Department for Levelling Up,
Housing & Communities

PropTech Engagement Fund Round 2

Final Report

November 2022

Lewes District Council

Local Planning Authority	Lewes District Council (LDC)
Date Report Submitted	14TH November 2022

Executive Summary

Department for Levelling Up,
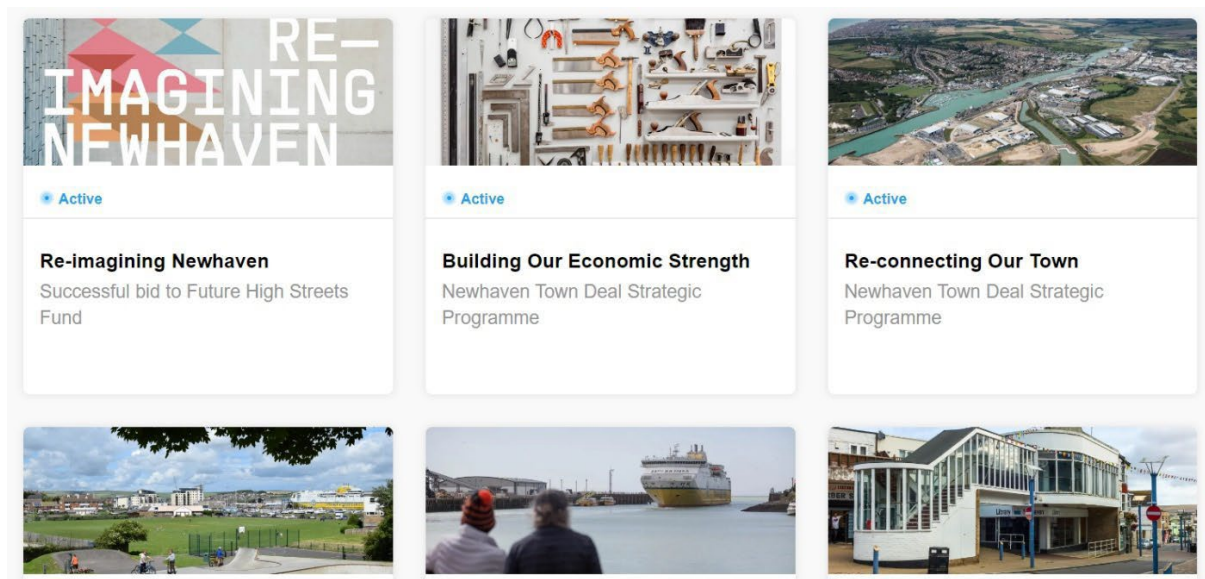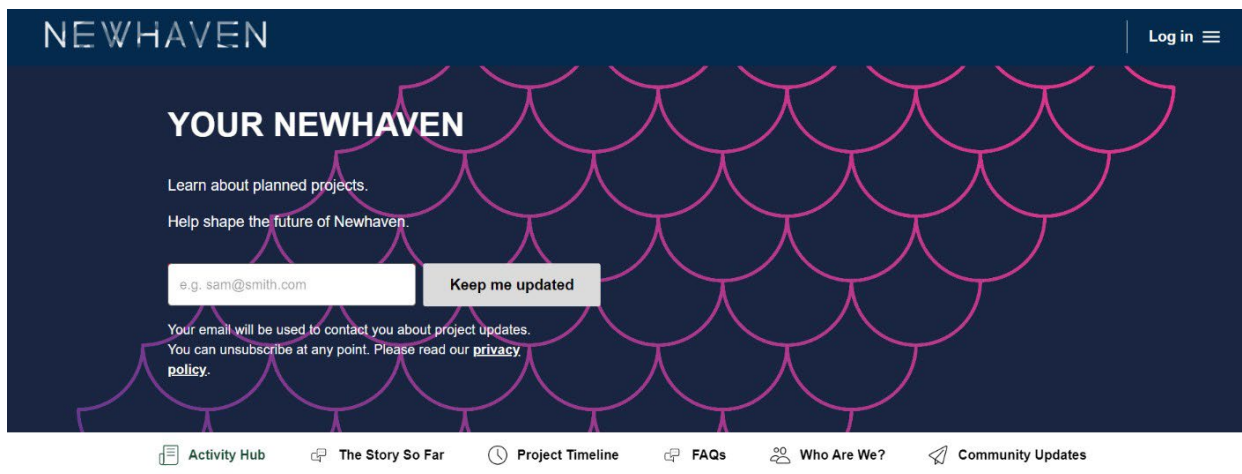Housing & Communities

Region	Lewes District (within East Sussex)
LA Rural-Urban Classification Category	Rural 50
Project summary	**The aim of the project was to pilot a blended, place-based, central hub for the Newhaven community which will:** ● Increase both the quality of, and access to, information and allow for meaningful civic engagement across a wider demography. ● Build trust with our local community and sustain it through positive, ongoing involvement with Newhaven's extensive regeneration and planning programme. ● Inform future approaches to consultation and project delivery, particularly in relation to the Levelling Up agenda.
Funding allocated	*£112,500*
Supplier(s) Appointed	Commonplace
Consultation Topic	Place-based regeneration – outdoor recreational space, health and wellbeing. Integration with funded regeneration projects.
Consultation Outcomes	1. Established a well-populated engagement platform which has strong potential for gaining community and stakeholder buy-in. 2. Data supports the previous decisions made for investment in Newhaven assets. 3. Data can be used to inform future funding prioritisation and assist with community wealth building 4. Illustrated improved methods for engagement in project design which can inform all partners' engagement strategies 5. Consolidated disparate information which can now be maintained in an efficient manner 6. Further strengthened place branding online and offline 7. Established a formally non-existent means of direct contact with Regeneration officers 8. Improved cross-department communication and working 9. Informed community initiatives e.g. establishment of working groups
Consultation dates	Digital Comms Campaign: July – October 2022 In Person events: July - October 2022

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Contents

1.0 Project Summary

High level achievements:

- Provided evidence for the possible limitations and inefficiencies of prop tech software and wider resourcing
- Highlighted opportunities for improved design of prop tech software
- Business models associated with digital engagement platforms, particularly the potential for partnership working and integration of evidence gathering and recording across tiers of government to reduce duplication and inefficiency.
- Emphasised the need to improve the quality of data collection and evidence-based decision making
- Further emphasised the need to comprehend and strengthen feedback mechanisms.

The potential value of digital engagement

Your Newhaven - https://yournewhaven.commonplace.is/ - is intended to improve the quality and reach of community engagement within Newhaven.

Any resource LDC and our partners commit to engagement should demonstrate:
- **Value for Money (VfM**) - as there is no direct value to attribute to such a resource in this case, VfM **must** be tied to the far-ranging outcomes and outputs of public, private and third sector investment within the town for the improvement of life quality for residents.
- **Data collection** - engagement is fundamentally data collection…
- **Decision making** …so for data to be valuable, it **must** be applied, which means it **must** influence decision making processes to be of any value.

All outcomes listed in the Executive Summary above (1-10) and the findings which follow in this report should be considered in relation to these criteria with comparison to a baseline of doing nothing and in consideration of alternative resourcing.

What Commonplace products and services are being assessed?

Your Newhaven uses established prop tech software and support available on the market from Commonplace. This can be broken down as:

Content Management System (CMS) & Client Success Manager – council officers work in conjunction with an assigned Client Success Manager to design and administrate the site. LDC was not involved in any R&D of the CMS but will provide a user assessment of the 'back end' and wider functionality.

Proposals & Maps – the primary site content is built through these two buildable features.

Proposals can be built out of hard-coded blocks. These are primarily designed to create surveys and such pages currently remain hard-coded as 'proposals' regardless of their content or stage of development if they relate to projects.

Maps can also be built. There was a desire to include a map for Newhaven which would allow data collection on a geographic basis. Officers considered the potential outcomes of such a format and opted to instead focus on three separate surveys (discussed below) which did not use a map format. However, officers agreed that once funded projects and site development were more advanced, a map for data collection on specific topics could be suitable.

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A map format was used to plot the various programmes of investment for Newhaven (Future High Streets Fund, Towns Fund and Levelling Up Fund). The points on the map then linked to 'proposal' pages which were also displayed as tiles on the Home page, entitled 'Activity Hub' – https://yournewhaven.commonplace.is

Sign Up and Community Updates
In order for respondents' personal data to be captured, aside from the more traditional option of asking them to provide this within surveys, Commonplace includes user registration and profiling. Users are prompted throughout the user journey to sign up, primarily so they can receive updates on activity within 'proposals' they have commented on but also so they can receive email updates, which we phrased as 'Community Updates' - Keep in Touch with Latest News - Your Newhaven - Commonplace. These are also built and sent by officers, with assistance from the Customer Success Manager.

Project Timeline
Officers can also create a project timeline with key milestones: Don't Miss the Deadline - Take Part: Your Newhaven (commonplace.is)

Frequently Asked Questions
This is also a recommended feature. The client cannot create and edit this page of the website, it must be done by Commonplace staff: Your Newhaven | Commonplace

Project Team
This section is required to enable privacy policies to be included, and also to explain who is involved in the projects and able to access data. We termed this section "Who are we" in response to early user testing: Your Newhaven - Project Team - Commonplace

Additional Commonplace Products and Services

Lamp-post Solution / Voice to Text software

Low-literacy rates have been identified in Newhaven - newly developed software was included in Your Newhaven which allows users to speak into a digital device with microphone capability (phone, tablet etc.) and have their speech converted to text in response to individual survey questions. Surveys were designed to include a mixture of closed category questions and open answer questions (which could include the voice to text feature).

Social Media Support

Commonplace also offer social media management which was included in our campaign.

Status quo pre-PropTech:

Newhaven has been a focal point for economic development and planning in the local area, and LDC has secured significant investment to meet identified needs. However, residents have expressed that they do not feel listened to and feel that the change taking place in their town does not always 'talk to them'. This has contributed to a community that feels disempowered and left behind. There is a mistrust of local authorities and an anti-growth lobby. Having 'things dumped on them' is also a common utterance.

Such negative feedback is a major concern as large scale regeneration and housing schemes are scheduled for delivery over the coming years. Public perception of proposed development is often ill-informed despite local and national media coverage.

When the Towns Fund was announced, towns were asked to collate responses to the #MyTown campaign instigated by DLUHC (then MHCLG).

The Government is investing up to £25m in Newhaven.

We want local people to determine how this money is spent.

HM Government

MY TOWN

Further engagement was also encouraged, while accounting for previous consultations. A survey was conducted using Survey Monkey, followed by a more detailed 'virtual exhibition' using Arup's Virtual Engage software: Newhaven Town Deal (arup.com)
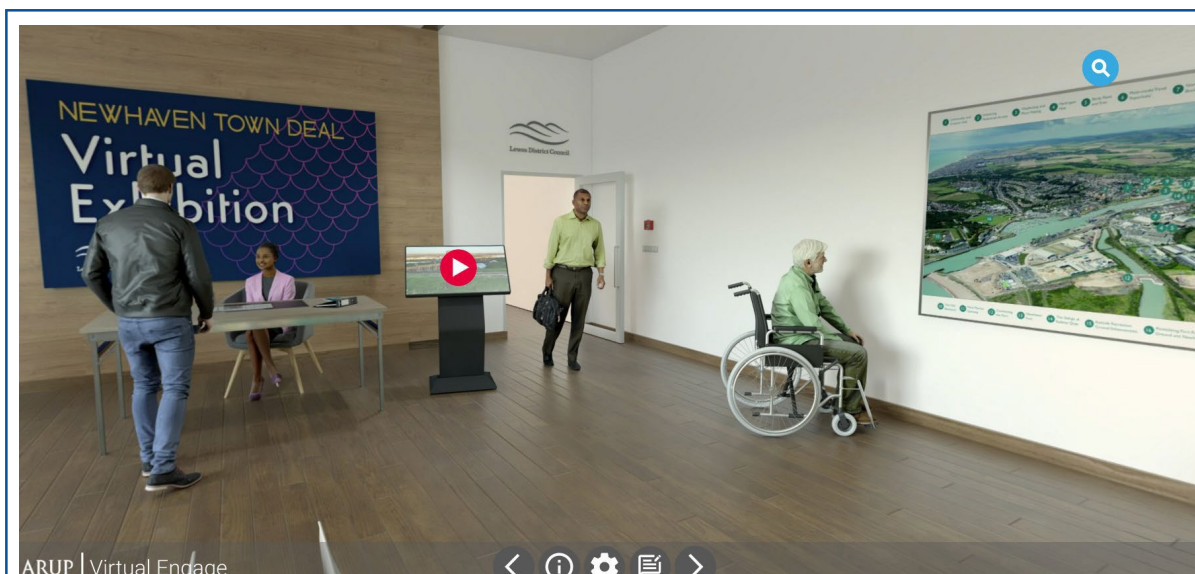
Another example of recent attempts to create sustained community involvement comes from Newhaven Town Council's (NTC) initiative to create a Newhaven Citizens Network for "residents to be informed about projects and events that are being planned, or be asked your opinion about something that the Town Council would like local community views on." This was created off the back of the neighbourhood plan process in 2019. When we asked the Town council if the database was still being used, we were informed that there had been staff changes and the database was not being used.

At the same time, there is a sense that the town has been 'master planned to death.' This sentiment was made strongly during user testing and focus group sessions. For instance, where reaching younger residents is concerned, Sussex Community Development Association have conducted youth surveys e.g. Newhaven Youth Survey 2019 (surveymonkey.co.uk) in recent years. Many of the questions asked in various surveys have been repetitive, and the data only used in a narrow context and not shared or recorded in a cohesive manner. Without being able to account for all processes undertaken it appears that feedback on the results / outcomes of previous surveys were not provided to respondents.

The Newhaven Neighbourhood Development Plan was formally adopted in 2019. Engagement was conducted through a combination of online and offline activity: Neighbourhood Development Plan - Newhaven Town Council

It is vital to understand the combined data collecting and information sharing attempts, and related resources, of all partner organisations within an area. Even with the best of intentions, data collection can be a wasted resource. Furthermore, lack of a feedback loop and / or lack of influence on decision making processes can create long-lasting distrust of public engagement processes – applied indiscriminately across organisations.

LDC Regeneration were also keen to allow other departments to be involved during the pilot period. Although our Planning Policy team had no immediate means of using the platform, our Property and Commercial Development team had conducted a mail drop to residents on Chapel Street in 2018 to garner opinion on a proposed scheme to develop an additional entrance / exit to the adjacent West Quay Car Park. The survey had yielded

only nine responses and no feedback had been provided to residents. The scheme had not been progressed but there was still a desire to give it further consideration. This survey provided an excellent baseline for comparison.

