



**PropTech Engagement Fund Round 2**

**Final Report**

**September 2022**



THE ROYAL BOROUGH OF  
**KENSINGTON  
AND CHELSEA**



<b>Local Planning Authority/ies</b>	Royal Borough of Kensington & Chelsea
<b>Date Report Submitted</b>	21/02/2023



Executive Summary

<b>Region</b>	London
<b>LA Rural-Urban Classification Category</b>	Major Urban
<b>Project summary</b>	<p><i>The aim of this project is to deliver a resident co-design app called ‘Your Neighbourhood, Your Voice’ to tackle engagement fatigue and encourage Lancaster West residents to participate in two high profile projects.</i></p> <ul style="list-style-type: none"> <li>• Co-design of an employment and training hub</li> <li>• Co-designing the LWE refurbishment respite offers</li> </ul>
<b>Funding allocated</b>	£118,000
<b>Supplier(s) Appointed</b>	PingLocker and BuiltID
<b>Consultation Topic</b>	<ul style="list-style-type: none"> <li>• Co-design of an employment and training hub</li> <li>• Co-designing the LWE refurbishment respite offers</li> </ul>
<b>Consultation Outcomes</b>	<p>Outcomes from the launch of the app and surveys are outlined below.</p> <p>Results from the Built ID survey:</p> <ul style="list-style-type: none"> <li>✓ 3981 visits to the platform</li> <li>✓ 75 completed surveys</li> <li>✓ 456 questions answered</li> <li>✓ 21 unique emails from voters leaving open feedback</li> <li>✓ 41 pieces of written feedback</li> </ul> <p>Employment and training fair outcomes:</p> <ul style="list-style-type: none"> <li>✓ 187 registrations</li> <li>✓ 200 actual attendees</li> <li>✓ 10 dedicated emails via the platform to the project lead</li> </ul>



	<p>The following changes occurred between September 2022-November 2022</p> <ul style="list-style-type: none"> <li><b>1) WeAreW11:</b> <ul style="list-style-type: none"> <li>Registered users: +16</li> <li>Bounce rate: -3%</li> <li>Activity: +5</li> </ul> </li> <li><b>2) YouTube:</b> <ul style="list-style-type: none"> <li>Views: +283</li> </ul> </li> <li><b>3) Instagram:</b> <ul style="list-style-type: none"> <li>- Followers: +50</li> <li>- Reel views: between September- November 2022 a total of <b>6716</b> view compared to <b>829</b> between June-August 2022</li> <li>- Profile visits: +534</li> <li>- Reached 2507 accounts</li> <li>- Post interactions: +329</li> </ul> </li> </ul>
<p><b>Consultation dates</b></p>	<p>App launched on Monday 5<sup>th</sup> September 2022</p> <p>Surveys delivered Built-ID went live on Tuesday 27<sup>th</sup> September 2022 and closed Tuesday 18<sup>th</sup> October 2022</p>



## Contents Page

<b>1.0 Project Summary</b>	5
<b>2.0 Lessons Learned</b>	8
<b>3.0 Pilot Outcomes</b>	15
<b>4.0 Community Feedback Shabir</b>	21
<b>5.0 Conclusions and Policy Reflections</b>	23



## 1.0 Project Summary

**Summary:** provide a high-level overview of the project in a few sentences or bullet points. If applicable, include links to your project website and/or images of consultation materials.

Our project, “**Your Neighbourhood, Your Voice**”, delivered a resident co-design app/webpage to tackle engagement fatigue and encourage Lancaster West residents to participate in two high profile projects.

- Co-design of an employment and training hub
- Co-designing the LWE refurbishment respite offers

**Status quo pre-PropTech:** how did your local authority approach planning consultations before you received PropTech funding?

