

Appendix 2

BHCC digital community engagement platform

“Your Voice Brighton-Hove”

The council has introduced a new digital engagement platform called **Your Voice Brighton-Hove**. This platform will enable officers to engage and consult with our residents beyond using just online surveys: whether it is to share information, ask for opinions in surveys or polls, invite residents to post their ideas or attend an engagement event – it can all be done in one place.

For residents it will mean

The council is showing it is a listening council. Residents will have better and fairer opportunities to have their say, follow projects they are interested in and be informed about the different phases and decisions a project may go through. Over time, we expect the platform to expand and diversify our reach to residents and communities.

It is important to note that the digital engagement platform is not a substitute for in-person or other non-digital engagement, but rather it is a way to compliment it and enable reach to a wider audience. Additionally, through its digital inclusion work the council will continue to work hard to support those who want or need to access digital-based services.

For officers it means

A better range of tools to do digital engagement well, such as customisable and visually stimulating content to suit target audiences, combine online and in-person engagement and greater efficiencies in use of data and insights. Internal consultations and surveys will also be hosted on the platform.

What does this change mean for elected members?

Officers will continue to flag key projects under-going public engagement for member’s information and involvement. A refreshed Community Engagement Framework provides officers with a comprehensive planning toolkit for planning, delivering and reporting on engagement activities, and will be used to inform relevant members at key stages.

Notable engagement projects will continue to be supported with news stories, press releases etc, and relevant members will be contacted as per current practice and protocol.

Your Voice Brighton-Hove – some key features

	Digital polls and surveys		Shows different phases a project will go through, ending with a feedback report
	Interactive mapping – e.g. place a pin and comment for bike hangar, and reporting		E-newsletter project updates
	Ideas and comments share (digital community)		Participatory budgeting – ideas, proposals and vote
	Customisable pages to suit audience and topic		Combine engagement approaches – in-person and digital
	Diversity and increase reach		One council approach to share insights

When will Your Voice be available?

Your Voice will go-live on 01 Mar, information and links will be added to the BHCC website. In the following days and weeks more content will be added to the platform with news releases promoting awareness of the opportunity for residents to participate.

General information

As part of the procurement process, the platform and provider were assessed in accordance with GDPR, cyber-security and web-accessibility requirements.