Opportunities provided by PropTech funding

Staffing resource
Working in a small team, within a district council, Regeneration officers were able to increase resource through both additional support from their Comms team and the customer support and expertise provided by Commonplace.

Comprehensive Platform
The Towns Fund process had highlighted the fact that many councils either had dedicated investment / regeneration websites in place already or had subsequently developed them. LDC had been publishing disparate information through their own website which had severe limitations. As such, there had been no comprehensive coverage of the funding initiatives and despite intentions to gather ongoing data to assist the delivery phase, no finance had been made available to develop a viable platform / website on which to undertake this in a sophisticated manner.

Database

LDC's databases for consultation had limited reach and did not segment to the town level so no such database existed for Newhaven residents. Gaining mass sign-up has been made more feasible.

Making a case for continued funding

Given that the delivery of Regeneration is scheduled over many years to come, the platform will require ongoing maintenance. The pilot and subsequent reporting will help inform future discussion over funding for engagement. We can also use the pilot for the basis of discussion with partners and any potential cost sharing.

Voice to text software testing
This is discussed in detail in Section 3. Project Outcomes.

Indirect benefits

The pilot has sparked multiple conversations both within the council and externally with other LPAs. The process of delivery and evaluation has helped to flesh out multiple identified issues with existing policy and practice within our district which should apply to other LPAs to a greater or lesser extent.

Funding review:

	Amount Bid	Amount Spent
Commonplace software licence Cost	£30,000	£30,000
Commonplace lamp-post	£17,000	£17,000

solution (voice to text)		
Commonplace marketing & promotions	£15,000	£15,000
Project management	£12,000	£12,000
Comms intern	£11,000	£11,000
Tablets	£6,000	£2,996
Campaign design and branding	£10,000	£4,647
Videography	£10,000	£7,750
Youth Board / Incentivisation	£1,500	£1,500
TOTAL	£112,500	£101,893

Notes on spend

Tablets - there was a high percentage underspend on tablets/digital devices as the technology was not available to have freestanding tablets. There still is a desire from residents involved in the community working group for wayfinding to make this possible to improve access.

Campaign design and branding - the marketing and branding items (Commonplace) were exclusively for digital marketing i.e. social media promotion. Through this work, Commonplace assisted with print design which reduced some costs for the design and branding budget. However, all print and physical marketing materials were from this budget and although there was underspend, had we not already a good basis of branding and design material available as well as skills within the project team, there would have been increased spend closer to the allocation – something other councils may not have available to them.

Videography - there was some underspend on videography. It would have been of benefit to produce short format content early on as discussed elsewhere in this report. It is possible to produce low-cost video and audio content within councils if the equipment and some knowledge of content creation is available. LDC had to outsource this but it is certainly something which small businesses and organisations achieve as well as other councils. The drone footage we commissioned will be re-useable and we will consider the best way of funding and producing content in the future.

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2.0 **Lessons Learned**

As part of developing guidance for best practice, we want to understand the lessons learned at each stage of your project. We know that these project stages might look different for different projects so feel free to edit the table to reflect your particular experience. Please provide as much detail as possible as these insights will be integral to developing national best practice guidance. Where applicable, please share links or attachments to supplementary evidence such as a copy of your business case, supplier briefs etc. These can be included in the appendices at the end of the report.

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
Getting started: Developing the business case/gaining organisational buy–in to apply for Round 2 funding.	• The Newhaven Town Deal Board had requested for engagement with a younger demography and for ongoing public engagement and publicity to be increased. • Our senior officers and councillors were consulted prior to submission and the Board were given regular updates prior to launch. • The Board consists of all major stakeholders including town, district, county and enterprise zone representatives. • Officers spent time establishing advocates to assist with the establishment and design of surveys and promotional activity.	1. Stakeholder buy-in to a bidding process does not guarantee buy-in to engagement and decision-making processes. *Although support / approval may have been given, it cannot be assumed that the organisation or wider stakeholders will utilise the engagement platform. Far-reaching communication is required to integrate an engagement platform into the work cycle and attention of stakeholders. Its utility needs to be demonstrated.* 2. Understanding the motivations of potential advocates as early as possible (community groups, partner organisations) is vital and should inform design of content and ongoing communication. *Establishing what data would be of use to other organisations (and what data has already been collected) is essential for maximising VfM. Additional work may be required to understand stakeholder motivations and to demonstrate*

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		usefulness on their terms. Broadly speaking, this might mean asking "What are you trying to achieve and how can we assist you?" as opposed to "This is what we are doing – please like and share."
Procurement: developing supplier brief and project budget	• Pre-market engagement had identified a stand-out supplier whose engagement platform could meet our desire to generate content using existing software but with a view to establishing a platform which could operate and grow throughout the delivery period of funded projects. • Officers also spoke to other LPAs who had worked with prop tech to receive testimonials. • We were also open to piloting new technology, especially technology which has been developed to circumvent poor literacy – Commonplace presented newly-developed voice to text software and related costs.	
Onboarding: Proptech suppliers, additional consultants, internal teams and project management processes	• Officers received a waiver to circumvent our standard contract procedure owing to the limited timeframes and detailed pre-market engagement which had been conducted. • This meant contract agreements could progress and project team meetings scheduled in. • Despite officers' best efforts, the lack of	1. Major inefficiencies exist in IT infrastructure, separate from proptech software. *There is great value in public and private sectors ensuring there are efficient means of sharing and storing files.* 2. Confirm when identified products / software in development will be made available prior to

compatibility in project management and file sharing technology was a major inefficiency. LDC's IT security systems are increasingly tight and although we can use Microsoft Teams as a basis, this was not compatible with Commonplace's IT infrastructure. By way of contrast, using Microsoft Teams to manage, develop and share files with our external graphic designer was seamless and efficient. The complications were extreme with emails often not being received by LDC officers and a back-up of sending twice being instigated. Our security is increasing to the point where established file-sharing drives e.g. Google Drives are becoming inaccessible. Such issues cause serious impact on efficiency and project management. It is also noted that Microsoft Teams' functionality was shown to be limited between DLUHC and LDC (as is the case for other LPAs).

- There was a clear need for much work to be done internally to the council to confirm content and scope before site build could progress.

- As officers became more familiar with the CMS, it became apparent expected user design aspects would have to be rethought.

- It also became apparent that certain aspects of the software meant that other elements would have to be rethought - namely, officers had been assured verbally that tablets would be able to operate in secure locations unmanned, but the technology to enable this was still in development (users would

advanced platform design and budgeting.

Software development is ongoing, and a sales team may be inclined to account for technologies which are in the pipeline but will not be available. It is important to confirm specific features will be included prior to contractual agreement.

3. Proptech suppliers should be able to provide hands on use of the software, preferably prior to procurement. Demonstrations which purely show the front-end may be misleading. LPAs should seek to gain the best understanding of the back-end systems as possible.

Training / testing should be hands-on.

4. User design should be of paramount importance – flexibility wherever possible.

Without going into full detail, much of the user design could be improved within Commonplace. Hard-coding certain elements disrupted the pre-conceived user journey. Although many issues were minor, a major concern related to the navigational format of Commonplace platforms; the navigation bar (top right) relates to the users' account and includes a 'view other projects tab' which indicates other Commonplace consultations in other areas of the country. Navigation of the site itself (on mobile devices) is demoted to the bottom portion of the screen with icons indicating areas of the site. Officers have personally witnessed users befuddled by the site design and

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	need to create an account and there would be no means of logging on and off between users automatically).	*have heard testimonials that the site design has immediately led to the user giving up. This was raised early in the project and it is unfortunate that there was not more focus on user design during the pilot. It is acknowledged that user design has focused on a) direction toward a survey b) sign up c) sharing but there is much work to be done to improve the user journey across the site. The navigation tab should focus on the immediate Commonplace website as a fundamental. Re-accessing accounts is another major issue with poor navigation again present.*
Campaign Development: Survey Content developing marketing and engagement strategies. This might also include developing survey questions, platform content, or user research.	• There was a clearly identified risk that engaging survey questions would be hard to produce and might repeat previous surveys because of the timing of the pilot in relation to project progress. • Time was taken to understand the needs of funded projects and the existing gaps in evidence and demand. This included much discussion with projects sponsors. • There was the additional need to consider questions which support further regeneration and community initiatives. Additional information was also created for each project by Regeneration staff. Comms assisted with graphics, accessibility considerations and general formatting. • Project managers worked with an external graphic designer to produce branded marketing materials and an introductory video animation: https://yournewhaven.commonplace.is/proposals/t	1. Good engagement requires considerable staff resource and knowledge transferral. *LDC Regeneration are not alone in being stretched of resource. Although the project was delivered effectively, our team would have been hard-pressed to staff the project in normal circumstances (without additional resource). There were also clear limits on content creation from comms or external support as it required considerable knowledge of place, terminology, policy and previous consultations. The structure we had in place, combining Regen staff with Comms and Commonplace staff, was well-balanced and it is certainly in the interest of Commonplace staff to continue to improve their understanding of local council requirements but the difficulty in these areas of knowledge varies in each place. The same is true internally – councils should ensure that good interdepartmental awareness and collaboration is fostered.*

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he-story-so-far/step1

- Officers also procured the services of a local video production company. After being unable to agree suitable terms with the preferred supplier, LDC chose an alternative supplier and agreed to produce a video charting the progress of the site towards the end of the pilot period to assist in strengthening the feedback loop.

- Officers worked with a local secondary school to establish a youth-user testing group in April. Despite efforts to include the students in more involving work e.g. designing their own survey questions, site visits and assisting at events, resource within the school during the end of year, particularly owing to long-running disruption from COVID-19, the summer holiday and half term breaks, meant the project team were restricted to short visits to the school and remote user testing. Nonetheless, the user testing was still useful. Involvement can continue and hopefully be augmented outside of the pilot.

- Officers also invited multiple testers from the community and partner organisations to help draft and edit survey and wider site content prior to them going live.

- An incentivisation scheme was also devised and included in all marketing materials.

- Following limited take-up amongst young

2. Working with educational establishments is not straightforward. Working directly with youth clubs or other youth organisations may be more successful.

Although it may vary within institutions, our experience is that it was difficult to fit our activity into the curriculum and even harder to organise extra-curricular workshops with students. LPAs should ensure they have a clear route to seeking agreement with educational institutions and may be advised to use existing organised groups for engagement. However, there is a risk these groups will not represent a broad spectrum of younger residents as they have been organised around a shared interest.

3. Focus groups are valuable and should be undertaken both early and later on.

Many of the residents who were included in our focus had been involved in previous consultation exercises but there was a mix with those who had only recently moved to the town. Speaking to the group near the end of the pilot period reinforced many points around feedback loops but also provided excellent material for considering more effective methods which could have been adopted (many of which were place specific and improved our understanding of existing services in the town).

4. Incentivisation schemes may be cost effective.

	residents, a youth survey was launched in the latter stages of the project and a targeted campaign developed.	*The vast majority of visits to the site were generated by social media adverts which focused on the incentivisation scheme. In comparison to other costs, it is reasonable to suggest that this was one of the most cost-effective aspects of the pilot.*
Campaign launch and management: working with suppliers to 'go live', attending in person / hybrid events, troubleshooting tech issues	• The project team worked together to establish dates for launch, aligned with a social campaign and the installation of various marketing materials. • Project launch was delayed by approximately a month and was complicated further by staff illness, holiday and the passing of HM Queen Elizabeth II, which often interrupted scheduled social media posts and general workflow. The primary project manager was available throughout. but certain work streams were dependent on members of the team. • As discussed above, the IT limitations were disruptive and software limitations and limited staffing resource made the use of tablets more complicated than anticipated. • There were no major technical issues to contend with, except some minor issues with viewing responses on occasion. User testing and focus group feedback highlighted inbuilt issues with user design. • Throughout the pilot period, the primary project manager attended partner events, held advertised	1. Project management can be hindered by a lack of IT compatibility. *As councils introduce new technology and adapt security protocols, they will need to be compatible with internal and external file sharing etc.* 2. Skilled officer recruitment and retention should be a priority.

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	drop-in sessions on both weekdays and weekends and responded to members of the public who emailed through the site. • Another unpredictability was the loss of two full-time staff members (Head of Department and Delivery Manager) within the already small and stretched Regeneration team. Although the funded resource commitment was certainly fulfilled, this did add additional work, disruption, and pressure throughout, and limited fallback options had the primary project manager been absent or left the organisation.	
Campaign wrap-up: Closing campaigns, running analysis, agreeing next steps	• Owing to delays, the project team closed surveys later than originally scheduled but analysis took place during October. • Although some of the data are immediately quantifiable, every survey required analysis which had to be undertaken by the primary project manager – because of staff resource constraints, knowledge of projects, townscape etc. • It had been established early on and then further emphasised during focus groups that sharing the results was vital and that we needed to explain clearly how findings would be used and what steps would be taken. Generating responses for the three Regeneration surveys was direct but getting a response from the West Quay Car Park was more complicated and delayed.	1. Respondents should receive timely feedback *Because analysis can be lengthy processes, it is advisable to provide interim feedback to help keep respondents engaged and confident that their views are being accounted for.* 2. Engagement platforms allow for follow-up work and a clear narrative *One of the main issues with disparate websites and one-off surveys within an area is that that it is hard to follow any narrative of change. The main focus has been on trying to bring together various efforts amongst stakeholders and also to respond to what new data is coming in. This is why we have designed the resources as we have, and why a Safe Spaces map has been launched after previous consultations.*

	- The results are being published in phases and can be viewed under the results section on our homepage: https://yournewhaven.commonplace.is/ - A major step being taken in response to survey data is to launch a Safe Spaces map. Antisocial behaviour was identified as a major deterrent from use of commercial and recreational spaces and it has been reasoned that collecting further data can support decision making processes internally but that data may also assist Sussex Police and other organisations to consider their resourcing and strategies. - Now that a platform has been created and populated, there will need to be regular updates and more streamlined consultations when appropriate. There is a particular opportunity to involve community with our wayfinding projects and this will provide accessible, visible, and direct consultation material. - Our result summaries outlined 'what users said' and outlined what 'we will be doing as a result' but the majority of public concerns relate to decision making processes which fall outside of LDC Regeneration so there will be a need to continue communicating and updating residents while also emphasising this to key stakeholders.	
Feedback loops: e.g. developing opportunities for ongoing feedback from the community,	1. The lack of feedback was an identified issue and although it was not advisable to say as much, i.e. acknowledging that residents who	1. Use real people and real stories in promotional material

following up with people who responded to the consultation, sharing consultation insights with key stakeholders	have engaged in the past haven't received feedback, addressing this was a primary objective. 2. Commonplace advised officers that sharing quotes from responses and survey findings were successful forms of promotional content. Our Community Updates section could perhaps have been used more for this e.g., Welcome Post on 29th July. Our council-run social media posts were framed around this format and were the most successful.	*This can be quotes from survey responses, pictures of people and places that residents will recognise. Although campaign content should be designed in advance, but a campaign can be structured to allow for video, images and specific text to be sourced and fitted in.*

Community Outreach

Partner discussion and user testing

As the site content developed, we were able to invite various people to user-test the surveys and other resources. In person discussion and demonstration took place Seahaven Academy students as well as a focus group of local residents. They were asked to complete a survey at the end of the pilot study period (responses summarised in section 4. Community Feedback).

