



Creating a safer  
**Cambridgeshire**

**SHAPE  
YOUR  
PLACE**  **.org**

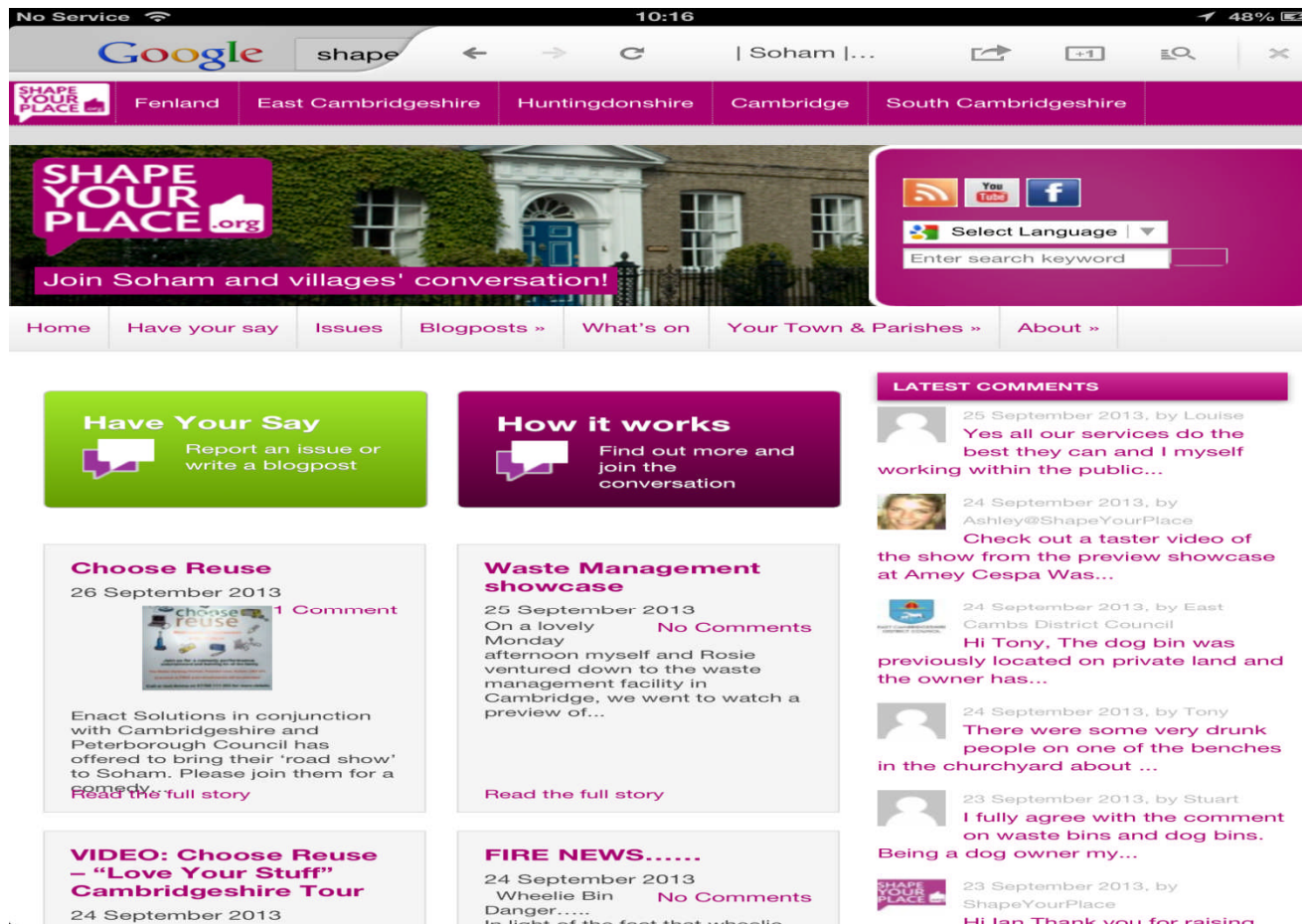


EAST CAMBRIDGESHIRE  
DISTRICT COUNCIL



**CAMBRIDGESHIRE  
FIRE & RESCUE SERVICE**

# Welcome to ShapeYourPlace!



The screenshot shows the ShapeYourPlace website on a mobile browser. The top navigation bar includes links for Fenland, East Cambridgeshire, Huntingdonshire, Cambridge, and South Cambridgeshire. A main banner features the 'SHAPE YOUR PLACE .org' logo and the text 'Join Soham and villages' conversation!'. Below the banner is a search bar and social media icons. The main content area is divided into several sections:

- Have Your Say** (green button): Report an issue or write a blogpost.
- How it works** (purple button): Find out more and join the conversation.
- Choose Reuse** (26 September 2013, 1 Comment): Enact Solutions in conjunction with Cambridgeshire and Peterborough Council has offered to bring their 'road show' to Soham. Please join them for a comedy...
- Waste Management showcase** (25 September 2013, No Comments): On a lovely Monday afternoon myself and Rosie ventured down to the waste management facility in Cambridge, we went to watch a preview of...
- VIDEO: Choose Reuse – "Love Your Stuff" Cambridgeshire Tour** (24 September 2013)
- FIRE NEWS.....** (24 September 2013, No Comments): Wheelie Bin Danger..... In light of the fact that wheelie...
- LATEST COMMENTS**: A list of recent user comments, including one from Louise dated 25 September 2013 and another from Ashley@ShapeYourPlace dated 24 September 2013.

## The first 18 months in East Cambridgeshire

- Visitors: 18000+
- Visits: 42000+
- Page views: 100000+
- Issues: 100+
- Comments: 1300+

## What SYP does

- Three main parts:

Issues

Comments

Blogposting

- All posts are moderated before publishing
- All sites are mobile responsive
- All sites operate 365 days of the year

## A typical issue for ShapeYourPlace

Concern over cobbled speed bumps in Ely and the perceived danger for cyclists

A local councillor, other residents and the Ely Cycling Campaign join in the discussion

The County Councillor, County Council officer, residents and Ely Cycling Campaign meet on site

# What residents think of ShapeYourPlace

Across the whole County

- 75%+ of visitors found the sites easy to use
- 90%+ found the sites helpful
- 55%+ felt the sites helped them to influence local decision-making

Tony of Soham

“I’m just so impressed by this site and the fact that questions do get answered”

## The future

- Increased community engagement: Community Engagement Officer Beth Green
- Exploration of links with the new Police Neighbourhood Alert
- Closer integration with information sites eg roadworks
- Increased partnership working eg HealthWatch
- Publish even more content to attract more visitors

