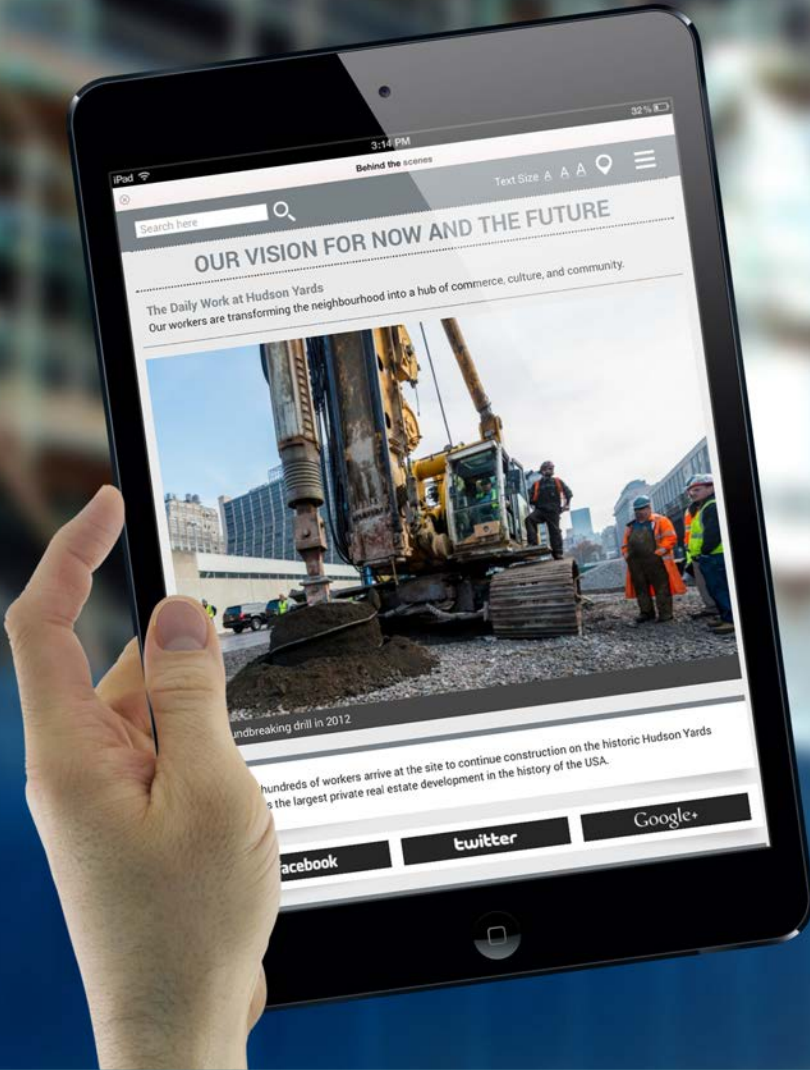


Connect your project to the community



Public Engagement Digital Toolkit

Share your project, skills and best work practice with the local community through cost-effective to-mobile communication.

Location-based around your development or construction site, the City-Insights Digital Toolkit creates an up-to-date, media rich user experience. It's accessible on any smartphone, tablet or computer by local residents or the passing public. Showcase views of the completed site and individual units along with the relevant downloadable brochures and documents. Post copies of planning applications and monthly project updates. Explain your design and construction expertise and green credentials.

Thanks to the mobile comms revolution, it has never been easier or quicker to meet community consultation requirements, promote good-news stories or demonstrate CCS and CSR credentials.



1

Show work in progress towards the finished project



2

Demonstrate sensitivity to local and site history



3

Communicate the vision and the inspiration behind the project



4

Promote CSR stories about sustainability and considerate practices

Delivering the City-Insights Public Engagement Toolkit can be done quickly in two stages:

1 Stage 1 - Setup

Client meeting followed by creating framework for the information.

Typically covers:

- ▶ Setting key goals and outcomes
- ▶ Establishing Toolkit scope and structure
- ▶ Creating an empty Toolkit in client's branding and colours
- ▶ Setting up Toolkit URL and hosting
- ▶ Providing branded artwork template for signage

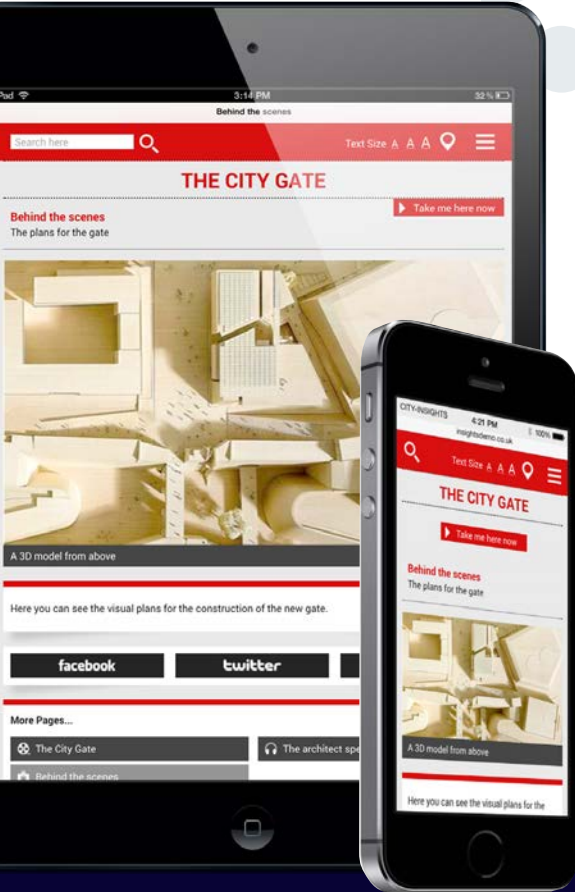
2 Stage 2 - Content Development

Site visit and liaison with client team to gather information for Public Engagement Toolkit. Typically covers:

- ▶ Project vision and inspiration
- ▶ Site heritage, including archaeology
- ▶ Timeline, team contacts and planning information
- ▶ Explanations of design and construction concepts/techniques
- ▶ Plans, illustrations and fly-throughs of end result
- ▶ Best sustainability/CSR/PR stories
- ▶ Requirements for public feedback and comment
- ▶ Set up of periodic updates, with likely content
- ▶ Showing client team how to edit and update materials

What this Toolkit does for you:

- ▶ Works with your offline marketing to promote the completed project
- ▶ Gathers feedback and gives additional channel to generate leads
- ▶ Provides cost-effective engagement with local communities
- ▶ Exploits your site's on-street presence to showcase company and team expertise
- ▶ A fast, efficient way to update your communication with progress reports and success stories
- ▶ Optimised for any smartphone, tablet or PC



For more information on the City-Insights Public Engagement Digital Toolkit

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