

Appendix 2

GIVE MY VIEW

CAMPAIGN ANALYSIS

ROYAL BOROUGH OF KENSINGTON & CHELSEA
SCI PROJECT



EXECUTIVE SUMMARY

The digital campaign for the SCI Project had a phenomenal reach, with some **135,000** people in the local area receiving adverts on the subject of RBKC's consultation. This resulted in almost **4,000** people clicking to view more - a strong level of engagement.

Notwithstanding this very encouraging reach and click-through rate, the campaign revealed an interesting pattern when it came to the number of voters. The conversion that the Give My View consultation platform has experienced on other projects did not occur for the SCI Project. Overall, we have received circa **250 voters** and **1,100 questions answered**. In short, community members successfully reached the platform, but then did not always vote on its content.

Our analysis, therefore, is that it is that the SCI is not a subject to which people easily related through social media. From a user's perspective, why vote on something where you can't easily see what the impact will be on your community? In this sense, the SCI campaign differs markedly from a tangible built environment project, where community members can easily identify with, or imagine, the demonstrable impact voting will have. That said, **250** people within the community actively engaged by voting and **399** people engaged enough with the educational aspects of the platform that they returned to view the content of the platform more than once. This is significant engagement on an conceptual subject matter.

In response to the social media conversion rate, Built-ID complemented the digital campaign with traditional methods of engagement to mobilise community members on this subject and build trust that voting can genuinely have a real impact. With this in mind, Built-ID arranged three drop-in events at venues in the the north and south of the borough to which local Residents' Associations were invited. It is notable that whilst very few people attended, sharing the website details via an email invitation led to a significant surge in engagement digitally - **196** community members came direct to the website by clicking on our website link, rather than via social media.

The **1,132** pieces of feedback gained via the platform demonstrate that although a more niche subject, the SCI Project still gained far more traction digitally than it could via the in-person events. As a consequence, going forward, email campaigns will be incorporated into our marketing strategy for RBKC.

PHASE 1 - SUMMARY OF DIGITAL ENGAGEMENT

2,345

**TOTAL VISITS
TO THE PROJECT**

1,093

**QUESTIONS
ANSWERED**

249

**UNIQUE
VOTERS**

KEY FINDINGS SUMMARY

**Voters would like
to be more
involved in
planning matters.**

**Voters would like
the council to
communicate
principally through
digital methods
alongside traditional
methods.**

POLL BREAKDOWN: OUR PRIORITIES

 Two image choice

Do you want more say in shaping local government policy?



Yes
82% voted
154 votes



No
18% voted
34 votes

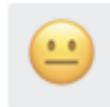
This poll has shown that the majority of those who voted want to have more say in shaping local government policy!

The community currently feels quite negatively about the current methods of communications used by RBKC.

The issue of communication is also a point that came up throughout the written feedback.

That said, the decisions to poll on this subject serves to demonstrate that RBKC is taking steps to improve this issue for the community.

How do you feel about our current methods of communication?

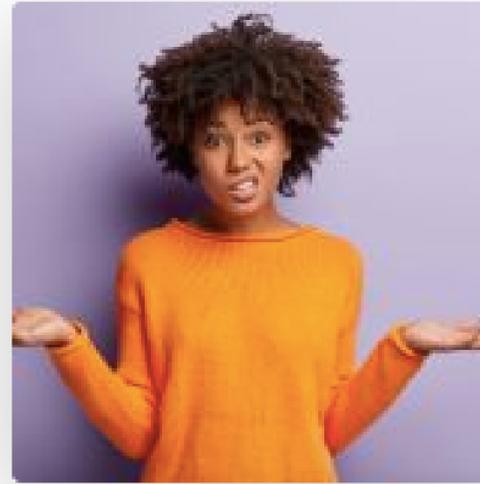


146 people answered this question

What stops you communicating with us currently?



Time poor
22% voted



Inconvenient
24% voted



Don't know how
35% voted



I have no issues
19% voted

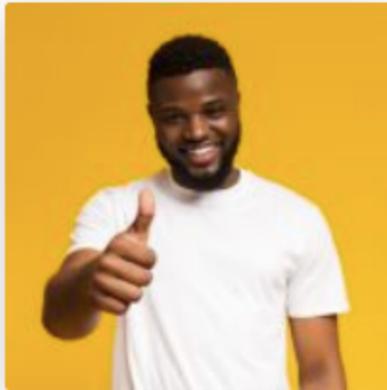
This question suggests that having clearer guidance, in more accessible communications channels, regarding how community members can engage and feed back to the council could be a beneficial next step.

