



Social Pinpoint



SOCIAL PINPOINT – A PLACE TO ENGAGE YOUR COMMUNITY

Angus Council wanted to explore options for innovative community engagement. As well as the traditional hard to reach groups, we specifically wanted to target both the young generation and those in employment who don't necessarily have the time or inclination to attend traditional public meetings as those we are planning for. Given Planning is a spatial function we wanted to explore map-based engagement platforms that are attractive and easy to use for interaction in the planning system. An initial research of identified platform options was undertaken and a preferred list identified for further user testing and cost information. After initial testing it was identified that Social Pinpoint in terms of usability and functionality was identified by the focus group as much more intuitive to use with projects getting up and running within a short period of time.

Relations to Workpackages

Social Pinpoint shows the Like Project the opportunity of using an interactive tool in engaging with the community to start conversations helping shape the future engagement within Angus.

Local partners

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Social Pinpoint

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This Case Study Paper is produced by Graeme Hodge

About LIKE!

Local governments, citizens, universities and SMEs have joined forces to co-create smarter, more efficient and more innovative services through 9 transnational pilot projects covering 3 core themes:





The Project

Community engagement was usually done through face to face engagement. Face to Face engagement continues to be an important method but it missed out the hard to reach groups – working people, young people etc. Face to face is also time-consuming process within targeted areas. Social pinpoint is a platform of opportunity to interact with the community to gain the communities views and ideas of their community.

The Social Pinpoint platform provides a central point for consultations and is user friendly.

Social Pinpoint provides the ability for council officers to interact with comments; clarifying or seeking further information on points raised. The platform provides a further option for people to interact with the planning process in a quick and easy way. It also offers an ideas wall function to seek views on particular issues. A number of pilot projects have been tested, and these will help Angus Council shape future engagement.



Angus Council welcomes you to our online community engagement hub which provides opportunities to get involved and input to projects and initiatives being progressed by the Council . Our vision is to make Angus a great place to live work and visit.



Social Pinpoint – Participatory Budgeting

Participatory Budgeting (PB) is about local people having a direct say in how public money is spent.

PB can support active citizenship, helping build more active and stronger communities that are:

- Better able to take decisions on where public funds are spent.
- More likely to take part in community activities
- Better informed about public budgets and decision making
- PB will only be effective in achieving change if done with and not to communities.

Participatory Budgeting has taken place to in Angus over the last 3 years. The engagement process was through face to face engagement. Angus Council has been in discussions with Social Pinpoint to develop an online voting/ engagement tool that will enable participants to vote online. Undertaking digital PB exercise can help to include those that can't get involved in person. Some would say that having online voting or a mapping tool is excluding some of the most vulnerable in our society. Social Pinpoint will be a step forward in engaging with communities. Face to face engagement continues to be important and it's about blending the two together to ensure that it is as inclusive as is possible.

