communities

Facebook:

Initial adverts had a budget of £150 for each, follow up adverts £75 for the BME advert and £25 for 13-25yr olds (£400 in total) – as you can see the BME ads struggled, so even though there's the audience on FB, they don't engage with what we're putting out. If we'd had a bit more of a run up at this then we should probably have translated the messages into the top 5 or 6 most commonly spoken languages in the city, other than English, and run separate adverts for each, which would've driven click through.

The link clicks shown below total 3010, however the unique number of link clicks was 1353 – so more than 50% of the total clicks were the same people clicking the same link for second (or third etc.) time. So, it seems as though there were lots of revisits!



Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions
Local Plan 13-25yr olds	Completed	Using ad set bid...	Using ad set be...	7-day click or ...	1,801 <small>Link Clicks</small>	4,505	57,865
Local Plan - BMC groups	Completed	Using ad set bid...	Using ad set be...	7-day click or ...	430 <small>Link Clicks</small>	5,661	26,353
Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions
Local Plan EHQ consultation - 13-25yr olds	Completed	Using ad set bid...	Using ad set be...	7-day click or ...	714 <small>Link Clicks</small>	2,823	18,936
Local Plan EHQ consultation BMC target group	Completed	Using ad set bid...	Using ad set be...	7-day click or ...	65 <small>Link Clicks</small>	5,118	39,288

## APPENDIX D: Summary of Consultation Results.

Southampton City Vision, Regulation 18 Pilot Consultation – DLUHC PropTech

### Programme. Background

The first consultation on Southampton City Vision took place in spring 2020, but many events with schools, communities and businesses were cancelled due to the outbreak of COVID-19. Whilst overall there was a good response, with over 3000 people giving their views, some communities were not well represented.

The pandemic has accelerated a shift change in the way we engage and consult communities with a greater emphasis on digital formats. The government recognise this growing need and want to support Local Planning Authorities in understanding the tools available and what works well.

In August 2021, MHCLG (now DLUHC) launched a PropTech Engagement Fund to support the widespread adoption of digital citizen engagement tools and services within the planning process.

The Strategic Planning Team at Southampton City Council (SCC) submitted a bid to run a consultation under Regulation 18 of the Local Plan Process. We secured £100k from the fund to run a pilot project over a six month period during which we have worked with DLUHC to share our learning and experiences and have gathered information on emerging options for the new Local Plan which will help inform the statutory Regulation 18 consultation later in 2022.

### Approach

The project delivered a consultation via the digital platform 'Bang the Table', using a range of tools such as polls, surveys, interactive maps, ideas boards and sentiments/comments. The objective was to test a wide range of tools in order to assess what people engage with. Bang the Table is completely new to SCC and was procured using G-Cloud, a process that enabled us to create a short list of potential suppliers based on our key criteria. Each then provided a demonstration, further technical details and costings and were scored on each.

Consultation content was developed by the strategic planning team, based on the outcomes of the previous consultation, emerging evidence such as the strategic land availability



## Department for Levelling Up, Housing & Communities

assessment and current local priorities. The outcome is a range of emerging options under five key themes:

- Access and movement
- Environment and climate change
- Growth and investment
- Homes
- Place shaping

We used the expertise of colleagues at Bang the Table to match questions to the tools to ensure we were making the most of options available. The objective was to test a wide range of tools and ensure we were gathering the information we needed to inform the next steps of the Plan.

As stated above, despite a high number of responses to the first consultation in 2020, some communities were under-represented. The purpose of this pilot was to test whether a different approach, using a more interactive digital platform, would help improve participation levels amongst these groups. In particular we wanted to target:

- Children and young people
- People from black and ethnic minority groups.

We aimed to collect key demographic information (age, gender and ethnic group) via a simple sign-up form on the site.

The pilot concentrated on digital methods, aiming to embed the digital tool and assess the effectiveness of a purely digital communications plan. In general, a cascading approach was used, starting with key colleagues, to their contacts and onward to communities.

Contact lists of existing community networks were used for a series of 'e-alerts'. These were to specifically target the two audience groups that we wanted to engage. This approach was reliant on colleagues in both children's and community service teams and their local knowledge and contacts.

Within the planning team we maintain contact lists of statutory and general consultees together with other individuals who have signed up to be kept in touch with the progress on the Local Plan, all received a series of 'e-alerts'.

