



Making consultation and community engagement meaningful

David Jones



Community empowerment

Community engagement

Consultation



Meaningful Consultation

- Definition of Consultation

Consultation...

... Is the **dynamic** process of **dialogue** between individuals or groups, based upon a **genuine** exchange of views with the objective of **influencing** decisions, policies or programmes of action

**A beginning
a middle
& an end**



Meaningful Consultation

- Definition of Consultation
- Do we consult too much?

Have we gone
consultation
crazy?







Meaningful Consultation

- Definition of Consultation
- Do we consult too much?
- **Clarity of purpose – getting the process right!**

Dialogue methods

- **Feedback**
- **Surveys** (Mail, Telephone, Internet, Face2Face)
- **Documentary**
- **Focus Groups**
- **Discussion Forums**
- **Stakeholder 1to1s**
- **Seminars & Workshops**
- **Consultative Committees**
- **Deliberative events**
- **Citizens Juries**
- **Citizens Panels**
- **Public Meetings**
- **Public Exhibitions**
- **Social Networking**

Mainly
quantitative data
gathering

Mainly qualitative
data gathering

Mainly
participative

Planning

Dialogue Methods & Consultor requirements

Documentary
Surveys
1-to-1 Meetings
e-consultation
Focus Groups etc
Exhibitions/
Public events

Proof	**	***	*	*	*	**
Evidence	**	***	**	**	**	*
Advice	***	*	***	*	**	*
Insight	***	*	**	*	***	*
Search	**	*	**	***	**	*

Proof

Evidence

Advice

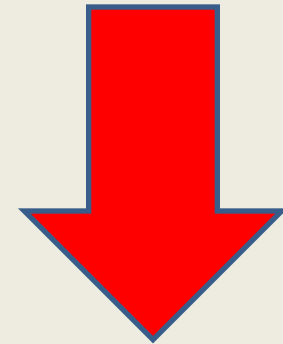
Insight

Search

Meaningful...

Consultee perspective...it all happens here

- Receive invitation to participate
- Consider invitation
- Decide whether to respond ... Or not
- Consult colleagues etc
- Identify issues
- Resolve disagreements
- Write response
- Circulate & obtain approval
- Submit response
- Publish/publicise...



Consultation



Meaningful Consultation

- Definition of Consultation
- Do we consult too much?
- Clarity of purpose – getting the process right!
- **Consultation Before and After....**

Meaningful...

The three stages...

**1. Pre-
consultation
planning**

**2.
Consultation
dialogue**

**3. Post
Consultation
influencing**



Meaningful Consultation

- Definition of Consultation
- Do we consult too much?
- Clarity of purpose – getting the process right!
- Consultation Before and After....
- **Confidence and competences**



Meaningful Consultation

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- Do we consult too much?
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- Consultation Before and After....
- Confidence and competences
- **Respectful feedback**

Giving Feedback



we asked...

you said...
"keep our council tax as low as possible"

we did...
achieved the lowest council tax rise in 10 years and continue to provide value for money services

South Tyneside Council

We'd love to hear from you, why not give us a call on 0191 424 7337 or visit : www.southtyneside.in



In SOUTH TYNESIDE we're passionate about working together to deliver better services for you

we asked...

you said...
Halt crime particularly during the dark nights

we did...
Halved crime by targeted activity in areas where criminal damage and disorder were a problem

South Tyneside Council
0191 424 7337
www.southtyneside.in



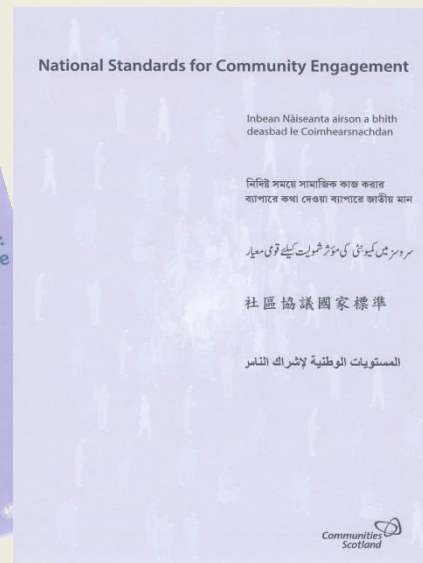
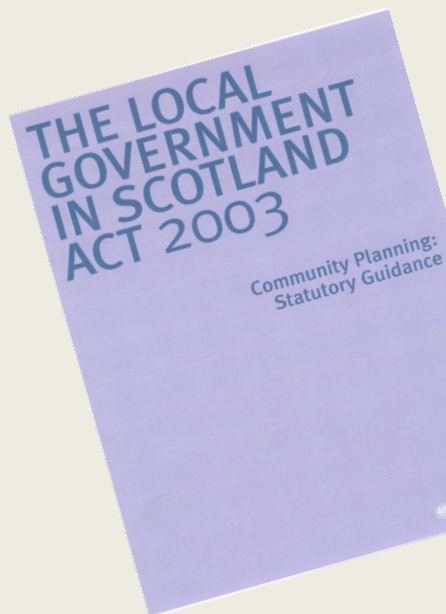
Meaningful Consultation

- Definition of Consultation
- Do we consult too much?
- Clarity of purpose – getting the process right!
- Consultation Before and After....
- Confidence and competences
- Respectful feedback
- **Evaluation**



Effective Engagement

- Why is it important?