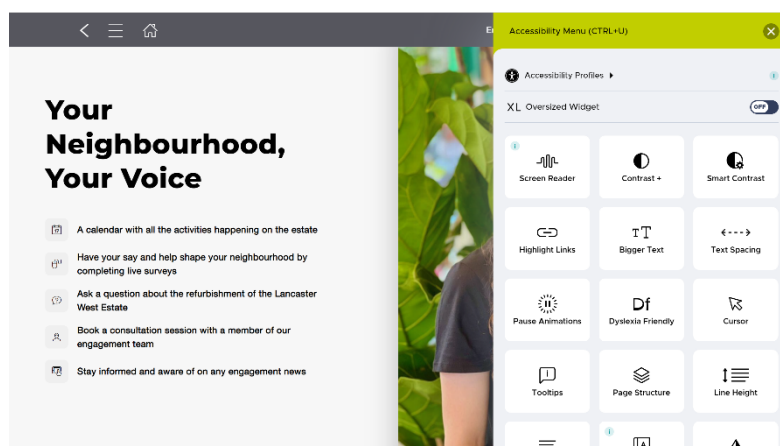
Prior to receiving funding from the PropTech fund, our team relied heavily on in-person engagement events to capture resident’s feedback. Although necessary for certain projects, we quickly realised that this process was time consuming and relied greatly on officer’s time pre, during and post engagement events. As stated in our application, due the current refurbishment process, our residents are overly consulted, with in-person surveys and feedback forms becoming a barrier to capturing their views.

**Outcomes:** what did the project achieve? Summarise the main impacts in a few bullet points, a table, or other format. Note: there is a section dedicated to project outcomes further on in this report so only include a high-level summary here.

We worked with our suppliers; PingLocker and Built-ID to incorporate the following functions into the app;

- ✓ A calendar with all the activities happening on the estate  
[Your Neighbourhood, Your Voice \(wearew11.org\)](https://wearew11.org)
- ✓ Accessible surveys embedded into the app  
<https://www.givemyview.com/lancasterwestemploymentandtraining/surveys>
- ✓ Online booking for session with our engagement team
- ✓ [MS Office Booking \(wearew11.org\)](https://wearew11.org)
- ✓ Automated translation functionality

✓ An accessibility menu i.e., dyslexia friendly function



To gain a better understanding of the employment and training needs of our residents, we worked with Built-ID to develop a detailed survey. Results from the survey would be used to create our dedicated employment and training hub.

Additionally, we aimed to embed digital processes within traditional engagement methods, and we promoted surveys and events via our new platform.

**Opportunities:** what did the funding allow you to do that you wouldn't have been able to do otherwise?

This funding has allowed our team to transform our WeAreW11 app with functions and features that will encourage and support our residents to utilise the app. For instance, introducing the accessibility function improved the usability of our app. The automated translation function allowed us to communicate with diverse demographic. And the embedded surveys were crucial in tackling our challenge of 'letter fatigue' and provided us with an in-depth understanding of the needs of our residents. For instance, the employment and training hub surveys allowed us to develop and deliver a fair dedicated to their employment and training needs and/or wants.

**Funding review:** we are working to help other LPAs budget in the future and understand where you encountered surprises. Please fill out the table below and include any additional reflections about the funding in the text box underneath the table. For example: was more/less funding needed than you expected and for what elements? With the benefit of hindsight, how would you re-do your budget if you were starting this project again?

Overall, the funds allocated to the delivery of this project was sufficient, however, there



were several areas which the amount bided for differed from the amount spent. For example, our software licences exceeded the amount in the bid as we purchased the Esendex software for our WhatsApp business account this was crucial in preventing spam messages from infiltrating the group chats.

Our monitoring and evaluation process was delivered in-house by our *Programme Performance and Monitoring Manager* who joined the team in December 2022 as we struggled to complete it during the project delivery. Therefore, the table below shows no funds were spent on external evaluation. The work carried out by the manager was absorbed into our staffing costs which is higher the amount bided for due to delays with the delivery of this project.

We identified a need for digital equipment, such as iPads, VR headsets and interactive noticeboards to support with delivery and aid in merging traditional and digital engagement methods. For example, the iPads were used during the employment and training fair to capture residents' details and survey responses promptly and accurately.

