
TITLE: ShapeYourPlace Progress Update

Committee: Commercial Services

Date: 12th November 2014

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1.0 ISSUE

1.1 To present Members with a progress update on ShapeYourPlace.

2.0 RECOMMENDATION

2.1 Members are recommended to:

- (i) Receive a progress update in the form of a presentation.
- (ii) Note the update.

3.0 BACKGROUND

3.1 ShapeYourPlace is a community website developed by Cambridgeshire County Council, which aims to empower local people to improve their neighbourhood.

3.2 Visitors to ShapeYourPlace are able to:

- Report issues and suggest ideas directly to local public services
- Start and join in conversations with other residents about local matters
- Receive responses from organisations regarding issues raised
- Write blog posts about local news and events
- Find out what consultations are taking place

3.3 The website has been successfully running in East Cambs since April 2012, and is now the District Council's key method of engaging with communities.

4.0 CONCLUSIONS

4.1 The Community Development Officer will provide a progress update on ShapeYourPlace in the form of a presentation. The key issues for Members to note are summarised below:

- The website is still increasing its reach and engagement with residents in the District as the Council's key community engagement tool.

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- There has been a 47% increase in the number of visits to the site in Q1 2014-15 compared to Q1 2013-14.
- In 2013-14, there were 19,066 unique visitors to the site (22.5% of the East Cambs population)
- The South Villages and West Villages sites are underperforming in comparison to the other sites, and Cambs County Council as administrators of the site, are considering merging them with other sites. The timetable for these changes has not yet been finalised.
- Approximately half of the issues raised relate to waste and recycling services (e.g. wheeled bin enquiries, dog fouling, full public litter bins)
- ShapeYourPlace has influenced District Council decisions regarding how services are delivered. One example is an amendment to the Council's Waste Collection Policy for providing additional garden waste wheeled bins on request following a significant number of enquiries received via ShapeYourPlace.

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

5.1 There is a promotional budget allocated in the current year of £150 within LT006. The other main cost to the Council is in officer time for dealing with enquiries, training and attending community events.

5.2 No INRA required.

6.0 APPENDICES

6.1 None.

Background Documents
None

Location
Room FF103
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Ely

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