- Informed policy decisions and better services
- Community understanding of the issues and challenges
- Building social capital
- Democratic engagement and ongoing accountability



Visioning Outcomes in Community Engagement



Effective Engagement

- Why is it important?
- **Relationship management**



Effective Engagement

- Why is it important?
- Relationship management
- Putting sustainable structures in place

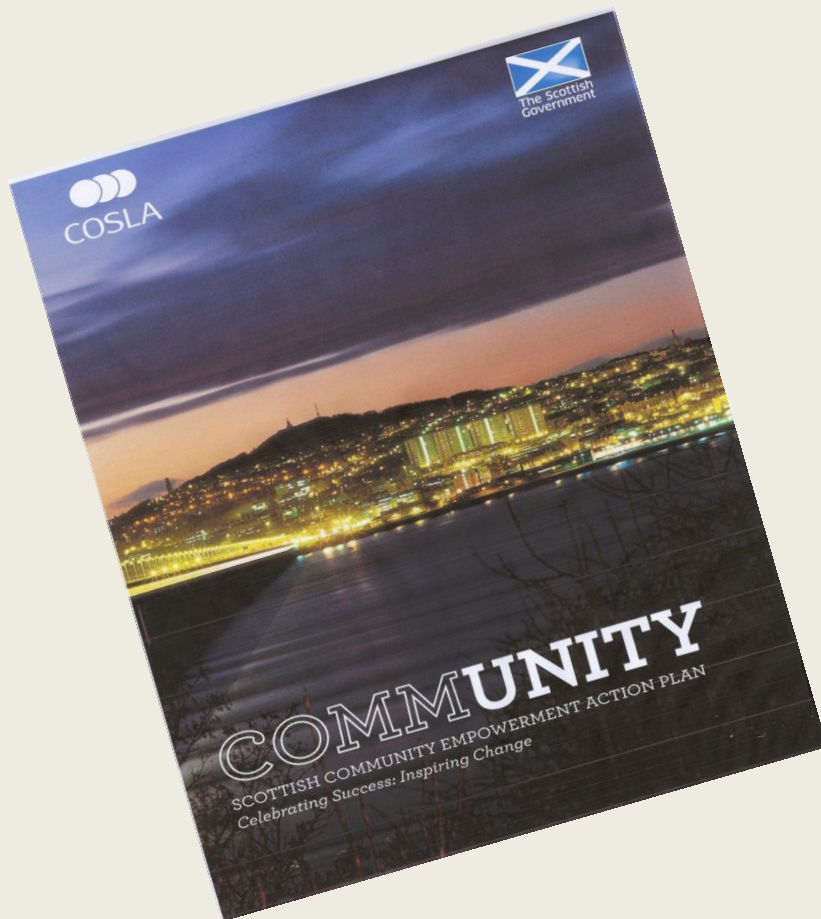


Effective Engagement

- Why is it important?
- Relationship management
- Putting sustainable structures in place
- Achieving a 'genuine' culture shift



Community Empowerment



Listening to Communities Fund

**Achieving Community
Empowerment Programme**

**Capacity building of organisations
and communities**

**Best Value 2/ Single Outcome
Agreements**

Christie Commission

Political will

Control and power

Impact of social media

foursquare

b ebo



flickr

twitter



Gowalla

Linked in.

facebook.



You Tube
Broadcast Yourself



Social media has replaced porn as the number 1 activity on the web

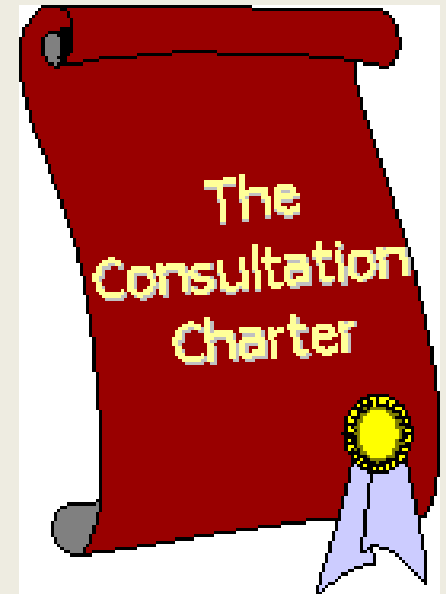
If Facebook was a country it would be the third largest in the world after India and China

Years to reach 50 million users -

- Radio 38 years
- TV 13 years
- Internet 4 years
- Facebook 200 million in less than 1 year

Standards

- 1 • Integrity
- 2 • Visibility
- 3 • Accessibility
- 4 • Transparency
- 5 • Disclosure
- 6 • Fair Interpretation
- 7 • Publication





Projection
is
perception
is
response



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