Item	Amount Bid	Amount Spent
Software licences (Built-ID x Instagram)	£11,000	£15,027
Developer costs (PingLocker x WhatsApp)	£53,000	£31,460
Administration	£2,000	£2,780
Staffing costs	£35,000	£47,685
Accessibility and inclusion audit	£3,000	£3,000
External evaluation	£12,500	£0
Printing	£1,500	£2,000
Digital equipment- iPad Interactive digital board	£0	£16,190
<b>TOTAL</b>	<b>£118,000</b>	<b>£118,142</b>



## 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
<p><b>Getting started:</b> Developing the business case/gaining organisational buy-in to apply for Round 2 funding.</p>	<p>The team developed a briefing paper for our Neighbourhood Director, based off of the provision set out within the PropTech R2 proposal. This paper provided a timeline for the project as well as key milestones. The paper was approved by our Director in March 2022.</p> <p>We then had a project mobilisation meeting with key departments within Lancaster West Neighbourhood Team – including refurbishment, engagement, sustainability, and digital communications.</p>	<p>We learned that getting buy-in from Directors and Cabinet Members early on in the process was vital to getting internal approval.</p>
<p><b>Procurement:</b> developing supplier brief and project budget</p>	<p>The team developed a supplier brief which focused on our challenge of tackling engagement fatigue due to increasing levels of local consultation from different stakeholders.</p> <p>The brief outlined the projects aim of incorporating a resident co-design webpage into our resident app/website; WeAreW11 to overcome engagement fatigue. We listed the functions supplier should incorporate into the app such as, embedding accessible surveys and automated translation</p>	<p>Although we were already working our supplier PingLocker, it would have been effective to carry out extensive premarket engagement and speaking to numerous suppliers to see whether the budget proposed by the supplier matches market rates.</p>





	functionality.	
<b>Procurement:</b> finding and appointing a supplier(S)	<p>We had an existing relationship with our supplier PingLocker, as they provide our WeAreW11 platform and developer services. Once we presented the supplier brief to PingLocker and agreed on project commitments, roles and responsibilities for project delivery and costs for their service, they were appointed as our supplier.</p> <p>We scheduled fortnightly meetings with PingLocker to ensure project milestones were achieved and the overall delivery was on track.</p> <p>However, as the programme developed, we did decide to use Built-ID based on a positive introduction from DLUHC and good feedback from council colleagues on their previous collaborations with the company. We utilised Built-IDs 'Give My View' platform to better understand the training and employment needs of our residents.</p>	<p>As our web/app platform is currently managed by PingLocker we were limited in terms of suppliers. It made sense to work with PingLocker as they know the platform in and out and what would work best.</p> <p>We learnt that it would be beneficial to explore different suppliers to work in partnership with our current supplier at the start of the project.</p>
<b>Onboarding:</b> Proptech suppliers, additional consultants, and internal teams	<p>We delivered a recruitment campaign via agency supplier used by RBKC to hire a Digital Engagement Lead.</p> <p>Onboarding suppliers straight forward as PingLocker and Built-ID are registered suppliers on the council system.</p>	<p>We experienced limitations with agency recruitment, struggled to get a quality candidate for this type of bespoke project.</p> <p>Whilst onboarding suppliers was straight forward, we found that the time to implement changes with suppliers was challenging – particularly due to limitations with getting the right coders from PingLocker.</p>
<b>Campaign Development:</b>	We regularly met with our communications team to	Being a very specific site, it was difficult to



<p>developing marketing and engagement strategies. This might also include developing survey questions, platform content, or user research.</p>	<p>develop a communications plan for different strands of the programme, including:</p> <ul style="list-style-type: none"> <li>- Your Neighbourhood, Your Voice</li> <li>- Built-ID employment and training survey</li> <li>- Refurbishment respite survey</li> </ul> <p>We worked with colleagues leading on the individual strands to develop the engagement strategies, this included creating survey questions, promotional material, and collating baseline data prior to the launch of the app to capture use during the delivery of this project.</p> <p>We delivered an employment and training fair on 13/10/2022, we used this opportunity to promote the employment training hub survey.</p>	<p>pinpoint the Instagram/Facebook ads only to users on our estate – due to the minimum radius setting on targeted ads.</p> <p>Because a lot more of the borough was included in the paid ads we included questions in the survey regarding location – do you live on the estate, borough, ward.</p>
<p><b>Campaign launch and management:</b> working with suppliers to ‘go live’, attending in person / hybrid events, troubleshooting tech issues</p>	<p>We worked closely with our suppliers to launch the app on Monday 5<sup>th</sup> September 2022</p> <p>Surveys delivered Built-ID went live on Tuesday 27<sup>th</sup> September 2022 and closed Tuesday 18<sup>th</sup> October 2022</p> <p>The team worked closely with the communications team to promote the launch of the app. We included QR codes into all promotional material and provided physical codes at events/via digital comms, through LWRA and LWNT</p>	<p>During the launch of the app, we experienced a few errors in the coding for some of the embedded features. For example, our automated translation function failed work for new content. To overcome this challenge, we worked closely with our supplier to carry out daily checks across different devices.</p> <p>This was crucial as we wanted to ensure a smooth transition to digital engagement for our hard-to-reach residents.</p>
<p><b>Campaign wrap-up:</b> Closing campaigns, running analysis, agreeing next steps</p>	<p>We wrapped up our social media campaign which included targeted Instagram &amp; Facebook accounts in the local area. analysed the effectiveness of the</p>	<p>As we were really impressed with the results from the paid advertising which saw our accounts be exposed to a lot more users, we would spend</p>