The communications team led on a third strand made up of three elements:

- Promotion via press-release, council website and social media channels
- series of 'e-alerts', to those who have signed up to receive information about consultations (SCC Communication team use Granicus GovDelivery system, Bang the Table is also part of Granicus and the two have been linked).  
~~20 24 25 29 30 39 40 49 50 59 60 69 70 79 80+~~
- Paid advertising on Facebook, Instagram & Linked-In (targeted to specific age groups).

## Results

Who took part:

The consultation ran from 14 February 2022 to 6 April 2022. In total 186 participated providing almost 800 contributions across the various polls, surveys, maps etc. When we launched the consultation, it required participants to 'register', due to low levels of participation this requirement was removed on 22 March 2022 in order to try and increase engagement. Of the



186 participants, 62 registered. The age profile is shown in the chart below, alongside the latest population estimate.



Those age 20-24 and 25-29 years are significantly under-represented whilst those aged 30+ become increasingly over-represented, most significantly in the 60-69 years age group. This pattern is almost identical to that of respondents to the 2020 consultation. Gender is more balanced with just a few more males than females participating. All black and minority ethnic groups are under-represented; just over 90% of respondents who registered are white, this compares with 86% of the population (2011 Census).

What did people engage with:

The following table shows the number of contributions across each element of the consultation, organised by theme and tools used.

	Access & Movement & Climate	Environment Change Growth &	Investment Homes	Place Shaping	Total contributions
Map comment	3	12	34	49	
total contributions	250	236	75	96	140 797
Number of participants	112	105	21	93	90

The 'access & movement' and 'environment and climate change' themes received far more contributions than the other three themes. This is partly consistent with the results of the 2020 consultation which was framed around six key themes/challenges and we asked which of these people felt was most important to them, only giving the option to choose two of the six. The



results showed 'Environment and Climate Change' was the most important issue with around half of all respondents choosing this as one of their top two. This was closely followed by 'Growth and Investment' and 'Getting Around'.

The difference between these latest results and those from 2020, is that far fewer people engaged with the 'growth and investment' theme. However, this could be due to the tools. The table shows that far more people engaged via the polls and surveys, with the maps and ideas boards receiving far fewer contributions. This may be due to the additional demands on the user with these formats. Polls and questions are structured, quick tick boxes and all sat on the front theme page. In contrast the map format requires more clicks or steps in order for people to add a pin and comment.

What did they tell us?

Below is a summary of results by theme:

### Access & Movement

In the access and movement theme we asked a range of questions via a quick poll, survey questions and via the map tool.

0.0 5.0 10.0 15.0 20.0 25.0 30.0 35.0 less than once per month  
Poll: how often do you visit the waterfront?

How often do you visit the waterfront?

7+ per wk  
5-6 per wk  
3-4 per wk  
1-2 per wk  
less than once per wk

The vast majority of those who responded visit the waterfront less than once a week. In previous consultations residents have been clear that they want to have more public access to the city's waterfront, these results show that access is a possible barrier.

Survey: What would you like to see along the waterfront?





total	277
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There are no clear ‘favourites’ in terms of what people would like on the waterfront, we therefore need to try and provide a range of options, which may vary depending on location and viability.

In addition, a further 56 comments and suggestions were made in relation to the waterfront, the key messages from these can be split into three broad categories: access to the waterfront, facilities and locations. The most comments received were about the need to have more connected access along the waterfront and for this to be well connected to the city centre, so the waterfront feels part of the city. There is recognition that this is difficult given the different landowners and the functions of the port and ferry terminals. However more could be done with planning of waterfront developments, to ensure public access. The tables below summarise the comments by the key points raised, under the three broad categories.



	20
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The map tool was used to understand any issues of accessibility. Just 4 contributions were made to the map highlighting specific issues. However, these can be used to think more broadly about public realm and ensuring that it is accessible to all.

## Environment & Climate Change

This theme included a poll, survey questions and the map tool.

Poll: How often to you visit a park / open space

How often do you visit a park / open space?