How likely are you to engage in developments in your area?



An overwhelming majority of respondents stated that they are likely to engage in development in their area (if they had the knowledge and channels)!

Planning & development is clearly an area of interest for those using the Give My View digital tool, revealing that digital is engaging an audience who probably are not communicating with RBKC via traditional methods.



Very Likely
43% voted



Likely
43% voted



Unlikely
14% voted

How would you prefer us to communicate with you?

Highest priority

- 1 Digitally 1.24
- 2 Flyers & Newsletters 2.39
- 3 Public Exhibitions 2.98
- 4 Pop-Up Events 3.39

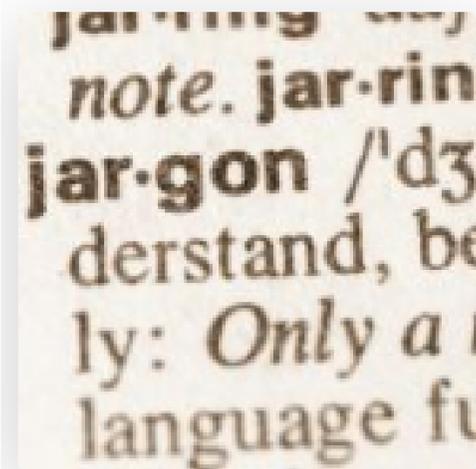
Lowest priority

121 people answered this question

Here it is evident that RBKC residents would prefer the council to communicate with them digitally. This would be a great influenced decision!

POLL BREAKDOWN: OUR PRIORITIES

What's most important when communicating with local people?



No jargon!
24% voted



A collaborative
approach
36% voted



Early engagement
24% voted



Using online tools
15% voted

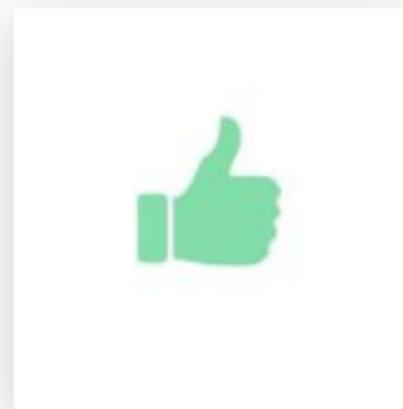
This question yielded key insight into how the residents of RBKC would like to be consulted.

A collaborative approach between residents and the council was most popular - the communication of influenced decisions and the use of an iterative or phased process would be ways to achieve this.

This is a great way to understand how residents feel about development consultation currently.

Whilst the majority of residents do not feel property developers consult enough, the earlier poll answer demonstrated that the appetite is there to engage on development.

In your experience, do property developers consult enough?



Yes
5% voted
3 votes

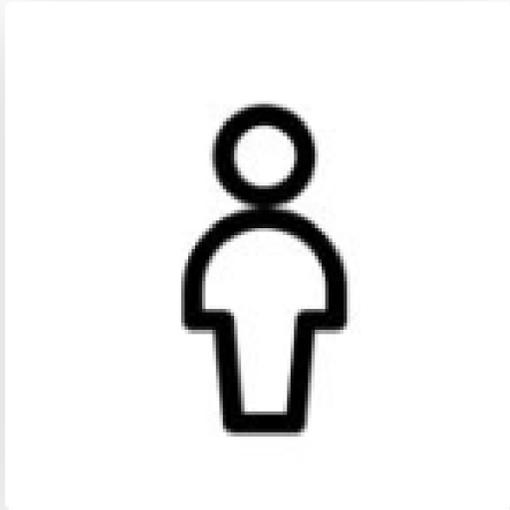


No
73% voted
43 votes



Just about
22% voted
13 votes

How many people are in your household?



One
10% voted
6 votes



Two
42% voted
26 votes



Three
29% voted
18 votes



Four or more
19% voted
12 votes

62 people answered this question

This provides some further demographic data that can help RBKC understand the residents who shared their views.

Would you like your local councillors to be more involved?



Yes
89% voted
49 votes



No
11% voted
6 votes

This question provides great feedback which states the overwhelming majority of residents would like their councillors to be more involved. This indicates that community members are open to new digital sitting alongside traditional political channels.

How long have you lived in the area?



