# Impact Report & Benchmarking

Understanding Our Impact,
Building Our Future

User group - October '24

Trends & Insights

Data & Stats

• Dipping a toe into measuring our platform's real-world impact - we think we're doing good, but what do we *know*?

• Have a better understanding of activities & user behaviours - those insights could help inform the product in future

• Commitment to transparency and continuous improvement - we talk the talk so we should walk the walk

• Foundation for future benchmarking - the more we do it, the easier it gets

# Key highlights from 2023 - 2024

**1.2M**+ responses
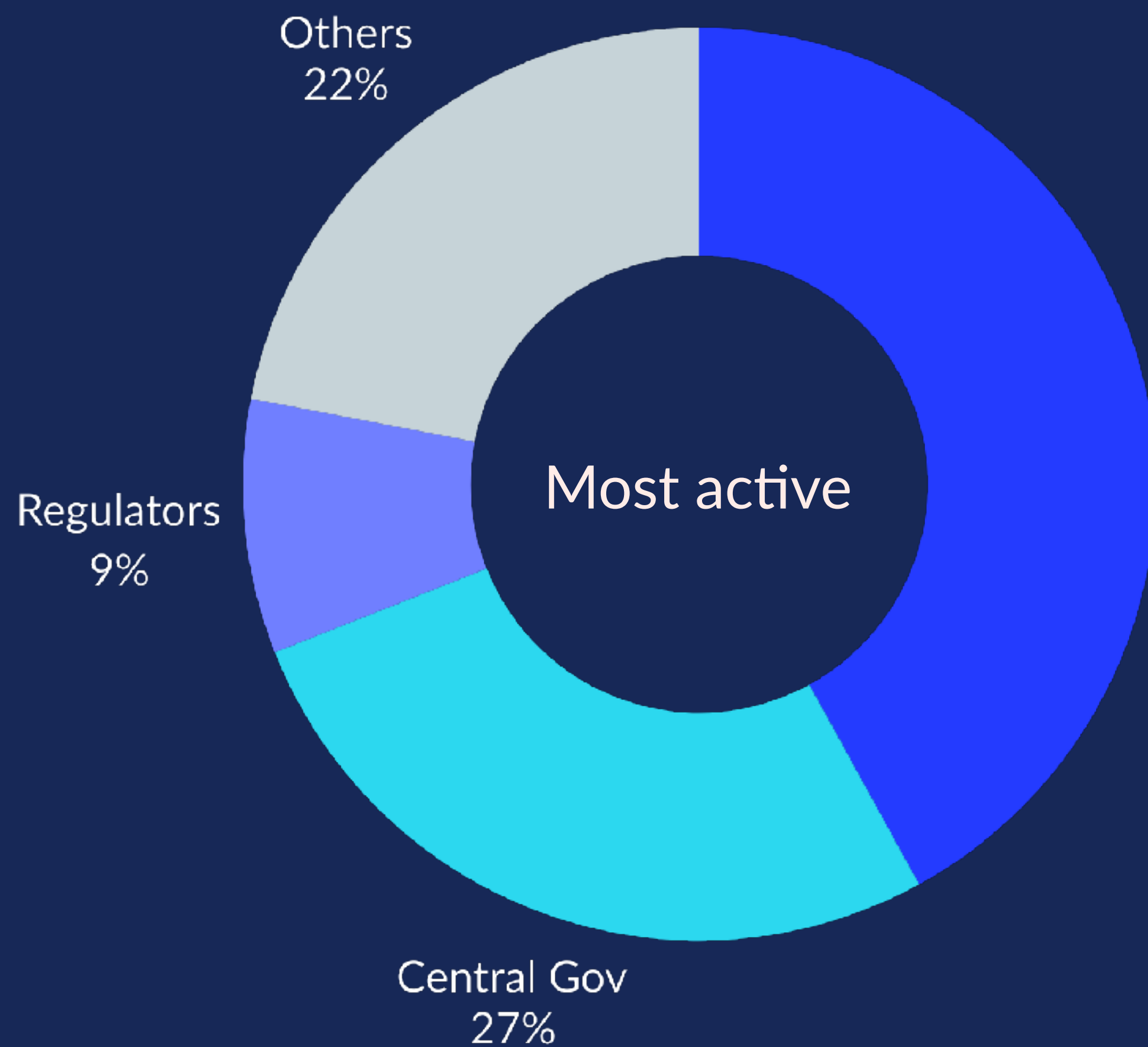
**10,600**+ live activities

**8600**+ active users

**75%** growth in activities since 2019
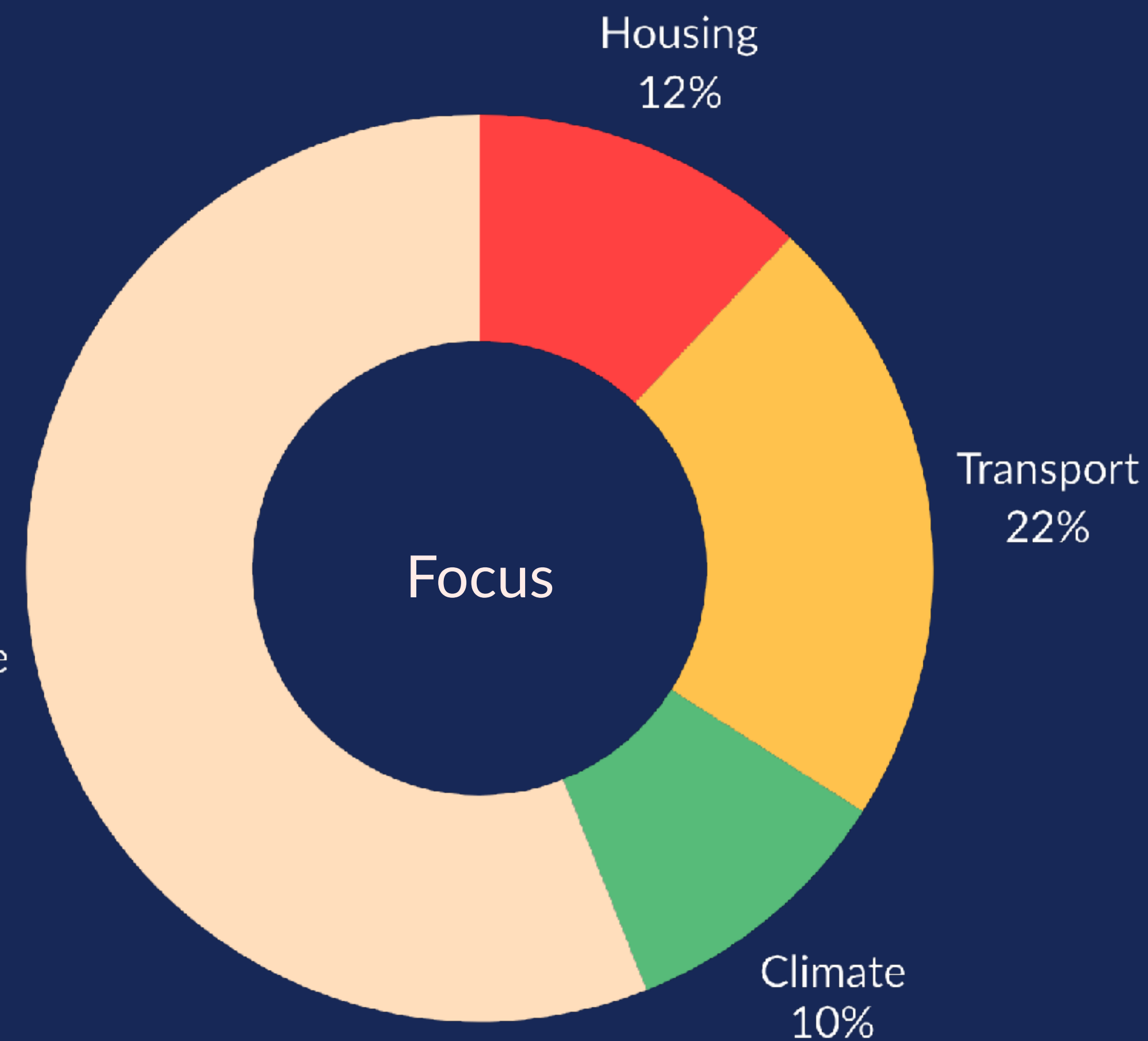
**247%** more published activities than nearest competitor