- 7+ per wk
- 5-6 per wk
- 3-4 per wk
- 1-2 per wk





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less than once per wk

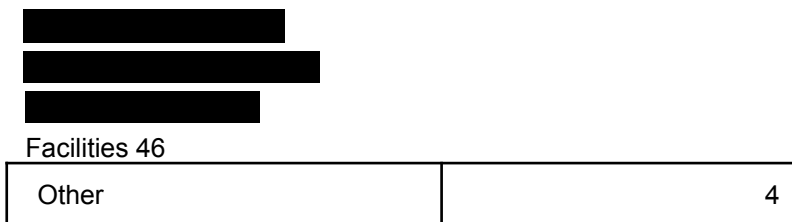
Of the 62 respondents almost 75% visit a park or open space at least one a week, with one in ten visiting every day. This is far higher than the visits to the waterfront.

The survey focussed on what facilities people want to see in their parks and open spaces and people were asked to rank the list from most important (1) to least important (7). The results below show that people are more interested in larger areas and more natural open spaces. Rollerblading/skateboards was bottom of this list – but this may simply reflect the age profile of respondents.

average rank



In addition to the information provided above, a further 55 comments/suggestions were made about parks and open spaces, these have been grouped into four broad categories:



In relation to safety, lighting was mentioned most (7), a range of natural features were suggested including the design of more natural areas to help increase biodiversity and support wildlife and six comments specifically mentioning the need for more trees, including fruit trees

A wide range of suggestions for facilities were provided, most common were toilets (8), cafes (6), water fountains (5) and bins (5).

Finally, people were asked if they would rather more parks and open spaces or accept fewer if the facilities were better. The overwhelming support is for more parks and open spaces, this aligns to the preferences shown above for larger natural spaces.



What would you prefer:

total	85	

The map tool was used to ask people to identify their favourite parks and open spaces and comment about them. Just 15 contributions were made to the map, but they include a wide range of open spaces from the common to small spaces, those on the Itchen and on Western Shore. The benefits of each were mentioned which included views, bird watching and facilities.

### Growth and Investment

This theme focussed on one emerging option around the review of 'night-time economy' zones in the city. The map was used as we could display the existing zones and ask for suggestions and comments. In total 36 pins were added to the map with 34 comments relating to them. These contained a mixture of potential locations for late night opening and comments regarding where this was not appropriate.

Whilst the number of responses is relatively small the results have provided quality information on which we can now consider clear options for the statutory consultation.

### Homes

The section on homes included several survey questions to help us better understand peoples' thoughts about the mix and type of housing required in the city. The results are all very conclusive with a majority in favour of one option in each of the questions set out below. This information is now important in helping us consider options, how we can achieve the aspirations set out below whilst also demonstrating viability. This must also be balanced with political aspirations, whilst aiming to achieve our housing target.

An affordable home is defined as: 'Housing for sale or rent, for those whose needs are not met by the market. This can include affordable housing for rent, starter homes, discounted market sales housing and other affordable routes to homeownership. Further definitions are set out in the National Planning Policy Framework which can be accessed here [external link]. At present, if a site has a least ten new homes then 35% should be affordable homes. Which of these statements do you agree with?

number percentage		
total	91	



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It is very clear that people want us to take a more local and targeted approach to how the proportion of affordable home is decided for new developments in the city.

Central Government has set standards for minimum internal areas in new housing developments to ensure homes have sufficient living space. Which of these statements do you agree with?



total	88	
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Again, a very clear steer, this time on space standards with almost 70% supporting the adoption of national standards for all new development.

Whilst the target number is fixed, the type, tenure and location of new homes should all be set out in Local Plan policies. At this stage we'd like to know your thoughts on what homes we should be planning for in the city centre. Which of the following should we be planning for?



total	91	
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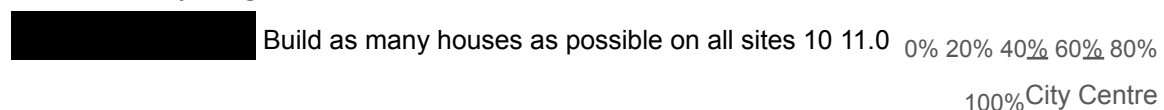
Which of the following should be planning for?

Mix of flats/apartments and houses 83 91.2

total	91	
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Whilst the housing target is stretching and will require a larger proportion of flats/apartments and taller buildings, there is clearly a demand for a good mix of these and larger family homes.

