



Glasgow Lecture Series - Consultation, Public Participation and Communication

Derek Halden, DHC
derek@dhc1.co.uk, www.dhc1.co.uk

Content

- Who needs to be involved
- Making contact
- Defining stakes
- Commitment and participation
- Selling and telling

Who Needs to be Involved?

- Administration and Governance - Policies
 - Marking out territory/boundaries
 - Set framework for action
 - Define accountability
- Building support - Strategy
- Delivery - Plans
 - Infrastructure
 - Management

Consulting on Policies

- Aims
 - Usually calibration of proposals
 - Indicate the need for policy development or review
 - Inform the development of a particular policy
 - Help make decisions between proposals
 - Finalise legislation before it is implemented
- Approach
 - Publish consultation paper
 - Define parameters of debate
 - Seek answers to specific questions

Key Principles

- Understand the community, the key players and the local representatives.
 - Read up on the local community, key issues and personalities
- Discuss issues with key players early
 - Before engaging the community in wider consultation
- Openness and transparency
 - Consult widely enough to satisfy all stakeholders

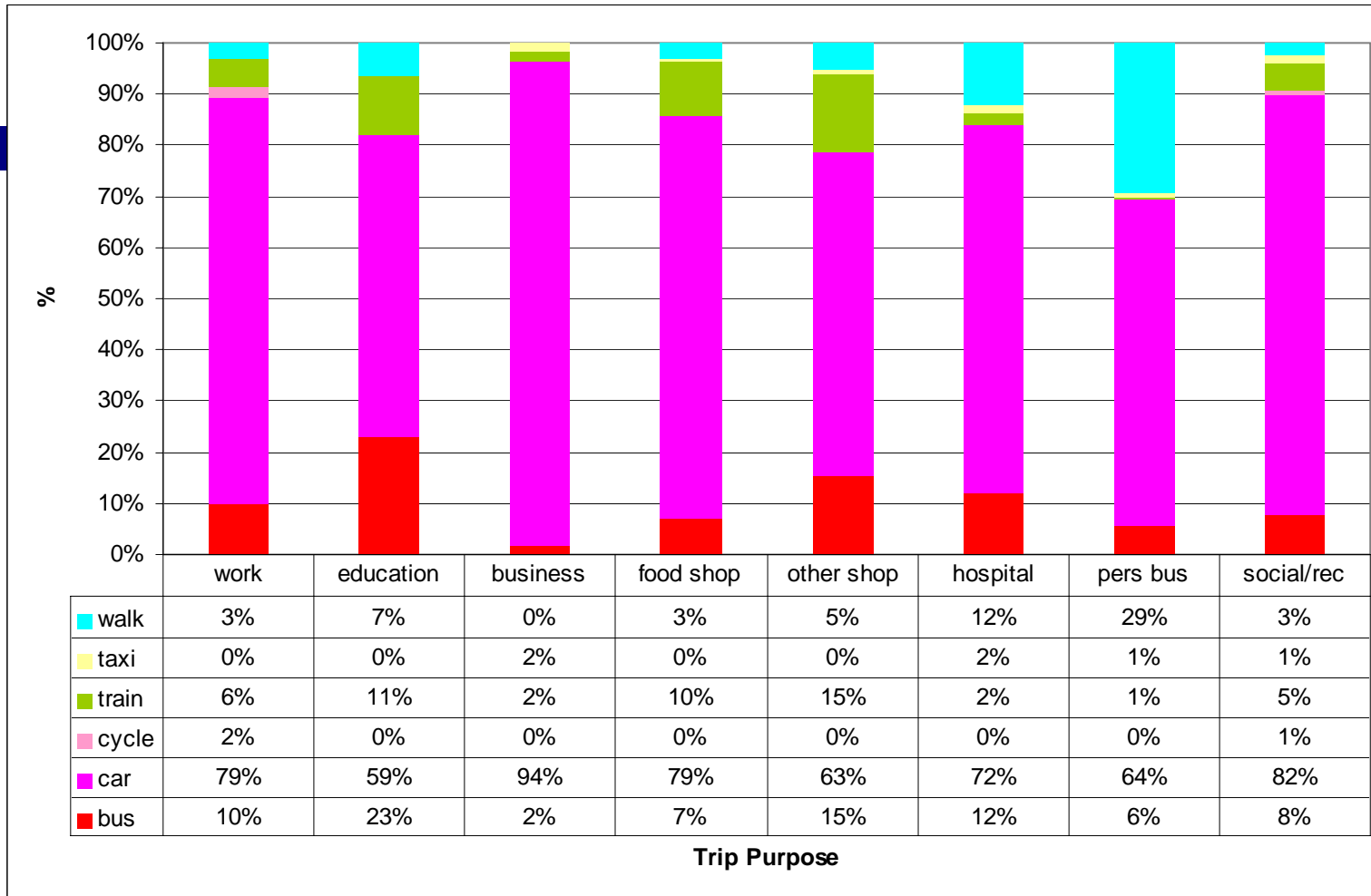
Initial Contact

- Define parameters
- Listen
- Understanding
- Dialogue
 - Avoid telling

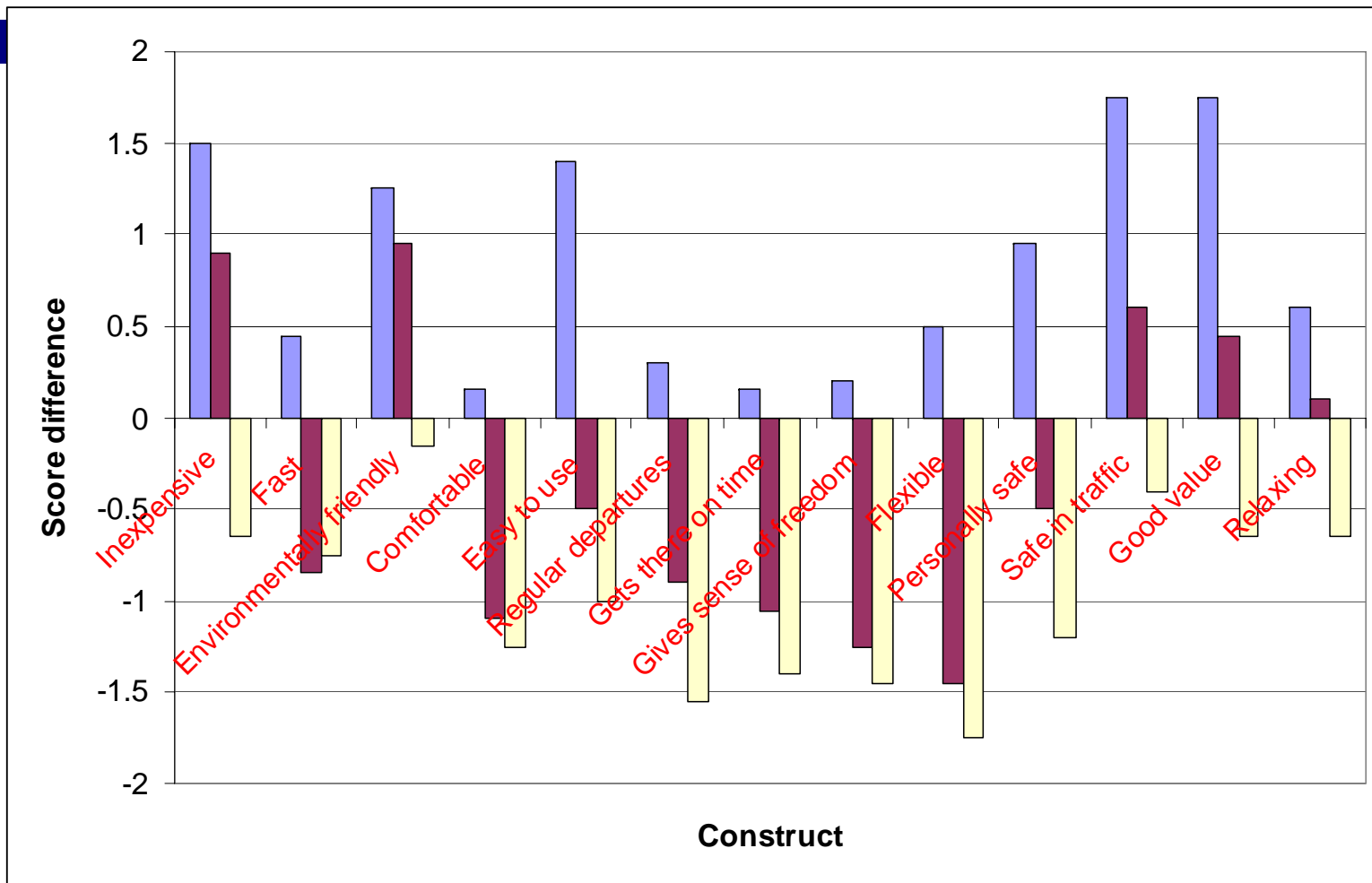
Listening

- Opinion polling
 - Scripted
 - Telephone, face to face, post
 - Quantitative
- Surveys
 - Prescribed and open questions
 - Post, telephone
 - Quantitative and qualitative
- Focus groups
 - Open
 - Face to face
 - Qualitative