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Social Media

Perhaps unsurprisingly, the majority of conversions to the website came through social media (see Appendix A).

Flyers and mail drop

Data indicate that the large-scale leaflet drop to households was not an effective use of resource.

We did not opt to include a paper questionnaire (with postage-paid or indicated drop-off points). Research does suggest that this can increase response rates (as opposed to just giving a digital option) but our partner organisations had conducted mail drops with limited questions, in Newhaven, in recent months with little return. Commonplace had suggested including even just one question as part of the leaflet, but this seemed tokenistic and counterintuitive when we are trying to establish and grow an online platform over time as opposed to a single survey period – incentivising the use of the platform directly was paramount. There is also the added complication of handling and processing responses. It had been hoped that the incentivisation scheme itself would have caught householders' attention and encouraged sign up.

Figure 1: double-sided Your Newhaven flyer

Posters and display boards with QR codes

The town has a lot of fly posting, and we would not partake in it ourselves (this includes many areas which are on the side of the A259 and East Sussex County Council Highways regularly remove them). However, numerous permitted locations which related to the surveys and wider regeneration were used. Some of the posters were vandalised which was unfortunate as they were in relevant areas. The QR codes have not generated many conversions. It may be that aspects of the poster designs could have been improved but, equally, there was little expectation based on early user testing that the QR codes would be used. There is no added cost for their inclusion, and it is hoped that as the display
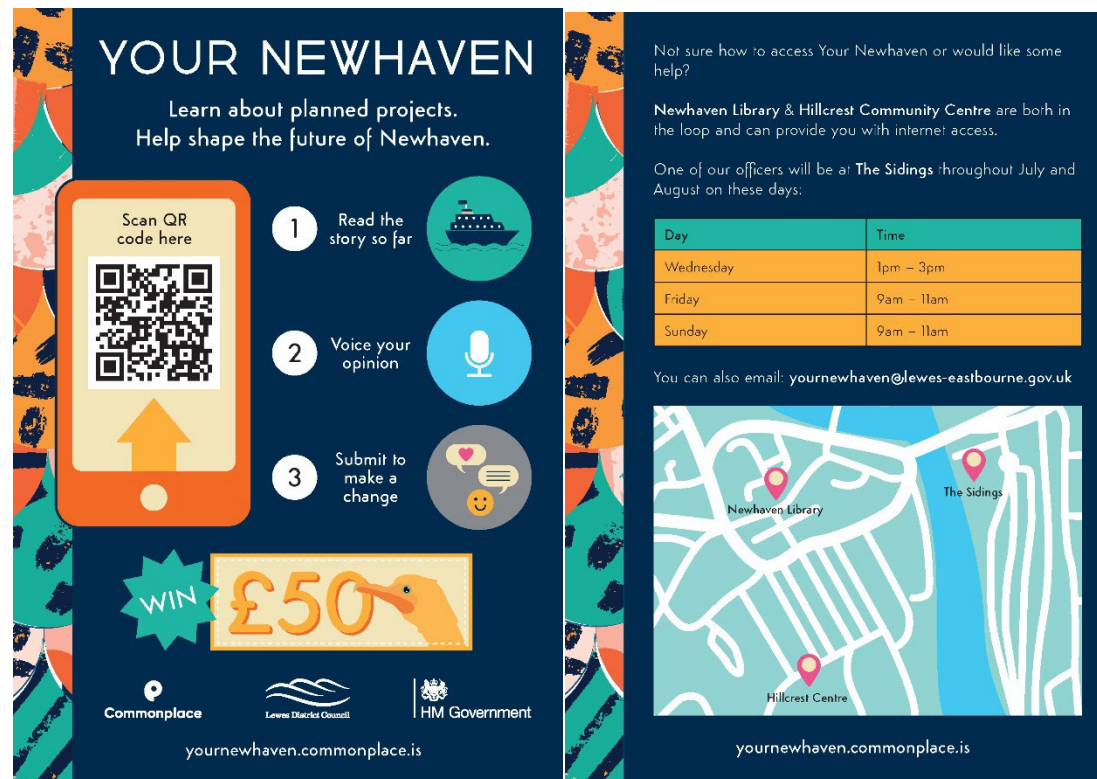
boards continue to be used and regeneration projects progress, the displays will serve as regular reminders of the platform and will encourage interaction. Design of posters can also be reviewed and improved and future consultation on projects will be a lot more specific to location.

Figure 2: Roller banner and Newhaven Enterprise Centre (left); Large re-usable display board (right)

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Partner newsletters

The platform was included in various online email newsletters, but we also had a two-page spread in Newhaven Matters, a quarterly newsletter posted through all doors in the town and shared in various community spaces. The timing was not ideal, with the only newsletter distribution taking place in October, with a deadline for submitting copy in September. We will continue to provide project progress updates in Your Newhaven with a call to action included to sign up to email updates, have their questions answered and respond to consultations.

Drop-in sessions

Staff were available for three drop-in sessions per week (as advertised on flyers) throughout July and August and equipped with tablets. The hospitality venue, which is itself part of a Regeneration initiative, also advertised the drop-in sessions. Customers would often ask questions at the site (next to a currently derelict University Technical College) so choosing this location made sense. Wi-Fi was available. It also allowed project management for the site to take place at the same time.

Figure 3: Newhaven Matters Autumn 2022

Community Events

Officers attended Newhaven Festival and events organised by Creative Newhaven and were able to share leaflets and have tablets on hand. However, given the detail of the surveys and the nature of the events, it was not always viable for the surveys to be completed. The focus moved away from directly encouraging sign up (incentivisation of winning a prize) and instead focused on matters relating to the town. This was mostly because the people who were most engaged with had already signed up and there were useful conversations to be had about related matters.

One of the clearest benefits of launching the platform has been the way in which it provides a spark for conversation, deeper partnership working and community outreach. Events provide footfall which would not necessarily be attracted to council consultation events.
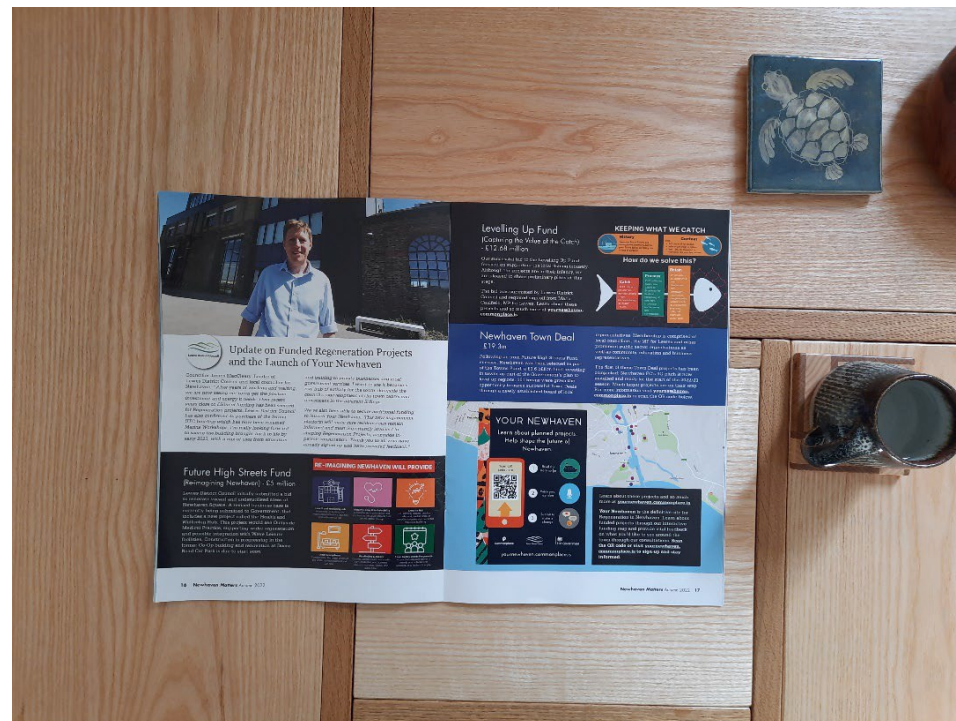
Historically, Regeneration officers have not attended public events – other than one in-person event which was organised in December 2021 (Figure 1):

This consultation was organised by officers outside of Regeneration (Green Consultancy team) in conjunction with NTC as it involved two recreation grounds set to benefit from Towns Fund investment and with separate ownership and project management. Public Consultation on Fort Road Recreation Grounds & Eastside Park - 4th -12th Dec - Newhaven Town Council
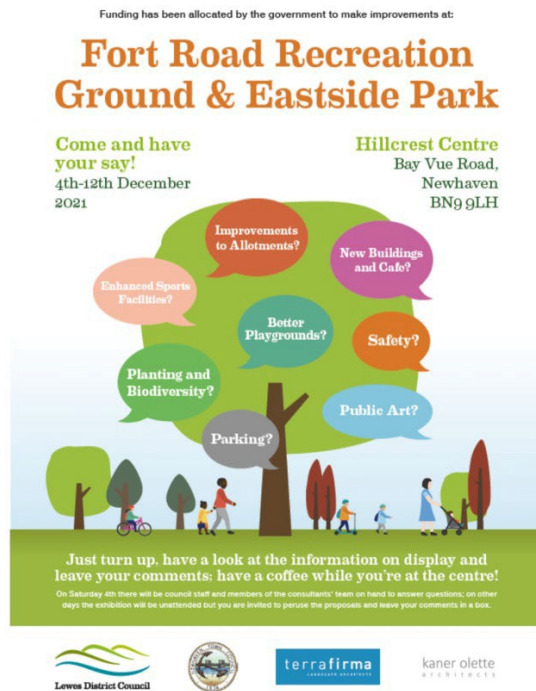
All project sponsors received DLUHC guidance on engagement from our Delivery Manager, but the event failed to reference the Fund. Our own design guide was not applied, and relevant Regeneration officers were not informed of the event until a few days prior. The author of this report did attend on the first day and can reliably report on the event.
- *District officers attended. Landscape architects also attended*
- *No councillors attended from District or Town*
- *No officers from Town attended*
- *The overwhelming majority of attendees had already been consulted on the parks.*
- *the A/B options presented for the scheme were interpreted as closed options despite these being early, example plans*
- *No resources referred to wider Regeneration initiatives or the Towns Fund / Town Deal*
- *The event yielded limited responses and further consultation is being requested*
- *There was also an online survey conducted through Survey Monkey.*

This was the first consultation exercise undertaken after our Town Deal was agreed. Consultation had taken place for Fort Road in previous years. The Neighbourhood Plan was also conducted circa 2016. Having viewed responses, it is unclear how this engagement exercise improved matters. Results were not published so there was no feedback loop.

We used our Community Updates section to try to establish a clearer sense of the work being done for Fort Road Rec development (LDC) and intend to do the same Eastside (NTC) but this will require NTC to cooperate. Discussion sparked by the platform (emails from residents, interview discussion with case officer) has led to an initiative to establish a new

Figure 4: Poster from Fort Road and Eastside Consultation

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Friends of Fort Road Rec group which will be further publicised through the platform. Had the project been at a stage where it would have been feasible to conduct more detailed / visual consultation e.g., options for play equipment, seating etc. then this would have been included in the pilot. The intention is to do so in future.

Incentivisation Schemes

An incentivisation scheme was developed which awarded 20 randomly selected winners £50 to be spent within BN9. Winners were able to specify which business they wanted to use the prize for. In order to be eligible, they had to have created an account.

This was more complicated than the typical prize draw; it was discussed during show and tell sessions that other councils tended to opt for Amazon vouchers as prizes (other multi-national e-commerce sites do exist) for simplicity's sake. Given LDC's policies, particularly on community wealth, and to increase buy-in from businesses owners, we thought it worth the extra work to enable the money to be spent locally.

Although there are no clear metrics to measure the influence of the incentivisation scheme, it is likely that the incentive motivated clicks. Sign-up to email updates did not guarantee users would respond to surveys but the number who responded (609) is higher than email subscription (553), which is encouraging.

To motivate younger residents, we added an additional incentive – a Halloween prize draw which offered winners a sweet treat (in the form of cake). We usedd this as the basis of a social media post. The youth survey ended up receiving the highest number of responses.

Email subscription is relatively high but given the only entry requirement was to enter an email address, sign-up might have been expected to be higher. This indicates that engagement is even hard to incentivise with financial reward. It may be that a pre-defined prize is actually more effective and should be considered as an option. Arguably the offer of cake was more appealing to young people than money.

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3.0 **Pilot Outcomes**

How successful was the pilot?