	<p>campaign</p> <p>Next steps - we left the platform open - took on board the feedback from our residents to improve our app/hub and look forward to our next round of resident engagement - where we would benefit from experience etc .</p>	<p>more money on advertising.</p>
<p><b>Feedback loops: e.g.</b> developing opportunities for ongoing feedback from the community, following up with people who responded to the consultation, sharing consultation insights with key stakeholders</p>	<p>To capture residents' feedback, the team worked in partnership with the Lancaster Residents Association</p> <p>We developed an anonymous survey to capture residents' feedback about the improved app. <a href="#">Your Neighbourhood. Your Voice (office.com)</a></p> <p>We utilised ongoing community activities, such as community breakfast morning and lunches to encourage residents' participation in the surveys</p>	<p>As the resident's feedback was anonymous, following up with those who responded via the online survey was not possible. It would have been beneficial to allow residents to decide whether their response is anonymous or not.</p>

Final Reflections: Where applicable, please also respond to the following questions:

**1) How did you conduct community outreach (digital and/or in person)? What approach, including timelines, budget, and tools were adopted?**

As part of our estate wide retrofit programme, we hosted several community engagement sessions. We used this as a great opportunity to not only promote our engagement hub, but also gather feedback, opinions and ideas from our residents and partners. Feedback and



comments were collected on MS Forms. The team used iPads to demo our app, booked any 1-1 consultation sessions with our engagement team via Calendly (later MS Booking).

We also setup smaller focus groups, reaching out to the Lancaster West Residents' Association (LWRA) and Block representative groups – we utilised the hybrid method to deliver these sessions.

**2) Looking back at this project, was there additional guidance or support from DLUHC or other stakeholders that would have been helpful to work through these and other stages of delivery?**

We believe DLUHC provided sufficient support throughout the delivery of this project. We found the regular catchups and Q&A sessions helpful in identifying areas we could improve and what we were doing well during the delivery phase of our project.

**3) What was the primary reason you chose your particular supplier?**

We chose PingLocker as they host and manage the backend of our neighbourhood app and we already had an existing positive relationship with them.

**4) Were there any wider surprises which surfaced through undertaking the project?**

We identified two core surprises which we encountered throughout the delivery of this project. The first was the reoccurring costs of subscriptions and tools incorporated into the app, such as the translations' function. The second was the number of coding bugs we encountered during the implementation phase; we quickly identified a need for extensive testing to ensure these issues did not occur during the launch of the app.



### 3.0 Pilot Outcomes

- **Proposed Outcomes:** What outcomes were you aiming to achieve? To what extent were these achieved? What were the main outcomes (quantitative and qualitative) of your project?

#### **Our core outcomes included:**

- 1. Improved engagement levels with LWE residents, particularly hard-to-reach residents.**

We saw a correlation between increased engagement figures overall, and the introduction of the Your Neighbourhood, Your Voice page on the digital app, both in relation to our surveys, and general accessibility for residents in terms of general information.

This functionality has enabled a rise in digital engagement overall, with an increase of 14,284 accounts reached via the LWNT Instagram account since we launched in September 202, a higher subscription to our digital newsletter by 154, and more residents joining WhatsApp groups. While there is still more to do around engagement, we believe the trajectory is positive based on the statistics.