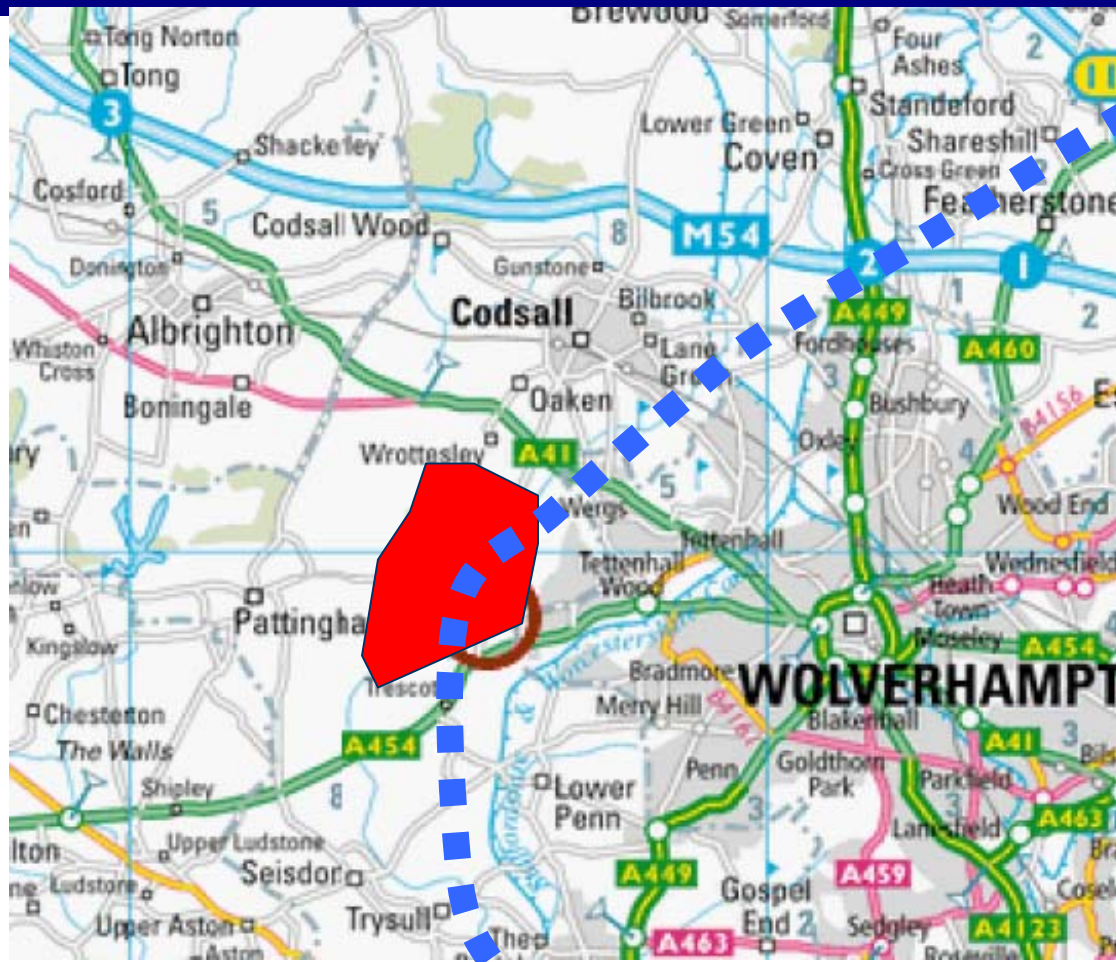
Do Homework First



Different Perceptions of PT



Reality Check



Community Consultation

- Roadshows/Exhibitions
 - General presentation of issues
 - Relevant plans, models, displays
- Neighbourhood forums/surgeries
 - Identify/focus on contentious issues
 - Understand constraints
 - Negotiate with key influencers
 - Modify as required

Defining Stakes

- Workshops
 - Evidence and materials to facilitate discussion
 - Influence direction of initiative
 - In-depth discussion
- Joint working protocols
 - Roles and responsibilities
 - Who can make or break the project

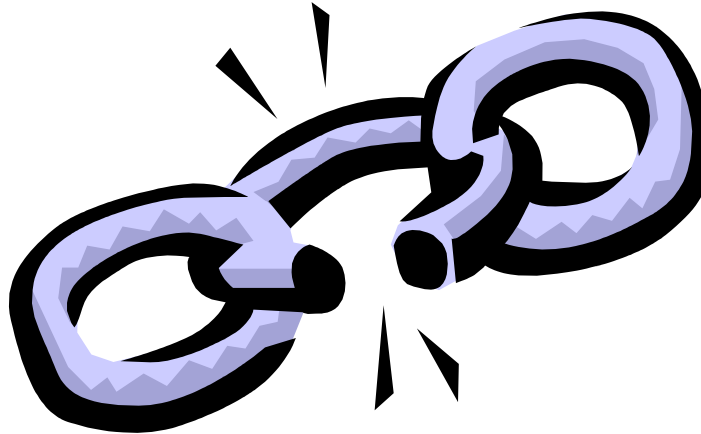
Community Planning

- Stronger level of engagement
 - Local knowledge
 - Skill/sectoral knowledge
- Devolved decisions
 - Selected stakeholders
 - Getting buy-in
- Complex issues
 - Understanding opportunities and pitfalls