● Direct traffic   ● Email traffic   ● Referral traffic   ● Organic traffic
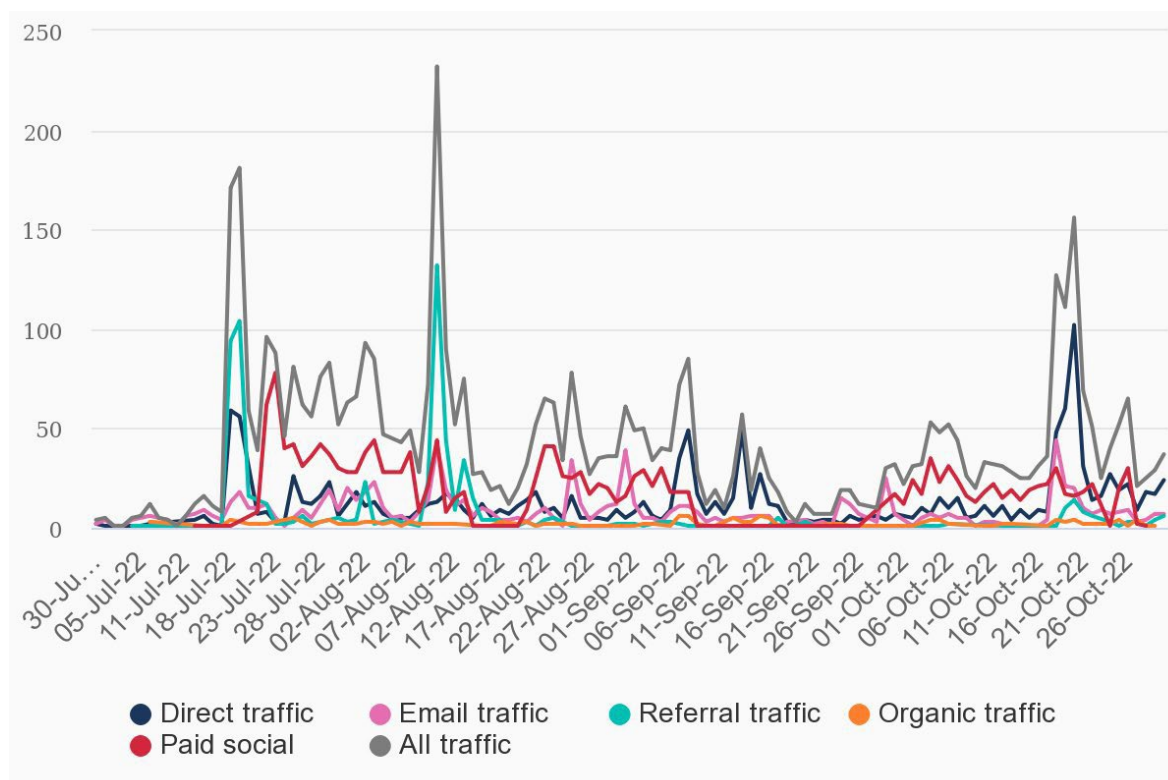● Paid social   ● All traffic

Figure 5: Sites visits during campaign

In terms of overall email subscription and response numbers, this was a successful platform launch and engagement process.

Your Newhaven Launch - Combined Totals (July – October 2022)			
605 Respondents	802 Responses	553 Subscribers	5096 Site Visits

Although there is not a direct baseline comparison (other than West Quay Car Park), the level of response is much larger than the following:

Consultation	Responses
Neighbourhood Development Plan (NTC /LDC)	105
Newhaven Town Deal - Virtue Engage 2020 (LDC)	73
Town Centre Survey 2015 (Action in Rural Sussex)	127
Town Centre Survey 2019 (LDC)	104
West Quay Car Park 2018 (LDC)	9

Your Newhaven survey responses (in order of launch)	
Place: Outdoor Recreation	101
West Quay Car Park	142
People: Health & Wellbeing	160
Youth Survey	399

"Lamp post solution" (voice to text software)

Officers were sceptical over the use of voice to text software in terms of value and efficacy. As it transpired, the voice to text function was very rarely used and when it was, mostly produced transcripts with anomalies and inaccuracies.

Each survey had either multiple choice questions, which required no typing, or open comment questions which allowed the answers to be spoken; this would then be converted to text. This was a new software development from Commonplace. Unfortunately, there was very limited use of the software which indicates that it may not be suitable or cost-effective in this context. There are also limitations in text conversion such as Newhaven being transcribed as 'new haven' and multiple words being misinterpreted. The meanings can be deciphered, and it may be that some users are encouraged to respond because of this option. But the data does not support this claim given low usage.

There were efforts to promote this aspect of the software in marketing material. The most obvious issue is that answers can be complex, and thoughts need time to form. Writing has the advantage of being instantly editable. Data indicate that it was preferable to write answers instead of speaking them. If promotion focused too heavily on speaking answers, this might have detracted from other elements and not been of mass appeal.

There is much advantage to multiple choice style questions; they are quick to respond to and the data is easier to analyse. Low literacy (both linguistic and technological) is not entirely solved by voice to text as the questions and website will still present barriers for some residents. It was initially conceived by Commonplace that there would be simple, site-specific consultations on e.g., public art options in a space. Although there may be some perceived value in receiving emotive responses to this sort of consultation, multiple choice questions can achieve similar goals – preferences do not necessarily require open comment sections. The technology was not applicable to most questions being asked because they were multiple choice.

Commonplace suggested that there had been more successful use of the software in other projects. This may be more applicable within more controlled settings e.g. within a school setting or focus group. The suggestion by one resident was collaborate with existing literacy classes held at the library to include responding to surveys as coursework. This is a very good suggestion which will be exploring. This demonstrates the issue trying to promote voice to text software as we are trying to improve literacy rates amongst child and adult learners instead of providing an alternative crutch of voice recording software.

As shown below, 33 *voice notes were submitted* which is 43% of *voice notes recordings* and 16% of initial interactions with the software (*clicked voice note*).

Voice to text use	
Clicked voice note - total	209
Voice note recording - total	76
Voice note submitted - total	33

Were the voice to text software to be a standard inclusion then it may be a positive addition for councils in certain circumstances but there are of course costs attached to the software for the proptech supplier which will be passed on through pricing.

Reaching a younger demographic

The surveys could be completed without the respondent stating their age. As a result, a lot of the data has no age attributed to it. Given the higher level of response within younger age groups for the Youth Survey and it being entirely designed for response from young

residents, it is fairly safe to assume that the vast majority of those who remain unknown, would be under 25.

As is the case with the pilot as a whole - it is recognised that the consultation work undertaken is part of a much longer process of engagement and collaboration. Some of the data is immediately useful but much will be secondary data for other organisations and there will also need to be more specific engagement on projects as well, building from the more general placemaking surveys in this pilot if the engagement is to influence outcomes.

The Youth Survey yielded the most responses (399) and these were primarily from the target age group:

YOUTH SURVEY AGE OF RESPONDENTS

■ Under 15   ■ 16-24   ■ 25+   ■ Unknown
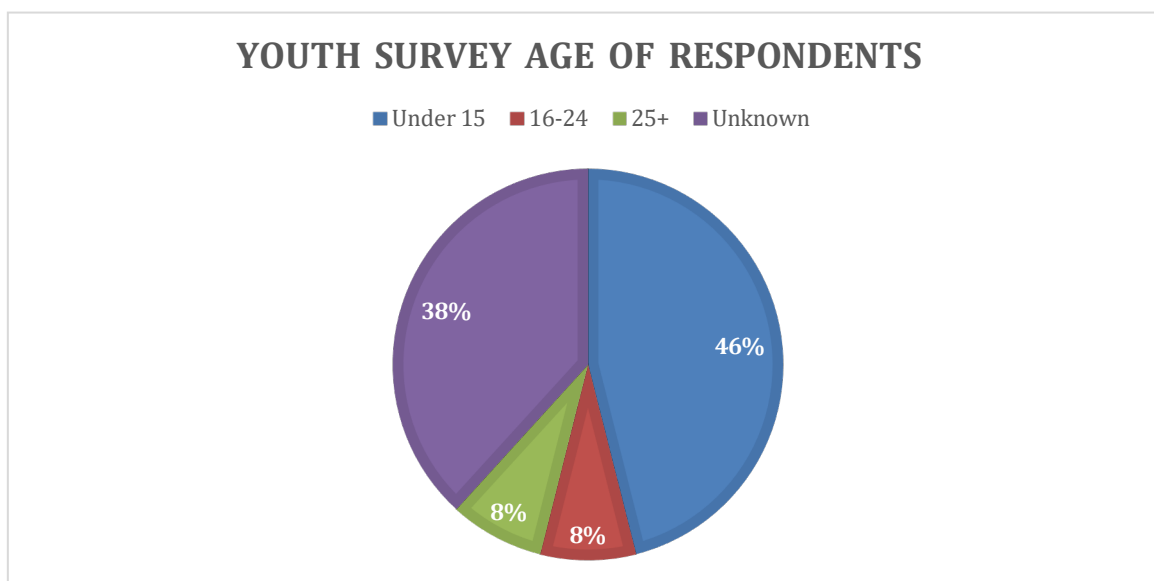
The other surveys conducted identified far fewer young respondents e.g. the 90% of respondents were 35 and over. However, just over 20% of respondents to Place and West Quay Car Park surveys were from people of unknown age and People and Youth Survey had 41% and 38% unknown respectively.

When comparing to a town centre survey conducted in 2015 as part of the neighbourhood plan, there is a wider age range – 65+ (47.2%) 45-64 (33.9%) 30-44 (15.7%) under 29 (3.2%).

The Arup Virtual Engage survey had also had more responses from younger residents but had been capped at 18+ and 18-24year olds made up only 12% of respondents.

The challenge for measurement of outcomes

- Not being able to account for all ages does make the data less useful.
- The main challenge is assessing how much the engagement platform has improved trust and motivation to engage with projects and wider town planning in the future. As documented through community feedback, this pilot is arriving after a long series of consultations and many residents have had poor experiences in the past. The outcome cannot be truly measured until more progress has been made within the town. Cost-effectiveness is also dependent on such outcomes.

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4.0 Community Feedback

Summary of community consultation

There are currently no prospective funding bids for the area but there are multiple projects which are early in their delivery phases and would benefit greatly from additional data. During the business case development stage, it was clear that the town would benefit from a wider evidence base and this will benefit future bids and investment strategies as well improving our ability to evidence certain outcomes; this applies to both LDC and wider stakeholders.

It should be noted that much of the data which would be particularly useful requires other methods / inputs e.g., footfall in commercial areas and vacancy rates. However, given the scheduled investment in outdoor spaces and the public realm, as well as identified issues with antisocial behaviour and maintenance, questions focused around these areas. Some general wellbeing questions also seemed worthwhile - to supplement data already available.

What did we ask?

Regeneration consultation was divided into two surveys:
Place: Outdoor Recreational and Communal Space
1. *What is your favourite thing about thing about Newhaven?*
2. *What is your second favourite thing about Newhaven?*
3. *Do you visit Tidemills / East Beach*
4. *Which of these outdoor spaces do you spend time in?*
5. *How satisfied are you with the outdoor spaces you spend time in?*
6. *Which of these places would you spend time in if different?*
7. *Deterrents – what puts you off?*
8. *Please tell us more about what deters you from using these spaces*

People: Health & Wellbeing
1. *How did you feel yesterday?*
2. *How would you like to feel today?*
3. *How well does Newhaven cater for your wellbeing?*
4. *Tell us (or type) how you feel about these schemes*
5. *What is important to you [e.g., improve the area around you, gain new formal qualifications]*
6. *Choose up to three favourites sports*
7. *Which of the above do you already take part in?*
8. *Questions on cycling and walking*
9. *Would you like to try an electric bike?*
10. *Please tell us anything else that would improve your health and wellbeing in Newhaven*

Separately from these consultations, LDC's Commercial Business & Development team were able to use the platform to reconsult on a proposal to install a new entrance to a car

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park. The area in question also had relevance to planned Regeneration projects in that the area is scheduled to be invested in as part of public realm works to increase visitor numbers, footfall and encourage active transport:

West Quay Car Park (Commercial Business and Development)
A summary of the original 2018 consultation, complete with all comments made by residents was included. Although it was not mentioned in the proposal, this was not a referendum.

1. Do you support proposals for an additional entrance to / exit from West Quay Car Park to be developed on Chapel Street?
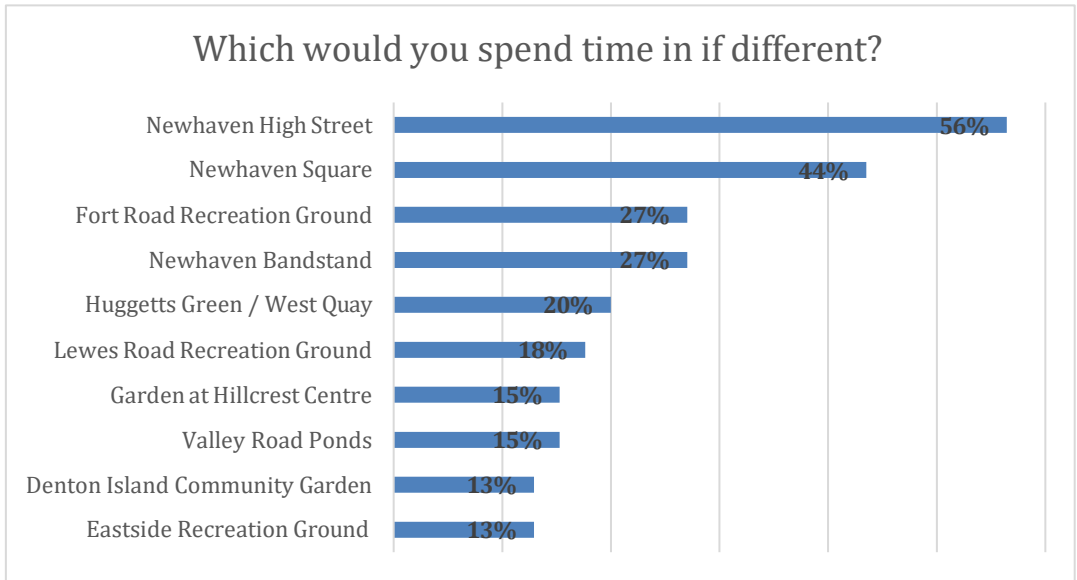2. Please tell us why.