0-1 Years

13% voted

7 votes



1-5 Years

18% voted

10 votes



5-10 Years

14% voted

8 votes



10+ Years

55% voted

31 votes

56 people answered this question

This suggests that the subject matter only resonated with long-term residents and may explain why social media was not as lucrative in attracting voters as it ordinarily is, as someone is interested in this more long term, conceptual subject matter is from a segment of the community who've been rooted in the community for many years.

COMMUNITY RESPONSES

We received 37 open feedback comments. A number of highly engaged community members provided constructive suggestions that could be pursued, thereby empowering them to feel a sense of emotional investment in the planning process. These include:

"Residents are left to trawl through hundreds of planning documents on major applications. The council could draw up a summary of the proposals and their implications, to present to residents before asking them for feedback. Currently all public liaison is conducted by the developers, who sometimes have an interest in obfuscating the impact of their proposals and overstating the public benefit. The council officers often present as PR agents for the developers"

How about a short monthly newsletter (say 2 or 3 pages) by email, highlighting major upcoming planning and other issues well in advance?

The old RBKC Newsletter was informative but I realise things have changed and moved on. Perhaps individual emails or at least to the Chair of various Residents association who could then forward them to Residents interested as well as to Community Centres.

"The Council is making significant efforts to communicate better but still has a way to go. The central community engagement team needs to ensure it is keeping on top of important items of outward communication from all departments - so that a single newsletter can go out to local community organisations.

Similarly there needs to be one web-page for the whole Council which carries details of consultations taking place at any one time. The average residents is not going to find their way to a page under 'Planning and Building Control' and then 'Planning Policy' to find their way to an important consultation."

Community Suggestions

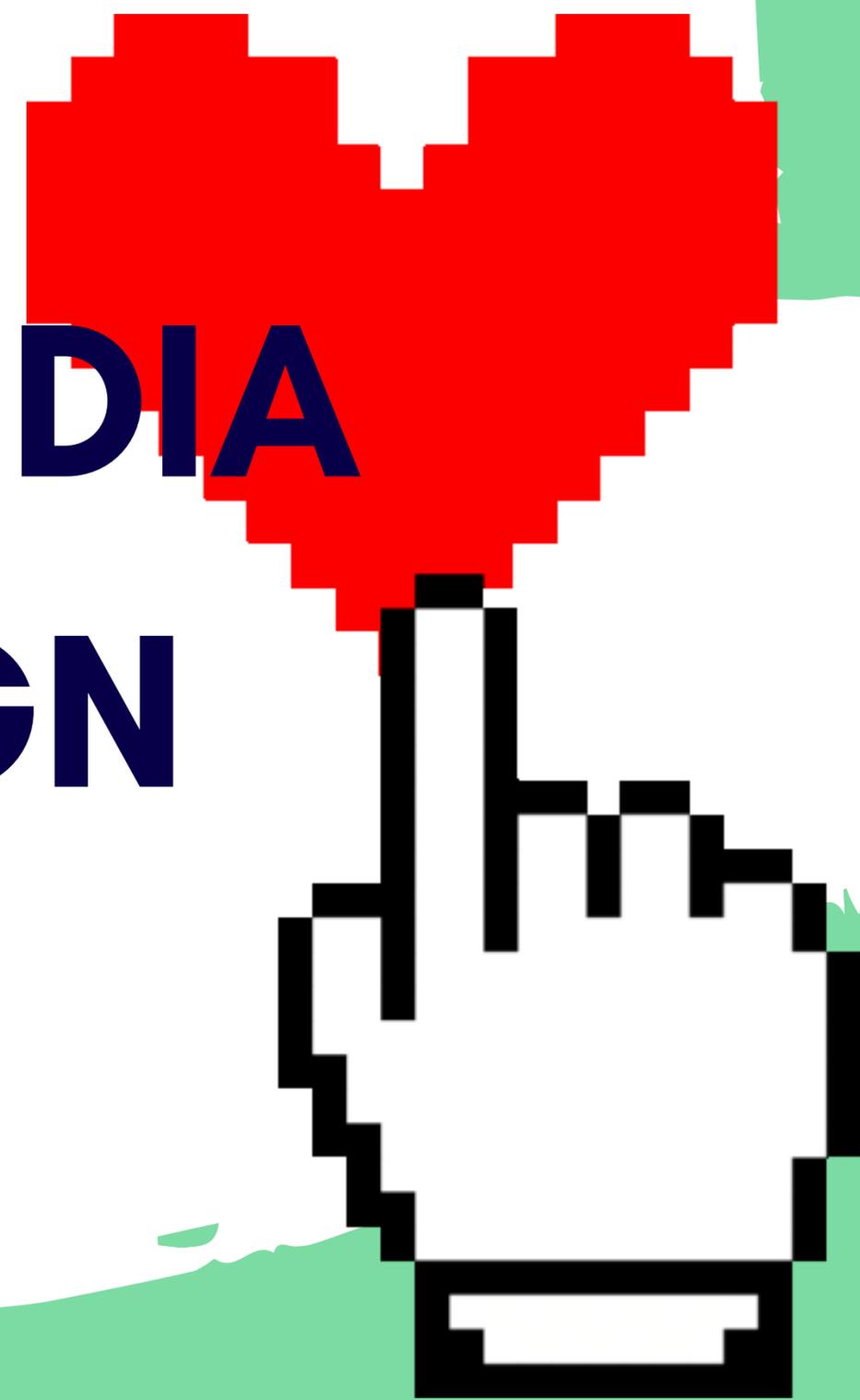
- **"More notices in places people can see. Notices. Emails. Updates."**
- **"Send a monthly newsletter by email to interested residents"**
- **"Involve residents with pre app discussions with developers"**
- **"Decent weekly update via email"**
- **"Live stream and/or community meetings. Very keen to attend but it is difficult sometimes"**

