

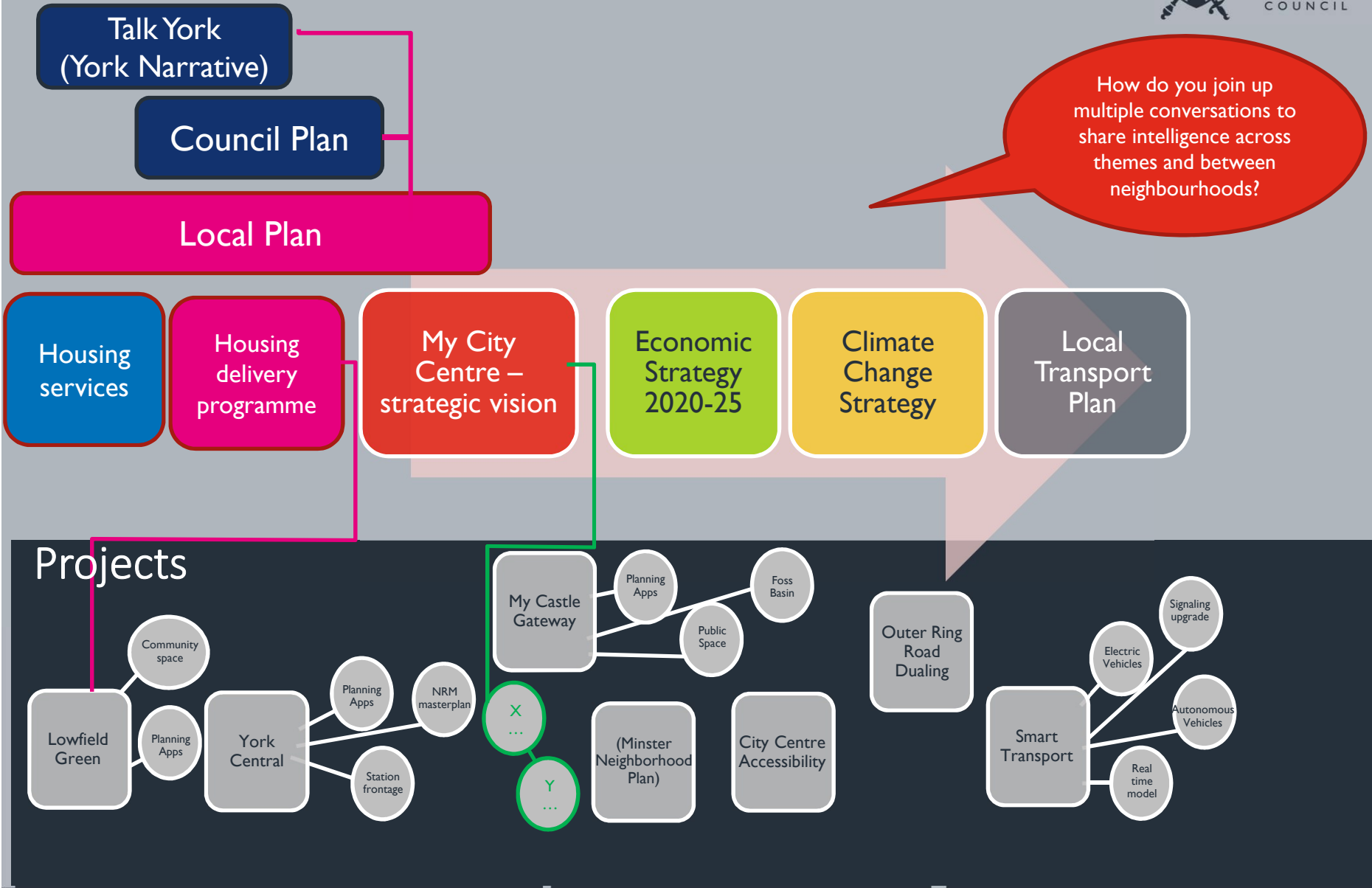
# Approach to public engagement and involvement

## Customer and Corporate Services Management Scrutiny

9 March 2020



# The size of the engagement challenge



**Working together** to improve and make a difference

## Engagement principles: major projects

- Shared governance / co-design
- Blank canvas engagement
- Open and ongoing conversations
- Varied styles and channels
- Engagement / participation journey
- Sharing intelligence



Working together, to improve and make a difference

Working together to improve and make a difference

# Resident engagement

## Aims to:

- Increase and improve levels of resident engagement
- Build confidence and opportunities to listen
- Deepen authority's understanding
- Support better decision-making
- From likes to local leadership: with more active citizens and resilient communities



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## Increasing levels of public involvement