Youth Survey
1. How long have you lived in Newhaven?
2. How do you feel about living in Newhaven?
3. Tell us why
4. Which of these clubs have you heard about?
5. If you were offered a taster at a club you were interested in would you go?
6. How much time did you spend out of home per weekday including school?
7. How much time did you spend out of home at the weekend / during holidays?
8. What makes you happiest?
9. Which is your favourite time of the year?
10. Where is your favourite place in the UK?
11. Where is your favourite place in the world?
12. What do you want to do when you finish in education?
13. How often do you go to the High Street?
14. What would make you go to the High Street more?
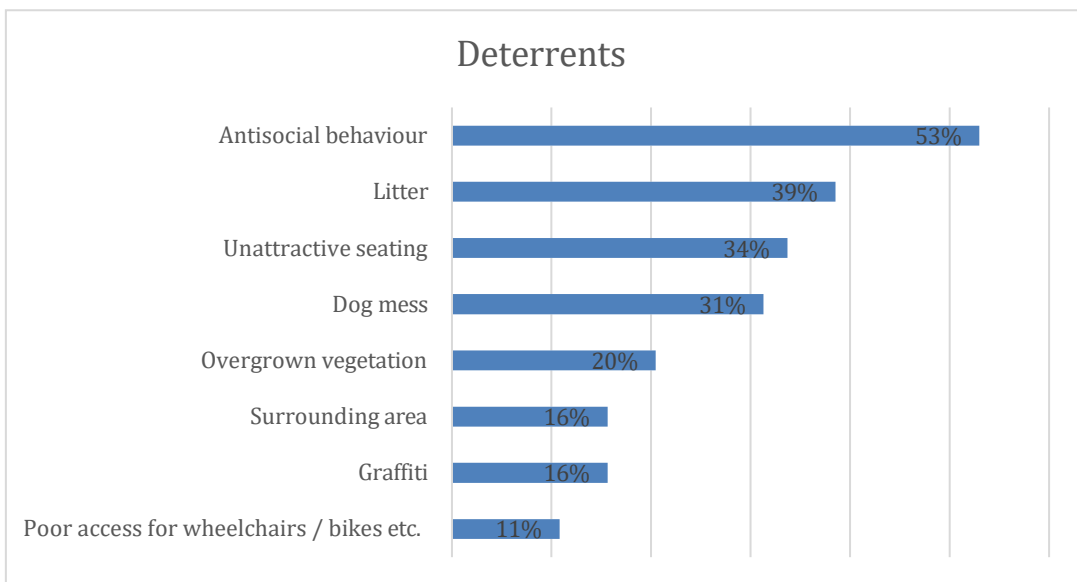15. Finally, what do you think would make Newhaven a more exciting place to live in?
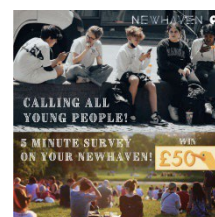
What will be doing as a result?

➢ *Reinforcing priorities for Lewes District Council* – for example, policy already supported investment in the town centre. Data from Place survey indicated that the sites being invested in within the town centre are prioritised by residents. Equally, Fort Road Recreation Ground was prioritised as an outdoor space. Although this is encouraging, one might question the value of such data collection given pre-existing evidence and policy. However, the prioritisation questions provide useful comparison between sites. A priority should be for all departments and organisations to help to agree the best means of providing consistent data and this help to spark such agreement.

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Which would you spend time in if different?

Location	Percentage
Newhaven High Street	56%
Newhaven Square	44%
Fort Road Recreation Ground	27%
Newhaven Bandstand	27%
Huggetts Green / West Quay	20%
Lewes Road Recreation Ground	18%
Garden at Hillcrest Centre	15%
Valley Road Ponds	15%
Denton Island Community Garden	13%
Eastside Recreation Ground	13%

➢ *Public Realm (Wayfinding)* – the town has many assets but suffers greatly from a poor-quality public realm. The centre of the town is dominated by the A259 and motorised vehicle use. Public preference is understandably focused on the reworking of the road network, but this is not something which can be easily achieved and would require significant investment. The data we have collected will help us to prioritise the locations and routes which will benefit from public realm ('wayfinding') as well as specific design variables such as seating and lighting and 'external' impacts e.g. anti-social behaviour and litter. Officers will work with established focus groups to understand how the platform can be used to consult on various design aspects e.g. pedestrian access / routes, public art, seating, design coding. Comments in the surveys have already been useful in this regard.

Deterrents

Deterrent	Percentage
Antisocial behaviour	53%
Litter	39%
Unattractive seating	34%
Dog mess	31%
Overgrown vegetation	20%
Surrounding area	16%
Graffiti	16%
Poor access for wheelchairs / bikes etc.	11%

➢ *Influencing partnership working* – the Newhaven Town Deal Board's overall aim is to: "Oversee and co-ordinate the delivery of a vision and strategy for Newhaven in line with the Towns Fund and beyond, with a view to delivering long-term economic and productivity growth for the benefit of our community." Membership includes all local tiers of government and major landowners, including Newhaven Port & Properties. The data

collected reinforces the need to foster and maintain strategic partnership working founded on placemaking principles. There is a focus on employment and economic growth, and it is acknowledged that these factors greatly influence quality of life. However, the facilities and systems (infrastructure) within Newhaven, which influence quality of life (and the economy), often involve multiple organisations and complicated decision-making processes. Data collected reinforces the needs of residents, and the Board will be able to use this data to continue delivering a shared vision for the town. It is recognised that policy and funding at the local and national level must be compatible and enabling of placemaking initiatives if they are to be achieved.

➤ *Antisocial behaviour and Safe Spaces map* – the need to work collaboratively and with the community to reduce antisocial behaviour was well recognised by the Board and responses and wider pilot activity have reinforced the effect antisocial behaviour is currently having, as well as the risk to investment. To improve understanding of how this might be tackled, a "Safe Spaces" map has been launched and will remain active for the coming months: [commonplace link]

➤ *Identifying potential uses / users* – data indicates that there would be some interest in instance trying out e-bikes, for instance. We also included a question on preferred sports / activities as there was an identified gap in understanding for uses outside of those already in effect at Fort Road. This data can help inform design for Fort Road Rec and can also benefit other organisations trying to understand demand for facilities and activities.

➤ *Community initiatives and support* – the process of surveying residents, publishing responses and summarising findings is intended to widen knowledge of existing schemes. Although not completed during the pilot phase – officers will work with local organisations to create and publish more information on these schemes along with opportunities identified e.g. e bikes testing or taster sessions.

➤ *West Quay Car Park* – following consultation, LDC Commercial Property and Development have informed respondents that the scheme will not be progressed. This has been done on the results area of the website and via Community Updates. LDC Regeneration officers are also encouraging a mail drop to inform residents of Chapel Street and to provide an update on scheduled work taking place in the area.

Community testimonials

Testimony comes from a focus group of local residents. We used the platform to conduct a closed survey so they could provide feedback anonymously, make data handling more efficient, and to serve as additional user testing. There was also open group discussion throughout which forms part of the summary. This was conducted prior to any results being published.

Respondents level of engagement with local planning and regeneration varied significantly, with some residents having had decades of experience. The pilot appears to have provided some level of satisfaction with consultation methods, but **the overriding sentiment was that value was contingent on the outcomes of the consultation** – that is, the consultation results would need to affect decisions. If mass consultation achieves large scale engagement but fails to deliver on expectations, it can damage public relations.

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How would you rate Regeneration engagement prior to Your Newhaven being launched?

1*	70%
2*	20%
3*	10%
4*	
5*	
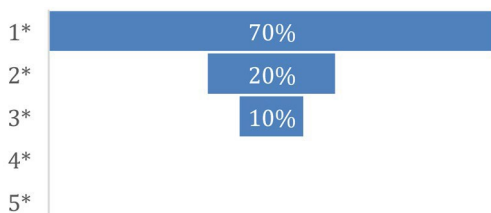
How would you rate Regeneration engagement now?

|	
1*	
2*	40%
3*	40%
4*	10%
5*	10%
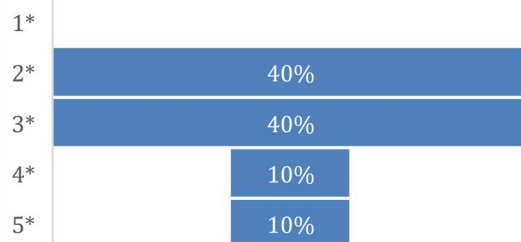
Comments on Regeneration

- "I haven't felt consulted, informed or advised until it has been too late to have a genuine opinion."
- "Don't know the big plan."
- "Only info available previously was MP newsletter and Newhaven Matters"
- "How the funds being spent is great being shared"
- "Regeneration seems to be an abstract department that happens elsewhere and behind closed doors."
- "I don't know because I'm not clear what happens to the feedback. I'm not sure if it's a waste of time. I think it should be results driven."
- "It is a platform where there was none but clunky and lack of feedback."
- "Thanks for doing this!"
- "It's a good start. Need to continue to build engagement."

Wider planning

Have you been part of a neighbourhood plan process?

No	60%
No but I might next time	
Yes	10%
Yes and I would do it again	30%
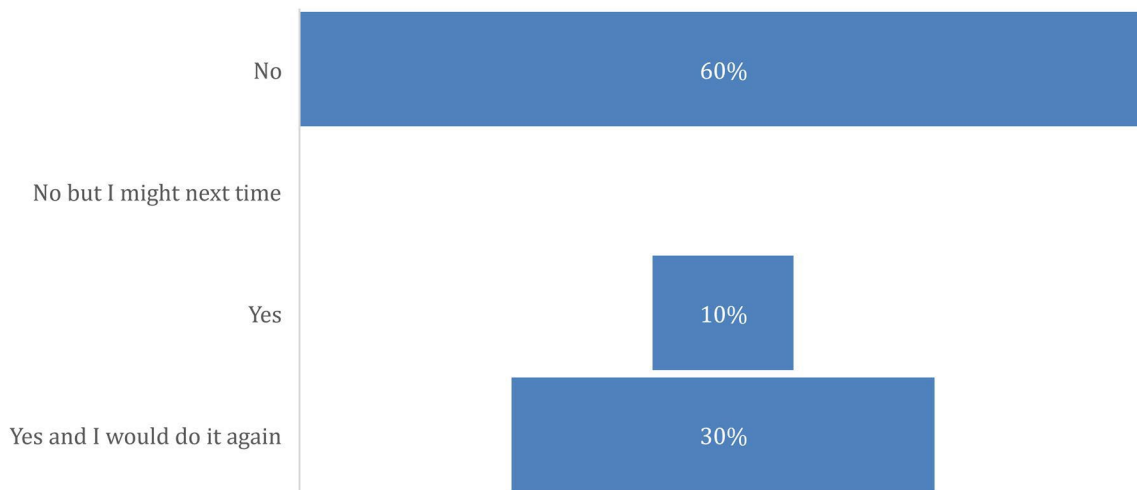
Comments on planning

"I attend any open days / exhibitions by developers and try to glean information but often it is too late or retrospective."

"Yes – I respond to planning applications that I become aware of in Newhaven."

"Tried to but couldn't find the planning notice."

Comments on Pilot Objectives

<u>Increase both the quality of, and access to, information and allow for meaningful civic engagement across a wider demography</u>

"Good thoughts but there are still gaps. It will take some significant time for the population to understand how they can interact and receive information. Suggest what may be possible as well as hear what's being fine with the information."

"Good effort so far. Don't give up."

"Not everyone can access this platform. You need to have relational ways on interacting in person."

"Yes. This is needed. Catch them young.

"This should be standard"

"Good idea. Need more points to engage, library, Hillcrest, doctors, Paradise Park etc."

"Barely started."

<u>Build trust with our local community and sustain it through positive, ongoing involvement with Newhaven's extensive regeneration and planning programme</u>
"Yes please. But how?"

"It feels good to be involved."

"No - trust is earned with evidence-based practice."

"Regular feedback sessions are needed. Two-way process. Knowing what happens to our responses."

"Any comms that can be shared is always well-received."

"Be visible. Be at flea market. In the town centre etc. Provide transparent feedback."

"Long history of seemingly pointless consultations to overcome."

<u>Suggestions and additional comments</u>

Youth Groups – *"Get young people involved to future proof the town." "Yes. Engage young people. Show them their opinions have results." "Build trust with the youth. Meet them where they are at."*

Commonplace User Experience – "Have mentioned it to people and invariably they come back and say it is not easy to get on it / log in." "People have been frustrated about using it, remembering log in info, wondering where comments go etc."

Marketing – *"Be more in front of people. In the town, library, Hillcrest, Soup & Social, flea market etc,"* *"Fatter prizes."* Knocking on doors... Meetings in town halls and a social hub e.g. Stall on a Saturday.

Library – "*Have an iPad in the library."* Work with the literacy classes and include responding to surveys and signing up a part of their work."

Example quotes from prize draw winners

"Hey Guy, Oh that's fantastic and very much needed 😀😀*"*

"We are looking forward to it and love the fact that we are supporting a local business."

"Let us see who wants to answer the call and support our local businesses. Many thanks again and let us keep up the good work."

"Thank you for your reply and amazing very welcome news of the win. As I am disabled, I get a huge amount of joy from my garden and would really love to get some wonderful plants from Paradise Park to boost the garden and my potting bulbs."

"This will be used on a well-deserved staff meal after two hard years and a recent Ofsted."

<u>Delivering on feedback:</u> how has the community feedback shaped delivery plans? How has this validated, challenged, evolved key assumptions and potential project outcomes?

Community feedback helped to consider the questions we would ask both in terms of the content e.g., which options to include in multiple choice questions and also trying to consider how the data would be useful for other organisations.

Ongoing discussion has further emphasised the difficulty in resourcing engagement. Detailed data collection and marketing can involve door-to-door e.g., census data. There can also be engagement activity outside of office hours. Although working with local libraries and other accessible spaces can be achieved remotely, this is much less likely to place without considerable time and resource being put into community outreach,

It is not clear how this would be justified within Regeneration / Economic Development. LDC Regeneration are a small team and although there has been great success over recent years in partnership working, bid development which has lead to secured funding, we are in a position where project delivery, monitoring and evaluation takes up much resource.

Because the site has been launched, and there are clear outcomes which can be achieved. There is confidence that our department can keep the feedback loop going and demonstrate how consultation is influencing projects. There is also a strong desire from local councillors and Town Deal Board to achieve this. However, there will be a need to allocate staff resource and fund the cost of the license. We are also looking at cost-effective methods of providing more detailed updates – more written interviews and additional podcasts will be easier to develop than videos.

The platform could evolve to be used by planning policy in the future and we will work

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within departments and with other organisations to try and develop a model which is financially viable.

Certain issues raised, e.g. environmental issues in our waters undoubtedly impact negatively on the local economy but will need to be addressed by other areas of government and policy. How the communication through platform can acknowledge and assist with discussion of such matters is more complicated than more direct issues of economic development.

5.0 Conclusions and Policy Reflections

If you could re-start this project what, if anything, would you do differently?