CHARITY BREAKDOWN

**Chelsea and Westminster Hospital
NHS Foundation Trust - 80%**

Solidarity Sports - 20%

SOCIAL MEDIA CAMPAIGN



TOP PERFORMING ADS

Give-My-View
Written by Built ID [?] · 30 September · 🌐

We want to understand what you would like to see in your local community. #GiveYourView



**Help shape the future of
your Borough**

Give your view

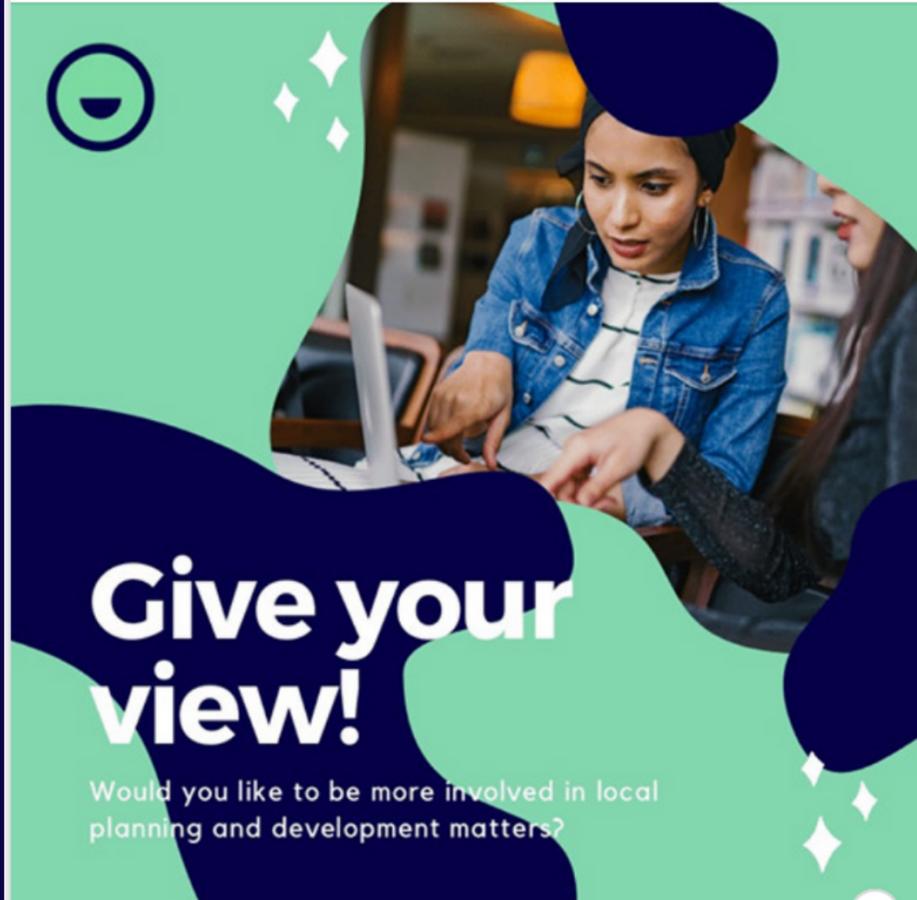
GIVEMYVIEW.COM/RBKC

Give Your View on developments in Kensington & Chelsea. [Learn More](#)

Results: 152
Reach: 11,776
Impressions: 26,616

Give-My-View
Written by Built ID [?] · 30 September · 🌐 [Like Page](#)

Would you like to be more involved with local planning matters and new developments in your community? Vote on how we can improve communication with our residents.