- 2. Deliver a digital co-design/consultation platform**

The Your Neighbourhood, Your Voice platform is now established, and gaining momentum as the pilot phase is complete, and we continue to maximise its functionality, and roll out use across our wider engagement, co-design and consultation opportunities, and, additionally, our community programming.

We encouraged pilot use and feedback from residents through demonstrating the app at 6 community events and sharing with key representatives in the community for comment.

- 3. Address ongoing concerns around consultation fatigue and methods on LWE.**

The platform enables us to have a central location for all engagement related activities. By bringing all this information to one place, including an easy-to-navigate calendar, and clear guidance to specific subject areas or surveys, we have enabled an approach that gives the resident autonomy in their engagement, able to look at what is relevant to them, keep informed, and revisit the same place to find what they need.

Additionally, we introduced a bookable, on-demand, service which allows residents to seek



specific information, book an appointment, request information and be directed appropriately for their request. With a hybrid approach, the resident is able to do this at their own convenience, reducing fatigue.

#### **4. Inform initial design ideas for the masterplan and related centre.**

In 2022, we were able to begin the co-design of a dedicated Employment and Training Hub, a space that has now been delivered.

While we utilised a hybrid approach in the initial stages of physical design required, working closely with residents from the Lancaster West Residents' Association and a steering group of local partners, we worked with Built ID to enable resident voice to shape the first phase of delivery of this project. While our catchment area was quite small, our initial planning and shape of the employment and training provision is heavily influenced by the digital engagement platform.

Additionally, residents were able to express interest in a range of options around green skills and sustainability learning, and we were able to provide this information to a new project, the Green Skills Academy, to inform its development and shape also.

Results from the Built ID survey:

- ✓ **3981** visits to the platform
- ✓ **75** completed surveys
- ✓ **456** questions answered
- ✓ **21** unique emails from voters leaving open feedback
- ✓ **41** pieces of written feedback

#### **5. Deliver a detailed outcomes report, highlighting success and functionality of this approach in a housing context.**

We have not yet completed this outcome, however, are working consistently to evidence more use, have a deeper view of the impact over time, and reviewing pieces of learning to share with local authorities.

As the functionality of YNYV is realised (ie. embedding within different aspects of the service, enabling additional features such as online booking, registration etc.) we will have better depth of understanding to evaluate, improve, adjust and subsequently analyse the success, specifically within this context.



**Additional outcomes:**

A further aim that developed through the project was to seamlessly merge digital engagement with traditional engagement methods, we promoted our employment and training survey via our YNYV platform, as well as our employment and training fair. We were able to use the digital survey on the day to capture more residents' views.

Employment and training fair outcomes:

- ✓ **187** registrations
- ✓ **200** actual attendees
- ✓ **10** dedicated emails via the platform to the project lead

Using the results from the survey we were able to identify which sectors residents were seeking employment and/or training in. We continue to use this information to form strategic partnerships with stakeholders to develop our employers and training hub to serve residents'.

- **Baseline data:** what existing data did you use to compare your project's outcomes to? Did you review or change this approach at any point? How does your baseline data compare with the outcomes achieved in your Round 2 PropTech project?

Comparing outcomes was difficult due to a lack of baseline data for our traditional engagement methods. This is due to the use of predominantly paper-based surveys completed either during drop-in sessions, door knocking, or in-person workshops. The data from the surveys are collated and embedded into an excel sheets by an assistant. We therefore relied on existing digital data to compare residents' engagement on three platform: WeAreW11, YouTube and Instagram. Baseline data and outcomes are outlined below.

The following changes occurred between September- November 2022

**4) WeAreW11:**

- Registered users: +16
- Bounce rate: -3%
- Activity: +5

**5) YouTube:**

Views: +283

**6) Instagram:**

- Followers: +50
- Reel views: between September- November 2022 a total of **6716** view compared to **829** between June-August 2022
- Profile visits: +534
- Reached 2507 accounts
- Post interactions: +329

- **Measurement challenges:** how did you measure the impact of your outcomes? Did you have any challenges assessing the impact of your project? If so, in what ways?

