

200,000

Nearly 200,000 web visits in four years

450+

total engagement projects

3,200+

newsletter subscribers through EngagementHQ

3-6

engagement projects per month

OVERVIEW

The London Borough of Barking and Dagenham is a borough in East London of about 220,000 people and growing. As the population grows, so does the need for innovative engagement and civic participation. The borough has taken steps to foster conversations with residents to determine where their interests overlap with the council's responsibilities. To meet residents where they are and provide opportunities to work together, Barking and Dagenham implemented Granicus' all-in-one digital engagement platform.

SITUATION | FROM FRAGMENTED TO COORDINATED

Barking and Dagenham had been working with constituents in a fragmented way prior to implementing its engagement platform in 2019. The borough had been using online survey tools and other technology programs to reach its residents while also gathering feedback in-person. Additionally, a market research agency conducted an annual resident survey, used to gauge resident priorities, via phone. Officials wanted a more streamlined way to communicate and engage with residents and sought a technological solution that would encourage greater constituent participation.

SOLUTION | COMBINED METHODS ENHANCE ENGAGEMENT

Implementing Granicus' digital engagement platform helped bring technology to those in the borough who aren't digitally savvy or who don't have regular access to technology. Barking and Dagenham officials regularly use the survey function to gather feedback and give residents the opportunity to provide opinions. Residents are encouraged by how easy it is to get involved in community projects.

RESULTS | A PLATFORM THAT ENCOURAGES ENGAGEMENT

The ease of using the digital engagement platform has not only encouraged more resident engagement, but it has allowed the borough to conduct more projects than it did prior to using the platform. Since 2019, Barking and Dagenham has created over 450 projects. Additionally, the borough has received nearly 200,000 website visits over the past four years and weekly newsletter subscriptions grew from a few hundred to over 3,200. The platform has also given Barking and Dagenham officials access to residents' engagement history.

MUST HAVE SOLUTION

EngagementHQ

“EngagementHQ helps us have a dialogue with the community, work with our residents, and show that local councils can make a difference.”

Wayne Trevor, Citizens Alliance Network Project Manager, Borough of Barking and Dagenham