The project was roughly a month behind schedule. As consultation was not part of a statutory process, were this to have been conducted without the constraints of the timetable for pilot funding, there would inevitably have been an improvement to all processes involved. There are specific points to make on management on delivery which can be reflected upon for future projects:

More regular reporting and scheduled content

- More updates should have been provided during the consultation process.
- Better communication and scheduling between the project manager, comms and Commonplace staff from the outset would have helped. Ultimately, this is the responsibility of the project manager.
- The early issues with document sharing were a major hindrance and if shared project management / cloud software had been available, this would have greatly improved matters. Many documents had been prepared by the project manager which could not be properly integrated or maintained by all members of the team.
- Clear areas of responsibility and actions were needed and the project manager needed to delegate tasks to Comms but one hindering factor is that the language used by both internal Comms and in this instance, Commonplace, can be inaccurate or misleading as they are not directly involved in the area of work. This improved over time but still needed to be checked by Regeneration to remove inaccuracies.
- Although the process improved for scheduling and sharing content, there was still a need for heavy involvement by Regeneration staff. Aside from promotional material, the more specific reporting back on responses requires an understanding of the projects, which also needed to be handled by Regeneration.
- There were also regular disruptions to staffing with summer holidays booked and limited fall-back staff within Commonplace and LDC Comms.

Incentivisation scheme

- Although we would encourage any incentivisation scheme to be done at local level, i.e. for the money to go to local businesses, with hindsight, we would have identified and limited spending to an agreed list of local businesses.
- As it was, we let residents say where they wanted to spend money which meant offices then had to reactively contact business owners to arrange provision of goods to the value of £50. This was chosen with good intention; to provide equal opportunity for all businesses to receive custom.
- As it transpired, it was very difficult to get a response from many businesses and it would have been much more practical and efficient to have created a list of 'signed-up' businesses in advance.
- One of the other main reasons is that it would have helped with promotion to be able to show these businesses in marketing material – thus providing confidence to the public that the scheme was genuine and relevant to the area, and making the businesses more invested in promoting sign-up and engagement.
- Although officers did speak to numerous businesses and encourage them to promote the prize (they could have been selected by the winner), this proved to not be a strong enough incentive.

Video content

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- Commissioning video content was fairly new territory. Although a short video had been created by Regeneration staff to introduce the Town Deal Virtual Exhibition, using existing content: Newhaven Town Deal (arup.com)
- Officers thought it was important to provide some introduction to the website content and provide the context of funding and the department. This was done through an animated video - https://yournewhaven.commonplace.is/proposals/the-story-so-far/step1. This was used to promote the site at the beginning as it was hoped this would inform the rest of the user experience. Although the information should be helpful, once the consultation got going and we had to focus more on the surveys, this may have been lost amongst everything else. It also didn't help that we tried to outline the timeline for consultation, but this was delayed – as a rule, we avoided making content which would become inaccurate and this was an exception.
- We also commissioned a video to provide a wider and positive context of the town and to drive sign-up. When we initially tendered, we had selected a supplier with press experience and much production experience. However, it transpired that their vision for the video was not compatible with our needs and so we ceased discussion and did not contract their services. Although we then identified a more suitable supplier, time had already passed and with multiple demands on time and much input needed to shape the video content, production was much delayed and came later on in the project. This meant that we shifted focus and narrative to be more reflective on the project to date.
- With hindsight, we could have commissioned shorter content to introduce the software and initiative and this could have been done early on in the project. Instead, we took on a much more detailed concept which was harder and more complicated to deliver. There were delays to filming because of adverse weather conditions and it was also difficult to schedule interviews in a timely fashion.
- Nonetheless, the video produced is being very well received and we are confident that it will continue to drive traffic and is being used to gain further buy-in from stakeholders. Both shorter content and longer are advisable and can be achieved but it requires a clear brief and structure to the work undertaken.

Planning Policy

Our project was delivered by the Regeneration team and we have conducted engagement in the past. However, it would have been preferred to be in a supporting role but with Planning Policy-leading a pilot. This was explored but was not viable at the time of application both for staffing resource reasons and more directly the lack of scheduled policy engagement.

What longer-term changes, if any, do you expect to make as a result of this pilot?

➢ The project has strengthened interdepartmental work and the next step will be to work closer with Planning Policy in particular, with the end goal of increasing overall efficiency as well as service provision.
➢ It is hoped that the platform can serve as a central point of reference and shared working between tiers of government, as we deliver on approved visions and strategies for the town and tying in closely with the Newhaven Town Deal Board.
➢ The platform will need to be maintained to avoid further damage to public perception of consultation methods. There will need to be an agreed model for funding the platform if the spending is deemed to be justified and this could involve multiple departments within LDC but also public sectors partners who are member of the Board. If the platform is not maintained, there will need to be clear communication and phased completion of the platform.

Barriers to adoption

Stakeholder buy-in
If the platform can demonstrate that it is performing and supporting the work of our stakeholders, then it has every chance of demonstrating value and being adopted long term. However, it will need to be demonstrated that decision making processes are taking consultation results into account. There is a risk that this will not be achieved.

User-experience
Based on user feedback and direct observation, the software will need significant changes if it is to function as a long-term engagement platform. This is partly due its short-term function, one-off consultation basis but there are fundamental issues with interface design and account access. We would need assurance that this would be undertaken before a renewal of service could be agreed and there may need to be contractual agreement over these changes.

Staff resourcing and expertise
LDC Regeneration (which is a combined service with Eastbourne Borough Council) are currently understaffed, following changes in personnel. We are also committed to the delivery, monitoring and reporting of Future High Streets Fund, Towns Fund and Levelling Up Fund projects. Staff resource is a major barrier to further adoption of detailed consultation and maintenance of a feedback loop. Officers will need to carefully consider models for site maintenance which include external PR support, internal Comms staff or additional department resourcing. However, as identified, the project knowledge and understanding and contact with local stakeholder groups is in some way locked up with day to day involvement within the department so delegation can often be difficult to achieve and staff stages can caused long-lasting disruption to services. Retention and employment within local government in an identified issue.

Policy reflections

➢ We would welcome involvement further discussion of policy development for digital planning. There are significant differences between authorities in the way that Planning and Economic Development services are structured and resourced, with separate tiers of government, including the parish, needing to deliver on planning policy. Exploring different models for resourcing and co-operation at various levels of government would be worthwhile.

➢ Digital resources should be implemented if it increases efficiency and is cost-effective but there are significant risks involved and it is difficult to imagine how there can be parity between councils. This is particularly the case within a competitive bidding environment for local councils seeking to gain access to government funding for their local economy.

➢ Policy should be carefully aligned with assurance that staff efficiency can be increased, and expertise retained as staff will remain fundamentally responsible for undertaking engagement, although digital technology can certainly be further developed to assist.

➢ At a fundamental level, it is hoped that policy can in fact reduce the volume of engagement exercises which are carried out; to avoid duplication, replication and ensure that there is an appropriate level of expected public engagement which can provide the best possible outcomes for all regions of the UK, in line with the Levelling Up Agenda.

Quotes from the project team:

- **Josh Van Haeften (LDC Communications Officer)** - *"It has been exceptionally useful to see direct feedback on consultations instantaneously. Communication strategies can be informed by these sentiments and tailored to better engage with key audience demographics which, in turn, has helped to increase engagement further."*

- **Guy McQueen (LDC Project Manager)** *"After being part of the Panel of Brilliant People, organised by the Towns Fund Delivery Partner in 2020/21, and having the chance to present and discuss placemaking in Westminster, being given the opportunity to then put many of the core ideas to the test was a fantastic opportunity. As I hope the report reflects, I remain healthily sceptical of public consultation practices. Fundamentally, the public want to see the best possible investment and long-term planning for the places they live, work and play and any resource should be able to demonstrate its effectiveness to this end, including relative cost considerations.*

  National and Local Policy must support evidence-based practice and there is a need to have efficient and effective data collection methods in place which can be used at a localised level – if public consultation is to be given a central role in this then the proptech industry, central and local government should work closely to understand how this can best be achieved, drawing on bets practice from academic and industry research in relevant fields. I would love to be part of future work in this area while continuing our great work in Newhaven to deliver on the Levelling Up Agenda."

Annex A

SOCIAL MEDIA CAMPAIGN REPORT

Your Newhaven

1st November 2022

Commonplace

Terminology
Social Promotions

Reach: the number of users who have come across and see the ads on Facebook and Instagram.

Impressions: the number of times your content is displayed, whether it was clicked or not.

Frequency: the number of times a single user has been shown an ad

Conversion Rate: the percentage of visitors coming from the ads that added either a comment or an agreement on Commonplace

Landing Page Visits: the number of people who visited the website from the ads.

Contributions: the number of comments and agreements made on Commonplace by users who saw and engaged with the ads

Cost-Per-Contribution (CPCo): the average amount of money spent for each contribution.

Cost-Per-Landing Page Visit (CPLPV): the average amount of money spent for each visitor.

Click-Through Rate (CTR): the percentage of people who saw an ad and performed a link click.

Campaign Setup

Objective: Engagement

Total Media Spend: £6000
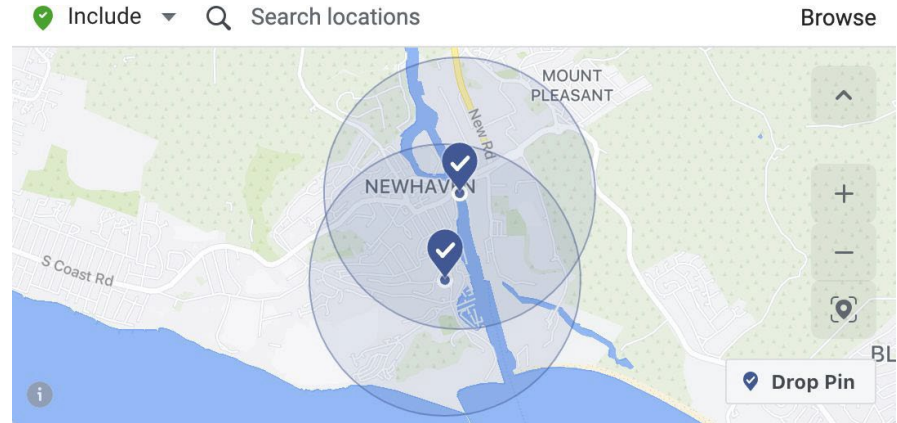
Channels: Facebook & Instagram

Start Date: 18th July

Planned End:

Campaign Duration: 12 weeks

Targeting: >>>>>

Landing Page: https://yournewhaven.commonplace.is/

POC: Guy McQueen and Josh Van Haeften

Brief and Aims

Important points / messages

- This is THE new central online engagement platform that's easily accessible and engaging – we will be signposting a lot but if they want information on the £38m spend and other new initiatives then they should be coming here and telling others to come here.
- Funding is an addition from government, this is not LDC (Lewes District Council) funding that could have been diverted for use elsewhere
- This is a genuine opportunity for residents to give streamlined feedback on proposed projects and consultations. The more they engage with the platform the more they will be able to play an active role in place-making and shaping the town around them.

Delivery

Social media activity including use of LDC channels – FB, Twitter, increased use of the LDC Instagram account for key activities with a strong visual element. Use of animated film, interviews, print posters with QR codes and physical touch-points. We will also target specific localities through town -specific Facebook community groups and town and parish council newsletters.

Timing

Substantial details of the funded projects being planned across the town are being introduced. From now until September we will want to gain as much sign-up as possible: See Project Timeline: Don't Miss the Deadline - Take Part: Your Newhaven (commonplace.is)

Geography

Projects around the town but, we want to engage with as many residents and communities across the district as possible as well as including visitors to the area from wider locations.

We want residents to feel that we are making a difference near them, so will structure the communications to help convey that message.

In the action plan below, you will see references to locations. This is to help make sure we have an even focus on the comms we put out.

Timeline and brainstorming ideas

Primary Objective: May to sept
- ○ Learning about projects
- ○ Positive change over summer
- Lighting up the town (Stories of the town)
- FAQs

Now to June:
- ○ Animation
- ○ Context of the town/ project (who what and why)
- ○ URL linking to the whole of the hub page
- ○ Articles and workshops
    - ■ Tourist focus

July 4th: The story so far and consultation start
- ○ Focus to **13 to 18**
- ○ ESOS college group

End of August: End of consultation
- ○ Newhaven festival (interview with them)

July to September:

September: Reporting

IDEAS FOR CREATIVES:

Reels: Brings interest to the site

- **Showcase the area, what are things students can do? What activities can you do for free? What is new in the area? What are the workshops that are going on within this location?**
- **Short videos regarding the area (different areas)**
- **CTA: CHECK OUT YOUR NEWHAVEN**

Instagram and facebook:

- **Bringing audience members to the consultation on the site**
- **Standard CTA on SUPPORT YOUR NEWHAVEN, and Be part of the change in YOUR NEWHAVEN**

News and Outreach:

- **Word clouds used on the dashboard: with a summary of what data has been collected in the last few weeks.**
- **Infographics summary: Data and imagery highlighting the specific topics of subjects.**

Timeline built for during and after phase 3

- **14th October:** Newhaven will send out a news post highlighting the last week of the people tile! and how the youth tile is still open for contributions.
- **17th October:** Halloween social promotion launched till the 31st October
- **19th October:** Guy will be facilitating a focus group (this could also be mentioned in the news post on the 21st)
- **21st October:** People tile closed and News feed posted.
- **31st october:** Youth Tile closed
- **W/C 7th November -** Announce winners on news feed.
- **W/C 21st November:** Report Tile (Content on: This is what we asked and this is what we plan to do)- the tile will include a sentiment question
    - Personally I believe this is when we should launch the VAWG map as part of the report will be about the security and anti-social behaviour which is happening in the area, so this is a proactive way of showing respondents and subscribers Newhaven has listened.
    - This will also be joined with a social promotion campaign.

Overview of P1 TO P3

Deeper dive into the stats of the paid social media campaign:

Throughout the consultation we have changed the creatives, captions and demographic in which we were targeting, this has shown a fluctuation in impressions and contributions. However, we have had an average CTR of 0.5% and a high average conversion rate of 7.4%. With weekly monitoring we could see that at the beginning of the consultation we were having a drop around week 3 (2022-31) which resulted in an increase of CPA, this is why we changed the standard image creative to a video which converted better and decreased the CPA Contribution. As well as this we did have a pause due to the news about HMQ death which happened around week 7 and 8 (2022-37/38), because of this we made use of setting up the youth campaign which brought us over 70 contributions.