When building housing in the city centre, we can either maximise the number of houses we put into an area, or we can build less houses and leave more open space. Which of the following statements do you agree with:





total	91	
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Whilst there is some appetite to allow maximum density on some sites, the majority feel that open space should be allocated on all sites. This provides a challenge, again in terms of achieving the housing target.

## Place Shaping

The place shaping theme included survey questions and an ideas board. The survey contained five questions, in four of them we asked people to tell us how they felt, using emojis, about a range of things related to tall and landmark buildings.

Would you be happy or unhappy with us building landmark or taller buildings in these locations:

Local/district centres

Key transport routes

Waterfront

happy neutral unhappy

Overall, more people were happy than unhappy with the idea of landmark and taller buildings in all suggested locations. People felt happier with them being in the city centre and along key transport routes, with least support for locating them in the local and district centres across the city. Further work can now be done on the scale and location of a range of options.

The final survey question asked people to comment or suggest other suitable locations for landmark and taller buildings. In total 35 comments were received with a balanced mix of both positive and negative views on taller and landmark buildings.

Of the negative comments people raised concerns about safety, shadows, wind and spoiling views with some suggesting a maximum height of 3 or 4 storeys. Positive comments mentioned the need to create a distinctive skyline and ensure good design. Several locations were specifically mentioned whilst some thought all parts of the city should be considered. Several comments were made about the use of buildings for local facilities, not just housing and offices, include public viewpoint and ensure accessibility. There were also a couple of comments stating that we need to separate tall and landmark building in future as they are different.

The final question in the place shaping theme was on public art. We used the 'Ideas Board' tool for this question and received 11 contributions. Whilst this did not attract a significant number of responses, the quality of the information collected is high and provides us with an excellent range of options to explore further and share with colleagues across the Council. These include the use of lighting and planting to create public art.



## Conclusions:

### Approach

- The change in approach with a new digital engagement platform does not appear to have had any impact on improving participation from children and young people or people from BME groups. Overall, the results are similar to previous consultations with older white people being most engaged.
- The impact of paid social media adverts is limited, as most traffic on the site came directly from those who received emails. The contact lists are therefore critical.
- Children and young people seem unlikely to engage independently. In 2020 the response rate was higher due to face to face activities with the Youth Forum. We can therefore not rely on digital platforms to do that work for us.
- More research is needed to understand why BME groups continue to remain under-represented in our consultations, is this down to physical barriers that we can manage such as language? Is it a lack of trust or simply a lack of interest or not seeing any relevance?
- The quickest and most structured approach to questions (poll and surveys) got the best responses. The map tools must only be used when there is a real need to gather information by location.
- The ideas board was left for people to leave their own comments and ideas, perhaps this could be managed more proactively with suggestions.

### Feedback

#### Access & movement

- People don't visit the waterfront very often
- People want more connected access along the waterfront
- Improvements to key waterfront locations such as Mayflower Park, Royal Pier & Town Quay
- Better connection between the city centre and the waterfront

#### Environment & Climate Change

- The parks and open spaces in the city are well used and appreciated
- A number of suggestions have been made about how parks can be improved with better lighting and key facilities such as toilets, bins, water fountains and cafés.
- However, the majority felt that facilities should not replace space, with a clear demand for more parks/open space in the city and improved greening across all parts of the city.

#### Growth & Investment

- Respondents identified a number of potential areas for late night opening, these will be assessed in terms of balancing need and impacts.
- Most suggestions were for the city centre, but some felt that it could be appropriate for some late-night opening in local/district centres.

### Homes



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- There is clear support for national space standards to be adopted for new properties, however people felt a more local approach should be taken when deciding on the number of affordable homes.
- The majority also felt that new development should include a mix of flats and houses and a mix of 1, 2 and 3+ bedroom properties. This will increase our challenge of meeting the government set housing target which requires a significant increase in housing densities for new developments.

### Place shaping

- Tall and landmark building continue to divide opinions. Whilst they enable us to increase housing density, getting us closer to the housing target, some feel they are not appropriate.
- Others feel they could add distinctiveness to the city, with good design, creating a new skyline, attractive for visitors and residents.

### Next Steps

The results of this consultation have two clear functions:

1. To shape the approach for the statutory regulation 18 consultation in summer/autumn 2022, in terms of how we use Bang the Table, our stakeholder mapping and engagement and the broader communications plan.
2. To inform the ongoing development of options and preferred options that will form the basis of the next consultation.