Transitioning from predominantly paper based, engagement methods meant there was a lack of baseline data initially, however we have done our best to collate what was recorded. The new platform enables a much quicker digital analysis of surveys and real-time data. It provided an innovative approach for an over-consulted audience, where engagement fatigue is prevalent.

Over time, we will be able to analyse engagement more meaningfully via the app, and use of its functionality as they become more regularly used.

This additionally contributes to a delay in our monitoring and evaluation of the project.

Initially aiming to have this outsourced, we had to delay collating information until we had the right data. Once we were closer to readiness, we had a new monitoring and evaluation team established inhouse, so have utilised their expertise rather than outsourcing. This additionally enables us to use and embed this information into wider practice.

- **Demographics:** (if applicable) how did you collect demographic data as part of your consultation? If so, please share any demographic breakdown of consultation respondents (e.g. age, gender etc). How does the demographic of your PropTech funded consultation compare with previous consultation responses?





We utilized the councils existing demographic data to develop several functions on the app. Existing data from the council was crucial to incorporating the automated translation's function. The function offered translations in Somali, Arabic, Farsi etc. which make up the majority of languages spoken on the estate. To support with the delivery of the employment and training hub we were keen to explore the digital inclusion levels on the estate. As the hub would include a computer suite, we wanted to ensure residents would have the knowledge to utilise the services available to them. We used the internet user classification system developed by the University of Liverpool to determine the digital usage levels on the estate. According to the system Lancaster West Estate (LWE) is 'data poor' when it comes to digital inclusion levels.

Majority of our residents are classified as '*Passive and Uncommitted users*', whilst a small percentage are classified as '*e-Withdrawn*'. This data shows that our residents typically have little to no interaction with the internet. We used this data to deliver dedicated digital inclusion initiatives, such as access to free data and devices to access the internet to ensure our residents would benefit from the employment and training hub.

- **Cost effectiveness:** did a digital engagement approach save time or resources compared with traditional engagement approaches? If so, how was this measured?

The digital engagement approach saved time for both residents and the team delivering this project. As our traditional approach relies on paper-based surveys and face-to-face engagement, we require officers time to plan, deliver and capture feedback from residents. Our Senior Resident Engagement Lead explained that a survey takes on average 20 minutes to complete, document and summarise, all of which is not required and/or automatically completed with the digital surveys.

Having a central location for engagement related activities enabled us to save on staffing time as well as resources such as paper, pen, refreshments, the use of our community centres etc. The flexible approach also allowed residents to engage in their own time.



#### 4.0 Community Feedback

- **Summary of community consultation:** what was the focus for engagement and what questions were asked? How were these questions decided? Were there any surprises (either in responses and/or who responded)?

We aimed to gather thoughts on our neighbourhood app but more importantly the many changes we implemented as well as the new employment and training hub for resident engagement. The questions were agreed in one of our weekly catch-up meetings with input from all project members, as well as a 'test' run with additional feedback from the resident's association on our estate.

Some of the questions asked were:

- How do you feel about the Your Neighbourhood, Your Voice section on the WeAreW11 app?
- What do you like about the Your Neighbourhood, Your Voice section?
- What other features would you like to see on the Your Neighbourhood, Your Voice section?
- How would this change your experience using the WeAreW11 App and engaging with us?

Comments were generally positive with the calendar feature being mentioned the most, which residents found very helpful in keeping up with all the activities, events and consultations happening on the estate.

- **Summary of community responses:** what were the key themes and learnings from the consultation?

We were happy to see that a lot of our residents were using smart phones however had difficulty using features including accessing our neighbourhood app scanning QR codes etc. It was great to see that our digital inclusion initiatives like free smartphones and data sims were making a positive impact but we were told by residents that they would appreciate sessions on using devices – we've noted this and will deliver with our new digital hub.



- **Delivering on feedback:** how has the community feedback shaped the project delivery plans? How has this validated, challenged, evolved key assumptions and potential project outcomes?
- **Community testimonials:** If available, we would love to see any direct testimonials from community members about their experiences on the project in their own words. We would appreciate it if any testimonials could be attributed to specific individuals or local groups, but quotes can be kept anonymous if preferred (please state if this is the case).