Year Week ▾	Ad Spend	CPM	Impr.	Clicks	CTR	LP Views	Cost per LPV	Contributions	CVR Contr.	CPA Contr.
2022-43	£140.01	£8.58	16,319	76	0.47%	95	£1.47	9	9.47%	£15.56
2022-42	£230.62	£8.07	28,563	127	0.44%	232	£0.99	21	9.05%	£10.98
2022-41	£265.31	£8.69	30,523	165	0.54%	233	£1.14	16	6.87%	£16.58
2022-40	£271.56	£9.01	30,152	184	0.61%	293	£0.93	24	8.19%	£11.31
2022-39	£92.5	£11.08	8,348	62	0.74%	86	£1.08	6	6.98%	£15.42
2022-37	null	null	null	null	null	23	null	null	null	null
2022-36	£164.33	£9.92	16,572	83	0.5%	116	£1.42	8	6.9%	£20.54
2022-35	£414.63	£9.29	44,639	225	0.5%	287	£1.44	33	11.5%	£12.56
2022-34	£391.92	£10.05	38,988	273	0.7%	381	£1.03	45	11.81%	£8.71
2022-33	£29.12	£10.34	2,817	34	1.21%	88	£0.33	14	15.91%	£2.08
2022-32	£283	£12.96	21,837	103	0.47%	372	£0.76	13	3.49%	£21.77
2022-31	£717.45	£11.74	61,131	295	0.48%	545	£1.32	8	1.47%	£89.68
2022-30	£732.45	£12.24	59,837	301	0.5%	576	£1.27	13	2.26%	£56.34
2022-29	£270.86	£11.89	22,779	230	1.01%	468	£0.58	13	2.78%	£20.84
Grand total	**£4,003.76**	**£10.47**	**382,505**	**2,158**	**0.56%**	**3,795**	**£1.06**	**223**	**5.88%**	**£17.95**

Performance overall update
(Inclu: P1,P2 & P3)

Total Media Spend	Contributions	Cost per Contribution	Impressions	Reach
£4,003.76	223	£17.95	382,505	23,847

Landing Page Visits	Cost per LP Visit	Conversion Rate	Click Through Rate	Frequency
3,795	£1.06	5.88%	0.56%	15.93

ANALYSIS

Phases Breakdown by creative

Phase 1: West Quay Car Park (Commercial Business & Development) and Place: Outdoor Recreational Communal Space

Creative	Ad S...	CPM	Im...	Clic...	CTR	LP Vie...	Cost per L...	Contributions	CVR Contr.	CPA Contr.
Yournewhaven_storysofar	£1,318.5	£11.69	112,...	627	0.56%	1,427	£0.92	50	3.5%	£26.37
Yournewhaven_activityhub	£660.46	£13.18	50,1...	287	0.57%	766	£0.86	20	2.61%	£33.02
Yournewhaven_tile1	£23.42	£9.03	2,594	14	0.54%	11	£2.13	null	null	null
Yournewhaven_mainhub2	£1.38	£24.21	57	1	1.75%	8	£0.17	1	12.5%	£1.38

Phase 2: People: Health & Wellbeing

Creative	Ad S...	CPM	Im...	Clic...	CTR	LP Vie...	Cost per L...	Contributions	CVR Contr.	CPA Contr.
Yournewhaven_tile2people	£1,000	£9.71	103,...	615	0.6%	803	£1.25	82	10.21%	£12.2

Phase 3: Youth

Creative	Ad S...	CPM	Im...	Clic...	CTR	LP Vie...	Cost per L...	Contributions	CVR Contr.	CPA Contr.
Yournewhaven_tile3youth_peop...	£557.32	£8.81	63,2...	342	0.54%	424	£1.31	44	10.38%	£12.67
Yournewhaven_tile3youth_hallo...	£231.5	£7.84	29,5...	119	0.4%	143	£1.62	16	11.19%	£14.47
Yournewhaven_tile3youth_place	£211.18	£9.98	21,156	153	0.72%	213	£0.99	10	4.69%	£21.12
Grand total	£4,00...	£10.47	382...	2,158	0.56%	3,795	£1.06	223	5.88%	£17.95

Performance Summary: Phase 3 closed

The campaign has been running for over 12 weeks now. With an ad spend of £4,003.76
and a reach of 23,847. We have a frequency of 15.93 on the advertisement which is very high. We have received 223 contributions.

Within Phase 3 we had two different creatives, this was the most effective campaign as we can see from figure 1. As it was launched for the shortest amount of time (out of all the other phases) and had the lowest cost per 1,000 impressions at £8.78.

Ad set name	Reach	Frequency	Cost per 1,000 people reached	Impressions	CPM (cost per 1,000 impressions)
Phase1_Lewes	11,815	13.80	£167.61	162,990	£12.15
Phase2_lewes	11,564	8.91	£86.48	103,016	£9.71
Phase3_lewesyouth	14,724	7.74	£67.92	113,905	£8.78
Phase1_lewespush	1,333	1.95	£17.57	2,594	£9.03
Total results 4/4 rows displayed	**23,911** People	**16.00** Per Person	**£167.44** Per 1,000 People Reached	**382,505** Total	**£10.47** Per 1,000 Impressions

Figure 1: Phases and the frequency with the CPM

The creatives made for Phase 1 and Phase 3 were also made into posters which had QR codes attached for members of the public to scan. We have left over budget for the last stages of the consultation which includes the reporting tile.
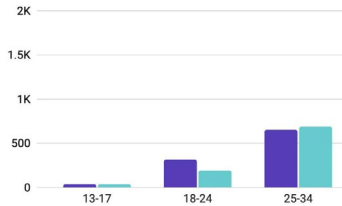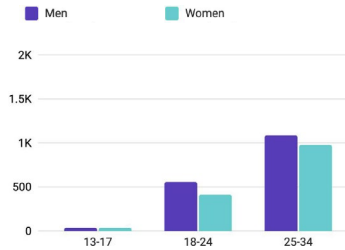
Demographics Data for youth tile
in comparison to phases 1 and 2

For phases 1 to 3 we had a variation of stats on reach, however phase 3 got the most interaction from ages 18 to 24.
We received 70 contributions on the youth tile by social promotion.

Attached below is the data we collected from the social promotion campaign in terms of phases 1, 2 and 3.

Breakdown of youth tile:

73.1% were 15 or under

3.8% were between 16 to 24 and the last 23.1% preferred not to say.
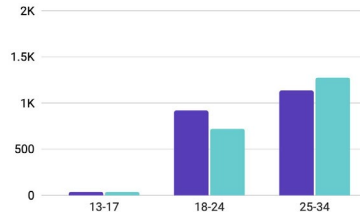
Phase 1:

9% 18-24 Reached

20% 25-34 Reached

Car park/place

Phase 2:

5% 18-24 Reached

12% 25-34 Reached

People

Phase 3:

13% 18-24 Reached

19% 25-34 Reached

Youth

Youth Tile Data

16-24
3.8%

Prefer not to say
23.1%
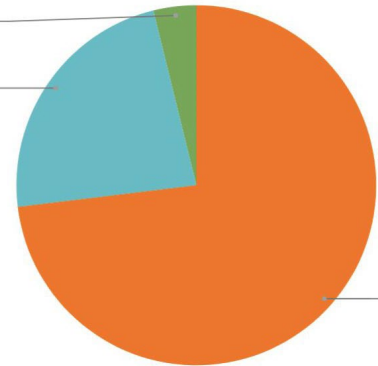
15 or under
73.1%

Performance Summary
Observations for Weeks 8, 9 to 10 of the campaign

The campaign has been running for over 9 weeks now. With an ad spend of £3,632.88 and a reach of over 19,000. We have a frequency of 14.98 on the advertisement which is very high. We have received over 140 contributions.

For the third phase we launched the youth tile which had a completely different creative and incentive campaign. This campaign wanted to drive the young population of Newhaven to the consultation which has seen a promising increase in LPV, impressions and contributions. For the last few weeks we have worked built a second campaign to go along side the youth campaign which highlights the festive season of halloween. Our aim for phase 3 (youth campaign) is to increase the amount of young people who are interacting with the consultation and to get their opinions on Newhaven.
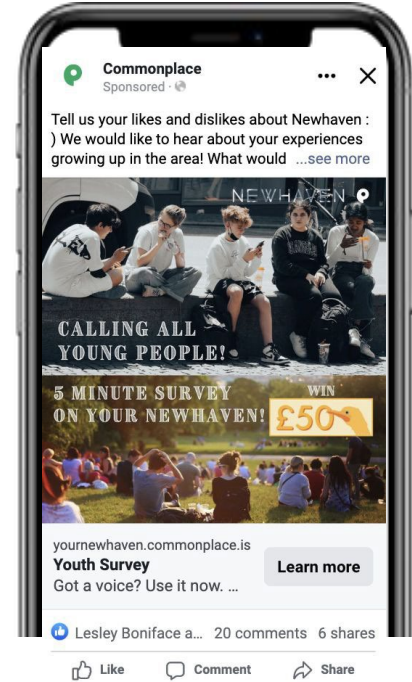
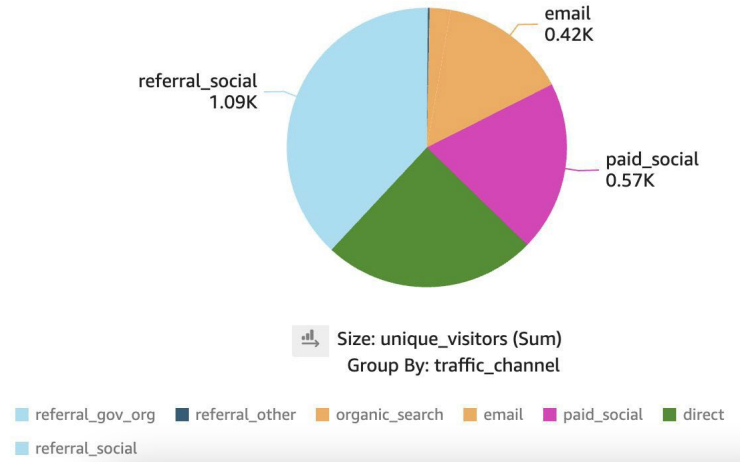| Year Week ▾	Ad Spend	CPM	Impr.	Clicks	CTR	LP Views	Cost per LPV	Contributions	CVR Contr.	CPA Contr.
2022-41	£265.31	£8.69	30,523	165	0.54%	233	£1.14	16	6.87%	£16.58
2022-40	£271.56	£9.01	30,152	184	0.61%	293	£0.93	24	8.19%	£11.31
2022-39	£92.5	£11.08	8,348	62	0.74%	86	£1.08	6	6.98%	£15.42

Social Promotion and Conversions from P1/2

Your Newhaven

Dates: 18th July (2022) to 7th September (2022)

In the first half of the social promotion campaign we reached over 18,500 people in the Newhaven area, generating over 2,800 unique visitors. The advertising imagery and wording created by Commonplace has produced a 5.2% conversion rate which is higher than average online advertising and means that the visitor and respondent counts are doubling every week.

From the pie chart (exhibiting the project traffic breakdown by channel) we can see that within the first 2 months of the project, 'referral social' has driven most engagement. Overall, social channels were responsible for over 60% of traffic and 50% respondents. Of the 3600 visitors from social channels, 75% came from our paid campaign. Of the 260 respondents from the website, 57% came from our paid campaign.

Project traffic breakdown by traffic channel

Size: unique_visitors (Sum)
Group By: traffic_channel

referral_gov_org referral_other organic_search email paid_social direct referral_social

Looking at conversion rates from our paid social campaign, 90% of visitors went beyond the homepage to view the proposal page, of which 70% went on to feed back to Newhaven.

In summary the social promotion campaign has been successful in keeping the engagement of the page throughout the first half of the consultation with an average of 85% response rate from advert viewers. It has brought in 14% of the contributions and driven over 40% of the overall visitors for the end of phase 2

Performance Summary
Observations for Weeks 5, 6 and 7 of the campaign

- The campaign has been running for over 7 weeks now. With an ad spend of £3,003.76 and a reach of 18,507. We have a frequency of 14.37 on the advertisement which is very high. We have received 100 more contributions.

In the last week of August (week 2022-34) we launched the second tile with a completely different creative. Over the weeks it has brought more engagement and visitors to the site. It decreased the cost per contribution by £20 and brought the sum total of contributions to 147 which is a quarter of the responses. For the third phase (which will be launching at the beginning of November) we will be planning the push for the younger population to get involved, as well as posting about the winners of the raffle.
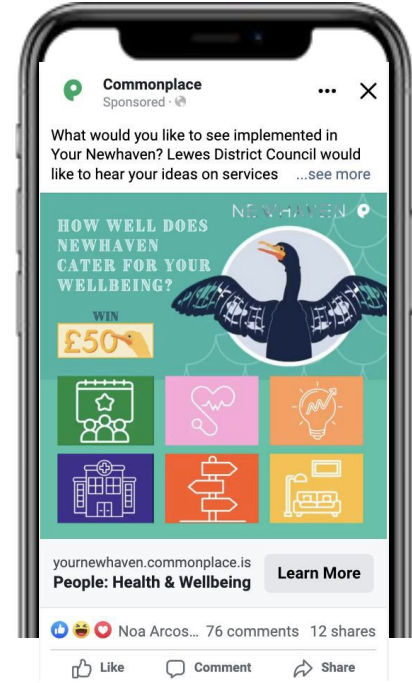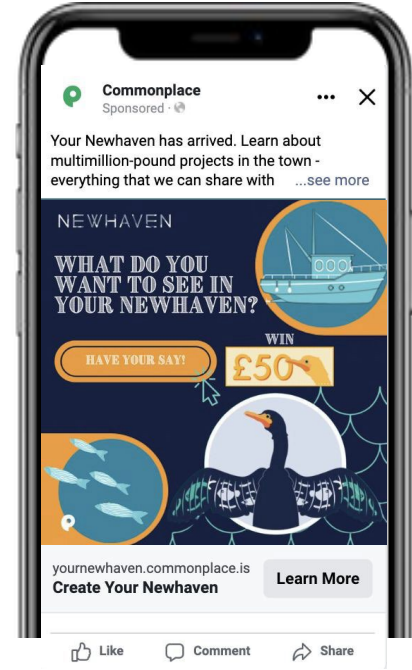
Year Week ▼	Ad Spend	CPM	Impr.	Clicks	CTR	LP Views	Cost per LPV	Contributions	CVR Contr.	CPA Contr.
2022-36	£164.33	£9.92	16,572	83	0.5%	116	£1.42	8	6.9%	£20.54
2022-35	£414.63	£9.29	44,639	225	0.5%	287	£1.44	33	11.5%	£12.56
2022-34	£391.92	£10.05	38,988	273	0.7%	381	£1.03	45	11.81%	£8.71
2022-33	£29.12	£10.34	2,817	34	1.21%	88	£0.33	14	15.91%	£2.08

Performance Summary
Observations for Weeks 3 and 4 of campaign

- The campaign has been running for over 4 weeks now. With an ad spend of £2,003.76 and a reach of 11,815. We have a frequency of 13.8 on the advertisement which is very high. We have received 47 contributions.