# More stats



**Most active**
- Local Gov 42%
- Central Gov 27%
- Regulators 9%
- Others 22%

**Focus**
- Housing 12%
- Transport 22%
- Climate 10%
- Everything Else 56%

# The depth & breadth of activity

5%

**Biodiversity and nature recovery Initiatives**

6%

**Climate change strategies and action plans**

3%

**Air quality improvement plans**

4%

**Carbon emissions reduction initiatives**

# The depth & breadth of activity:

18%

Speed Limits and traffic calming

25%

Cycling & walking infrastructure

15%

Parking regulations and zones

29%

TRO / ETRO

# The depth & breadth of activity:

13%

Local development plans & strategic planning

4%

Heritage & conservation

7%

Housing & development

5%

Public space & community Planning

# In the (near) future…you can expect

Device usage stats & patterns

Year-over-year growth metrics

Geographic and demographic insights

Support analytics & insights

Response rates and engagement metrics

Closing the loop statistics

# Why benchmarking matters

We get a **better understanding** of platform usage

You get an improved **user experience**

We all get **sector wide** insights

We all want to know how we're doing

# What we're committing to

Continuous platform improvement

Regular insight sharing

Deeper sector knowledge

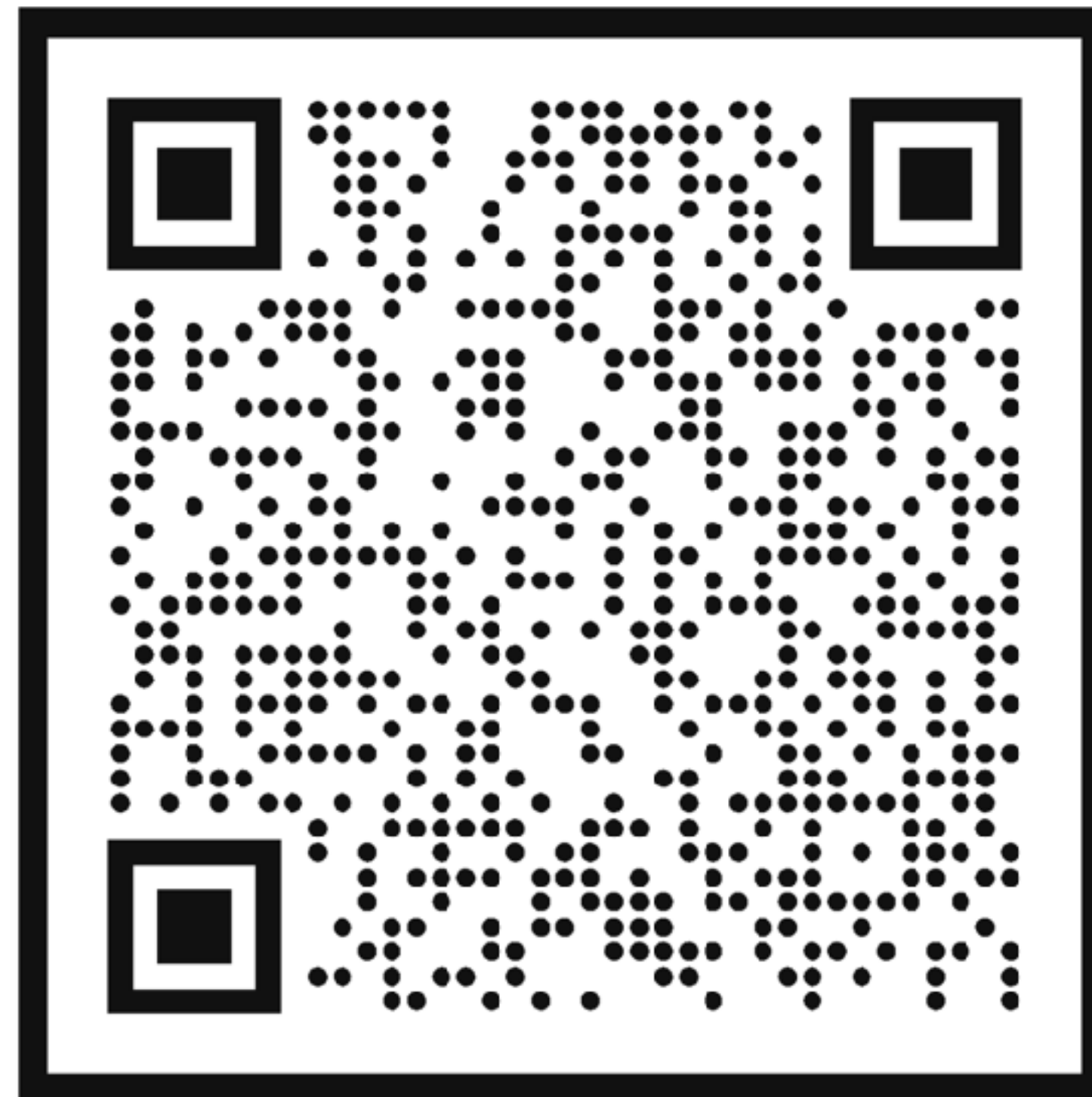# How you can get involved

Cher your stories

Participate in upcoming surveys

Help shape future benchmarking

Join the conversation about impact measurement

Cheers!