<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Collaborate</b>	<b>Empower</b>	<b>Resilient</b>
Public participation goal:	Public participation goal:	Public participation goal:	Public participation goal:	Public participation goal:	Public participation goal:
To provide the public with the balanced and objective information to assist them in understanding the problems, alternatives, opportunities and / or solutions	To obtain public feedback on analysis, alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision making in the hands of the public	To make it easier for the public to act on the outcome of the decision and self-serve to meet their own needs
Promise to the public	Promise to the public	Promise to the public	Promise to the public	Promise to the public	Promise to the public
We will keep you informed	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input informed the decision	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible	We will implement what you decide	We will set an environment that allows you to implement what you decide
Example techniques	Example techniques	Example techniques	Example techniques	Example techniques	Example techniques
Our City	Talk About panel	Engagement toolkit	My... consultations	Council decision making process	Ward committee funding

Engagement spectrum

Sources:

*Spectrum of public participation:* <https://sustainingcommunity.wordpress.com/2017/02/14/spectrum-of-public-participation/>

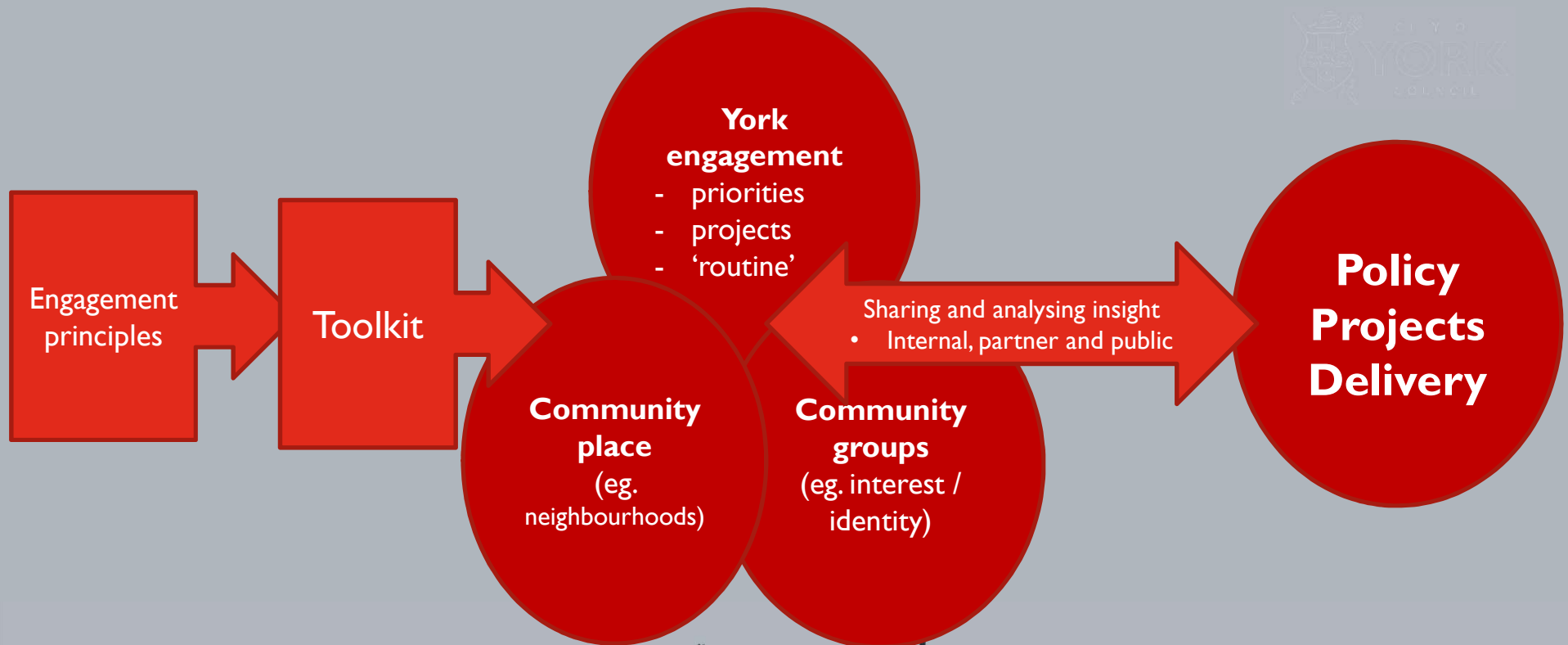
*LGA new conversations guide :* [www.local.gov.uk/sites/default/files/documents/New%20Conversations%20Guide%209-2\\_0.pdf](http://www.local.gov.uk/sites/default/files/documents/New%20Conversations%20Guide%209-2_0.pdf)

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# Resident engagement objectives

1. Increase volume and diversity of engagement
  - Deliver mix of engagement responding to audience preferences
  - Facilitate collaboration and compromise
  - Develop specific approaches for seldom heard voices / communities of interest
  
2. Gather and share insight to:
  - Design more responsive projects
  - Inform policies (and identify gaps)
  
3. Build more cohesive/resilient communities
  - Educate residents about range of ways to get involved
  - Support asset-based community approach

Increasing levels of public involvement



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# Discussion

- Grateful for your input to shape this to support more successful implementation
  - Does this public involvement approach feel right?
  - Will a more strategic joined-up approach better meet the needs of your communities?



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