By changing the creatives we have received 14 more contributions to phase 1, as well as this it decreased the cpa by £50, and increasing the clicks to landing page over 100. For phase 2 of the social media campaign we will be advertising the "people" tile which will mean a new set of captions and creatives. These have been all signed off and will be launched on the 20th August.

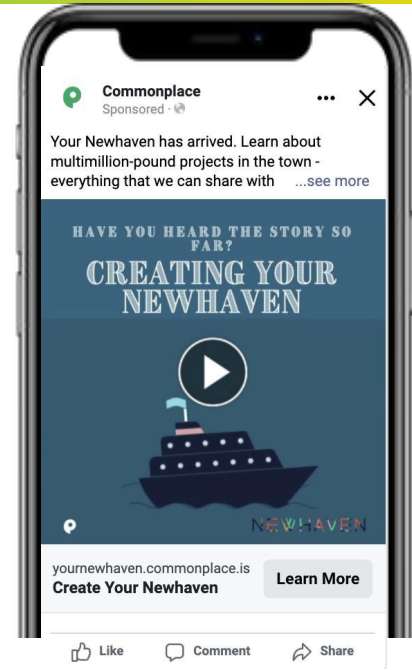| Year Week ▾	Ad Spend	CPM	Impr.	Clicks	CTR	LP Views	Cost per LPV	Contributions	CVR Contr.	CPA Contr.
2022-32	£283	£12.96	21,837	103	0.47%	372	£0.76	13	3.49%	£21.77
2022-31	£717.45	£11.74	61,131	295	0.48%	545	£1.32	8	1.47%	£89.68
2022-30	£732.45	£12.24	59,837	301	0.5%	576	£1.27	13	2.26%	£56.34
2022-29	£270.86	£11.89	22,779	230	1.01%	468	£0.58	13	2.78%	£20.84
Grand total	**£2,003.76**	**£12.1**	**165,584**	**929**	**0.56%**	**1,961**	**£1.02**	**47**	**2.4%**	**£42.63**

Performance Summary
Observations for Weeks 2 and 3 of campaign

- The campaign has been running for over 3 weeks now. With an ad spend of £1,738.3 and a reach of 11,088. We have a frequency of 13.15 on the advertisement which is very high. We have received 34 contributions.

The conversion rate is at a steady pace of 2.14%. However, we would like to change the creatives this week as advised by commonplace due to the frequency being very high!

| Year Week ▾	Ad Spend	CPM	Impr.	Clicks	CTR	LP Views	Cost per LPV	Contributions	CVR Contr.	CPA Contr.
2022-31	£716.86	£11.73	61,096	293	0.48%	545	£1.32	8	1.47%	£89.61
2022-30	£732.45	£12.24	59,837	301	0.5%	576	£1.27	13	2.26%	£56.34
2022-29	£270.86	£11.89	22,779	230	1.01%	468	£0.58	13	2.78%	£20.84
Grand total	£1,738.3	£11.98	145,043	829	0.57%	1,589	£1.09	34	2.14%	£51.13

Performance Summary
Observations for Weeks 1 and 2 of campaign

- The campaign has been running for over two weeks now. With an ad spend of £1,003.31 and a reach of 8,818. We have a frequency of 9.32 on the advertisement which is very high. We have received 26 contributions from this and 30% of the visitors arriving at the page is being driven by this campaign.

The conversion rate is at a steady pace of 2.49% but we will soon be changing the creatives to keep the momentum going.

FBIG_202207_Yournewhave…	402	23

| Year Week	Ad Spend	CPM	Impr.	Clicks	CTR	LP Views	Cost per LPV	Contributions	CVR Contr.	CPA Contr.
2022-30	£732.45	£12.24	59,837	301	0.5%	576	£1.27	13	2.26%	£56.34
2022-29	£270.86	£11.89	22,779	230	1.01%	468	£0.58	13	2.78%	£20.84
Grand total	**£1,003.31**	**£12.14**	**82,616**	**531**	**0.64%**	**1,044**	**£0.96**	**26**	**2.49%**	**£38.59**
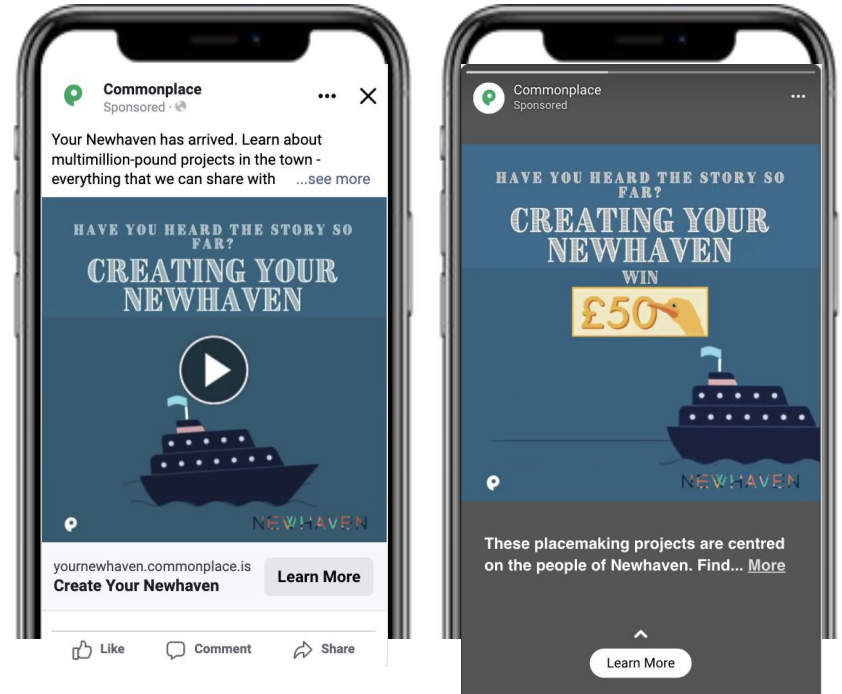
Creatives and captions

Phase 1: Captions & Creatives

1. Your Newhaven has arrived. Learn about multimillion-pound projects in the town - everything that we can share with you about each of the projects is here for you…and for you to tell us what you think too. Simply speak or type your answers to us! Click on the link below. [link to Activity Hub /Homepage]
2. These placemaking projects are centred on the people of Newhaven. Find out more here- placemaking is all about connecting people to places. How and where do you feel connected to Newhaven? Please tell us more! Click on the link below. - [link to the Story So Far animation].
3. Tell us what you think and you could win £50 to spend within BN9 - this is your chance to share your thoughts and ideas about many and various places in Newhaven. To show our appreciation, 20 lucky winners will win £50 to spend in Newhaven - it could be you! Click on the link below [link to Activity Hub /Homepage]
4. View our funded projects on the interactive map. If you sign up, we can keep you updated on their progress. - we have committed to "keeping you in the loop" as well as you being able to read what everyone else is saying. Don't be shy…and don't miss out! Click on the link below. - [link to Activity Hub /Homepage]

Phase 1: Additional creative and captions

- The future of your Newhaven will see planning and staged development taking place up until March 2025. Proposals include facilities such as new or improved recreational and communal amenities at Newhaven Football Club and Eastside Recreation Ground, plus a new Slipway on Denton Island!
- Want to know what is happening in your local area? Look at the new upcoming plans we have for Newhaven! Have your say on the local plan, and be in with a chance of winning £50! We want an increase of economic activity and value in the town centre, as well as strengthening community engagement.
- Look at the new upcoming plans we have for the Newhaven area! Have your say on the local plan and be in the chance of winning £50!
- What do you think is missing within Newhaven? What opportunities would you like to be part of? We want to create employment opportunities and strengthen community participation and democratic engagement. Have your say, and be in the draw to win £50!!
- What does Newhaven mean to you? Support the initiative of building a better and stronger community by telling us your views. Join the discussion, and you could be in the draw to win £50!
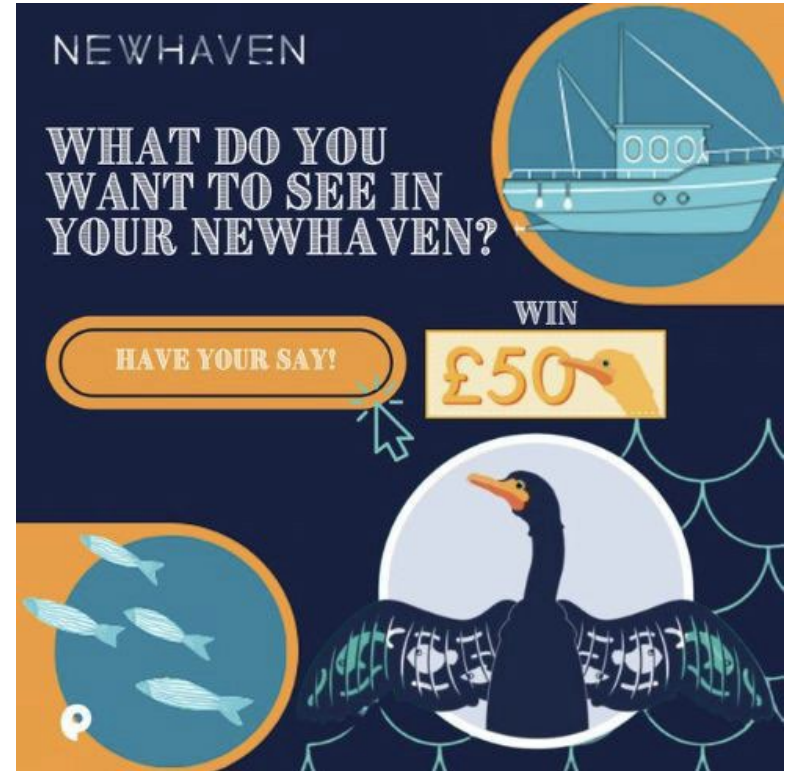
Phase 2 - People

- Lewes District Council wants to provide and maintain public spaces that can be enjoyed by all. How do you travel around the local area? Click on the link below to have your say and be in with a chance of winning a £50 voucher!
- What makes Your Newhaven? Do you spend a lot of time in public spaces? The health and wellbeing benefits of outdoor recreation and community activity are well-known and important. Lewes District Council wants to provide and maintain public spaces that can be enjoyed by all! Have your say and you could be in with a chance of winning a £50 voucher!
- What would you like to see implemented in Your Newhaven? Lewes District Council would like to hear your ideas on services that support your local community and environment.
- Millions of pounds are being spent to improve community space in Newhaven. What sports and activities do you want to take part in? Click on the link below to join in the conversation on Your Newhaven, and you could be in with a chance of winning a £50 voucher!
- How well does Newhaven provide for your wellbeing? The future of Your Newhaven will see planning and staged development up until 2025 to improve quality of life in the town. Have your say on what matters to you and be in with a chance of winning a £50 voucher.
- Is increasing active travel in Newhaven realistic? What other initiatives interest you for improving the quality of life in the town? Tell us and you could win £50.
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Phase 3 - Youth

- Tell us your likes and dislikes about Newhaven :) We would like to hear about your experiences growing up in the area! What would you like to see more of in Newhaven? It will take less than 5 minutes and you will be in with a chance to win £50! 😀
- Tell us what you like about Newhaven and you could win £50! This is your chance to share your thoughts and ideas about many and various places in Newhaven. Click on the link below!
- What do you think would make Newhaven a more exciting place to live in? To show our appreciation, 10 lucky winners will win £50 to spend in Newhaven - it could be you! Tell us where your favourite place is…plus other things too. Click on the link below.
- Calling all young people in Newhaven! Would you like to be in with a chance of winning £50? Tell us what you like about Newhaven! It will only take 5 minutes. Click on the link below to have your say :)

Phase 3 - Push for Youth Halloween

- Calling all young people in Newhaven! Would you like to be in with a chance of winning £50? Tell us what you like about Newhaven! It will only take 5 minutes. Click on the link below to have your say and you might get an extra treat :)
- Halloween Treat from Newhaven! Be in with a chance of winning £50 and the sweetest treat this Halloween. Tell us what you like about Newhaven! It will only take 5 minutes. Click on the link below to have your say :)
- Tell us what you like about Newhaven and you could win a Halloween Treat of £50.! It will only take 5 minutes. Click on the link below to have your say :)

Posters

Creative: Poster development
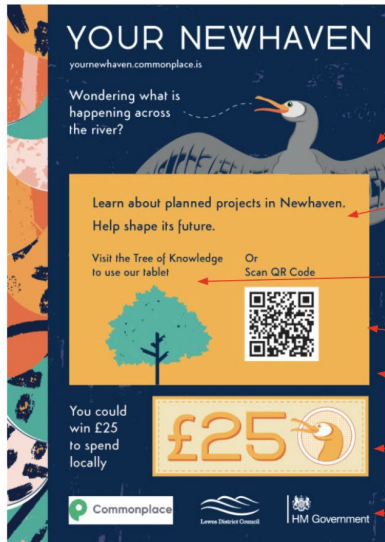
Do we have a logo instead that we could involve? (love the bird tho!)

What are the branding colours?

Maybe change the wording to: 'SHAPE THE FUTURE of YOUR NEWHAVEN !'

Learn more about projects in Newhaven! And how you can get involved in the local communities new build!

We can place a small infographic on the left hand side of the poster which would have a 3 to 5 step process

Do we have any maps or outlines that we can specify the region

Make the QR bigger and to the right hand side, with a boarder

We need to highlight what the £25 voucher is for? Such as "win £25 voucher to spend in YOUR NEWHAVEN!

Commonplace has a white logo which can be placed instead of this, so it doesn't seem as if we are giving favour to commonplace (even though that is appreciated)

Response to comments underneath adverts

Thank you for your comment, we appreciate your time and want to hear your views on plans for Your Newhaven. Please click on the link to have your say recorded - *https://yournewhaven.commonplace.is/en-GB/proposals/the-story-so-far/step1*

*Thank you for your comment, we appreciate your time and want to hear your views on plans for Your Newhaven. Please click on the link to have your say recorded -*https://yournewhaven.commonplace.is/