Give your view!

Would you like to be more involved in local planning and development matters?

GIVEMYVIEW.COM/RBKC

Help shape the future of Kensington & Chelsea! [Learn More](#)

Results: 148
Reach: 13,576
Impressions: 27,969

Give-My-View
Written by Built ID [?] · 27 September · 🌐 [Like Page](#)

The Council want to understand your priorities for development in Kensington & Chelsea! You can make a difference so vote today!

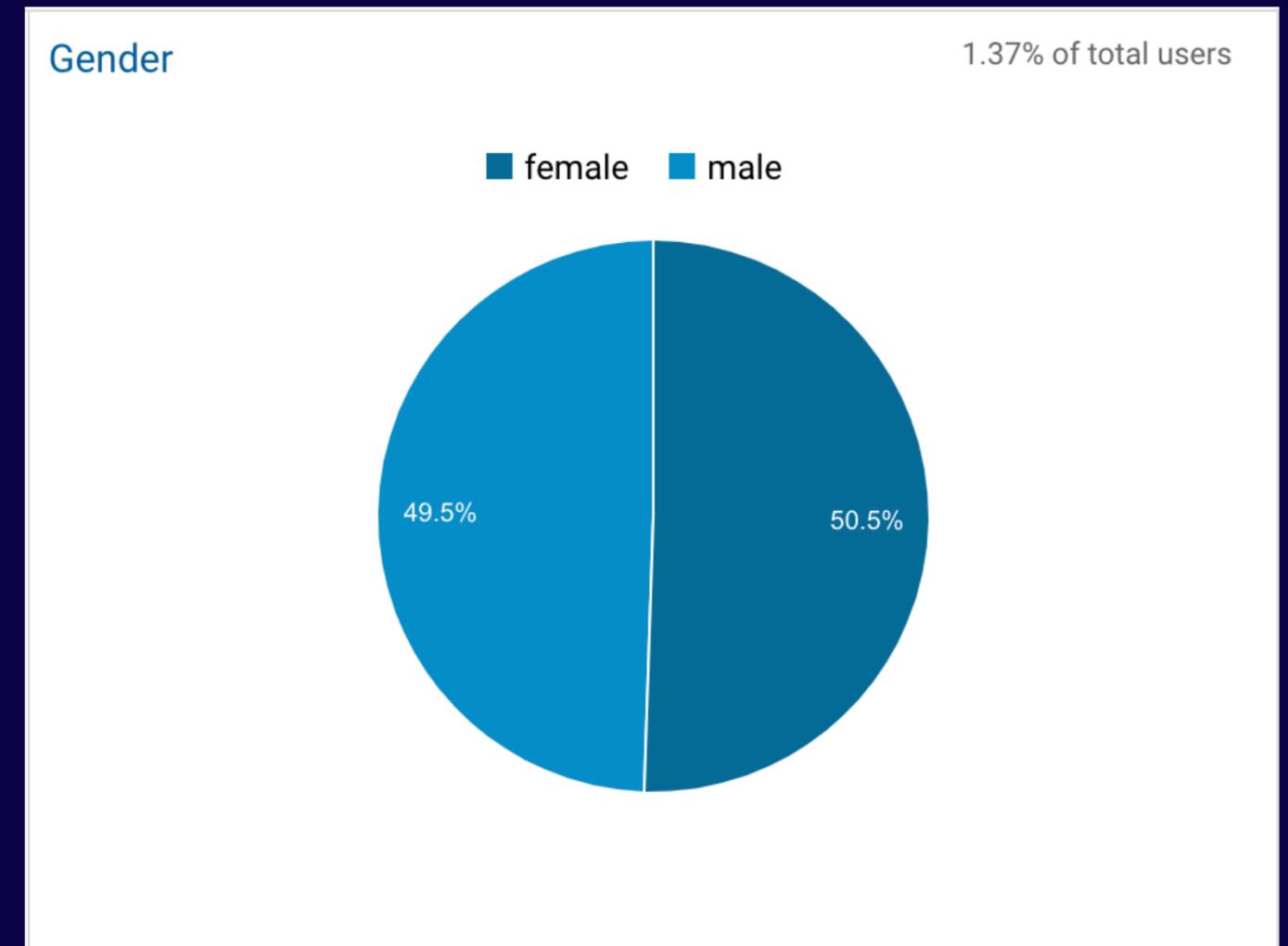
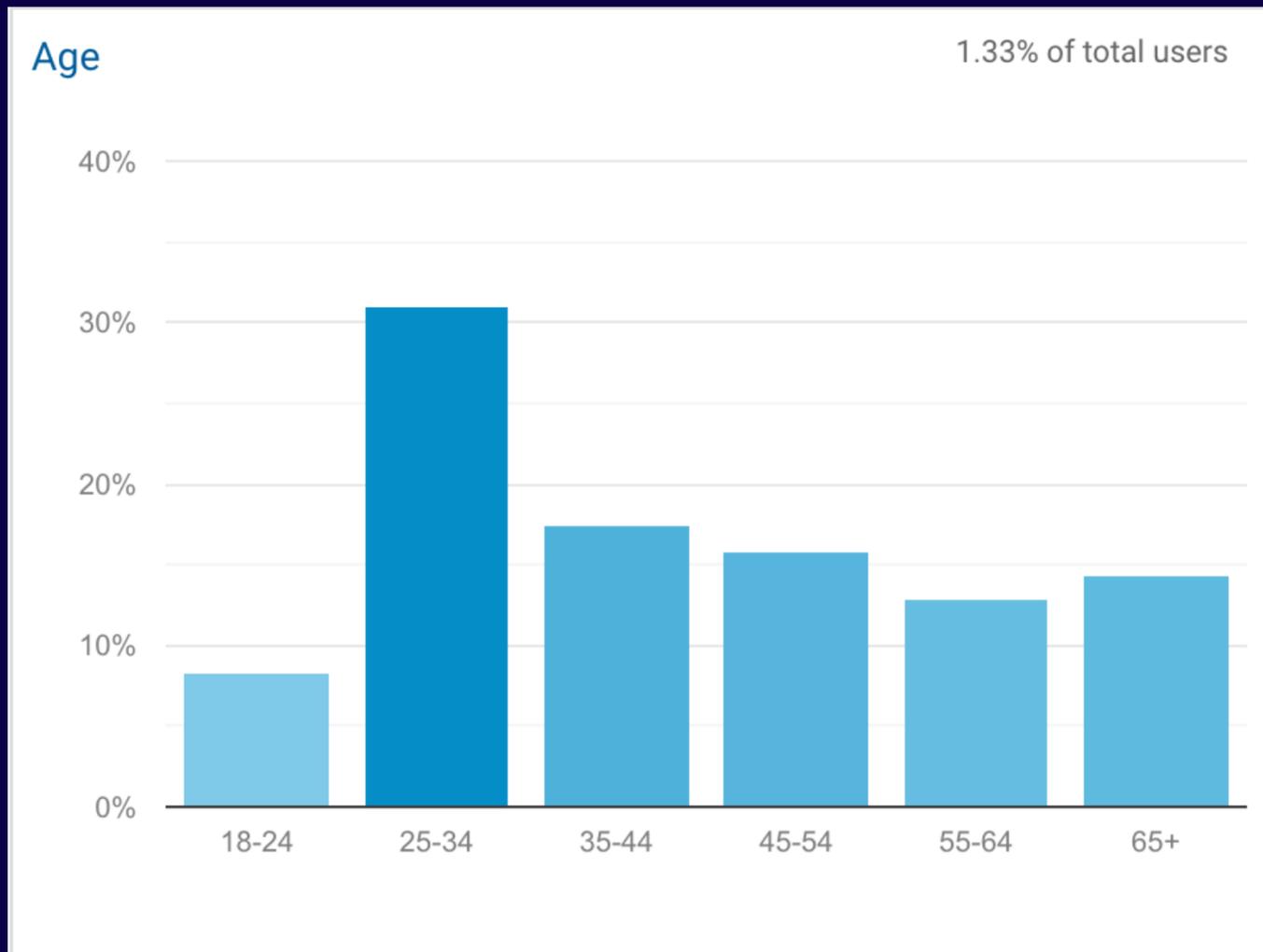


GIVEMYVIEW.COM/RBKC

Not sure how to have your say in developments in your area? [Learn More](#)

Results: 102
Reach: 7,002
Impressions: 15,029

DEMOGRAPHIC BREAKDOWN



GIVE MY VIEW

**POWERED
BY BUILT-ID**

www.givemyview.com/RBKC