To capture residents' views on what they would like to see featured on the app we created a survey. We asked residents "*What other features would you like to see on the Your Neighbourhood, Your Voice section?*" A few responses to this question are outlined below.

- *Gossip - local news about residents and what's happening on the estate - resident forum*
- *A forum to be able to give feedback on anything*
- *Knowing when things are going to happen so that you don't waste your time. Progress updates.*
- *Live chat with someone from W11*
- *Community content and forum*

As residents responded anonymously, we cannot attribute the comments to a specific individual or group.

## 5.0 Conclusions and Policy Reflections

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



If we could restart this project, we would focus on 3 key areas. The first is prioritising the monitoring and evaluation process throughout the project a delay in delivery meant we relied on in-house delivery by our *Programme Performance and Monitoring Manager*. The second would be to conduct extensive premarket engagement and speaking to numerous suppliers to see whether the budget proposed by the supplier matches market rates. And lastly, we would scale-up our paid advertising which targeted Instagram and Facebook accounts in the local area, as we found our account was exposed to a lot more residents on the estate.

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

We expect to see an increase in engagement levels, particularly digital engagement from our hard-to-reach residents. As we have improved the functionality of the app, we also expect to see an increase in visits to the website, interactions, and comments across all social media platforms. By utilising the app, we will reduce the number of letters posted, thus allowing us to act more sustainably and reduce letter fatigue throughout the estate. Overall, the pilot will allow for a culture change both internally and externally as we support residents with utilising the app.

- **Policy reflections:**

- Did any existing planning policies limit your ability to achieve your goals for this project?  
No planning policies limited our ability to deliver this project or achieve our project aims.
- Are there any policies (national and local) you'd like to see changed in the future? If so, how?  
As we didn't encounter any policies restrictions for this project, we are unable to provide suggestions at this time.
- Where do you think further guidance is required, either for local authorities and the wider PropTech sector?



Local authorities and the PropTech sector require further guidance on how to best support digitally excluded individuals. Exploring how to overcome the causes of digital exclusion such as access to funds, language barriers and skills and knowledge are crucial for transitioning away from traditional engagement methods to digital engagement.

- How could DLUHC better support LPAs in the future with the further adoption of digital citizen engagement tools, best practice guidance, or other support?
  - 1) Develop a centralized digital platform: DLUHC could develop a centralized digital platform for LPAs to use, which could include a range of digital engagement tools, such as online surveys, interactive maps, and virtual public meetings. This would provide LPAs with a one-stop-shop for digital citizen engagement.
  - 2) Offer training and support: DLUHC could provide training and support to LPAs on how to use digital citizen engagement tools effectively. This could be done through online training modules, workshops, and webinars.
  - 3) Evaluate and monitor the effectiveness of digital tools: DLUHC could evaluate and monitor the effectiveness of digital citizen engagement tools used by LPAs. This would help to identify areas for improvement and inform the development of future guidance and support.
- If additional funding was available - what do you think future Proptech Fund rounds should focus on delivering / achieving?

A focus on improving digital inclusion for low-income areas would be beneficial as it provides them with the capacity to participate in digital engagement initiatives.

Please use this space to include any quotes from your team about your project. Don't forget to attribute the quote so it is clear whose perspective you are sharing (e.g. 'project team member or 'supplier' etc).



**Project team members**

*Senior Resident Engagement Lead:* “The creation of the new refurbishment meeting function on the app has really increased residents’ ability and desire to engage with the refurbishment process of the estate.”

*Assistant Project Manager (Innovation & Digital):*” Introducing the new features to our neighbourhood app as well as the launch of the Your Neighbourhood, Your Voice hub has opened a central location for all things engagement for our residents. As a team we’ve had positive feedback from our residents, increased engagement through digital platforms and a reduction in resources and officer time.”

*Community Development Officer:* “Introducing a digital engagement platform will help us support our vulnerable and hard-to-reach residents. The co-design app will transform how we engage with residents in the future.”

**6.0 Additional reflections and feedback for DLUHC (optional)**

*This is a space for you to provide any additional reflections or feedback for the DLUHC team that you prefer not to be published publicly.*