Commitment and Participation

Construing Psychology

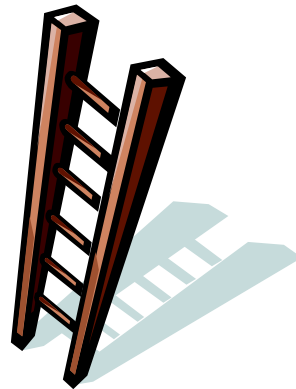
- Behaviour is an experiment
- Identify constructs (parameters that determine behaviour)



Resistance to Change

Super-ordinate Constructs

Happy, rich,
independent



Why is it
important?

Good transport

Sub-ordinate Constructs

Good transport



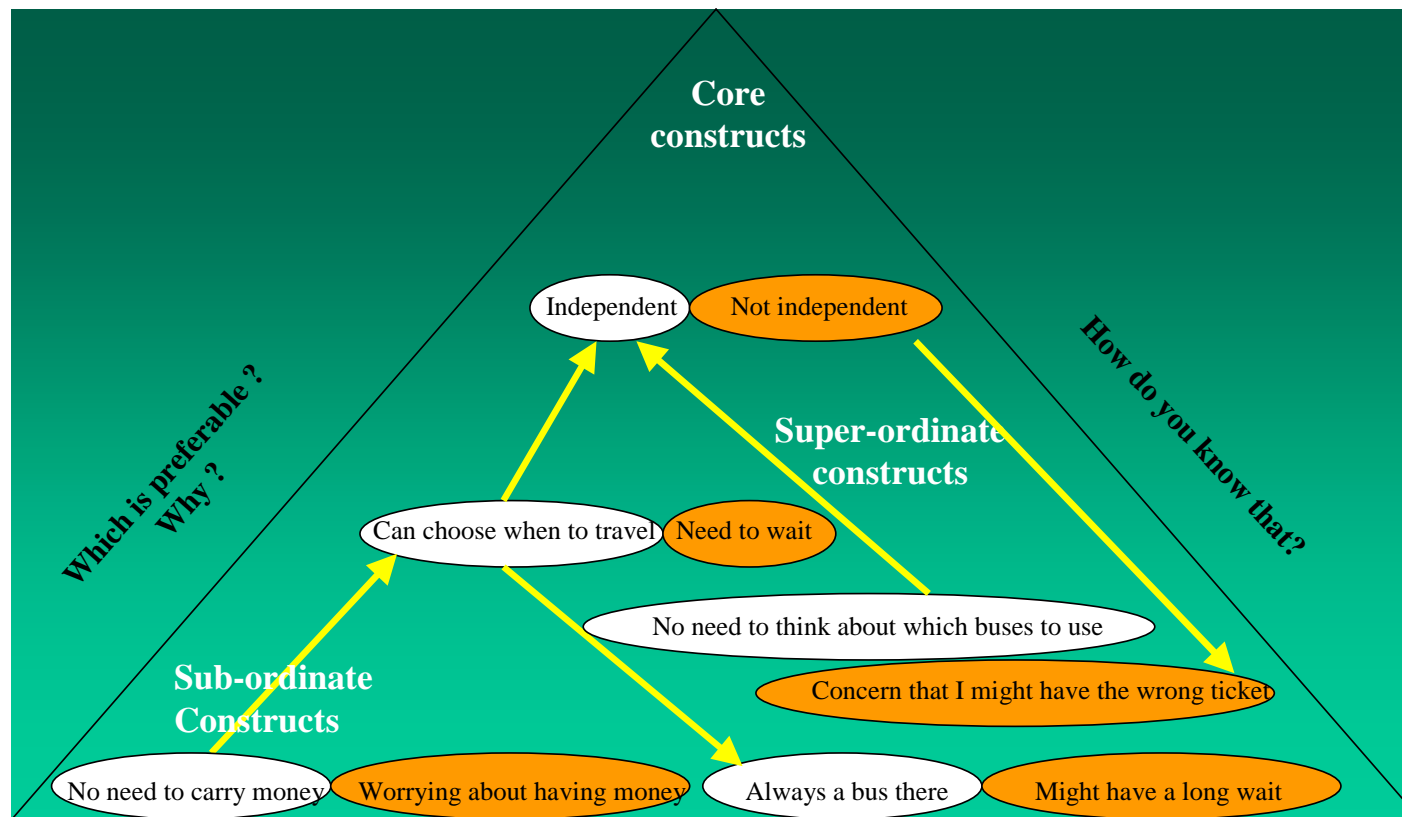
How can
you tell
that?

Reliable, clean, safe

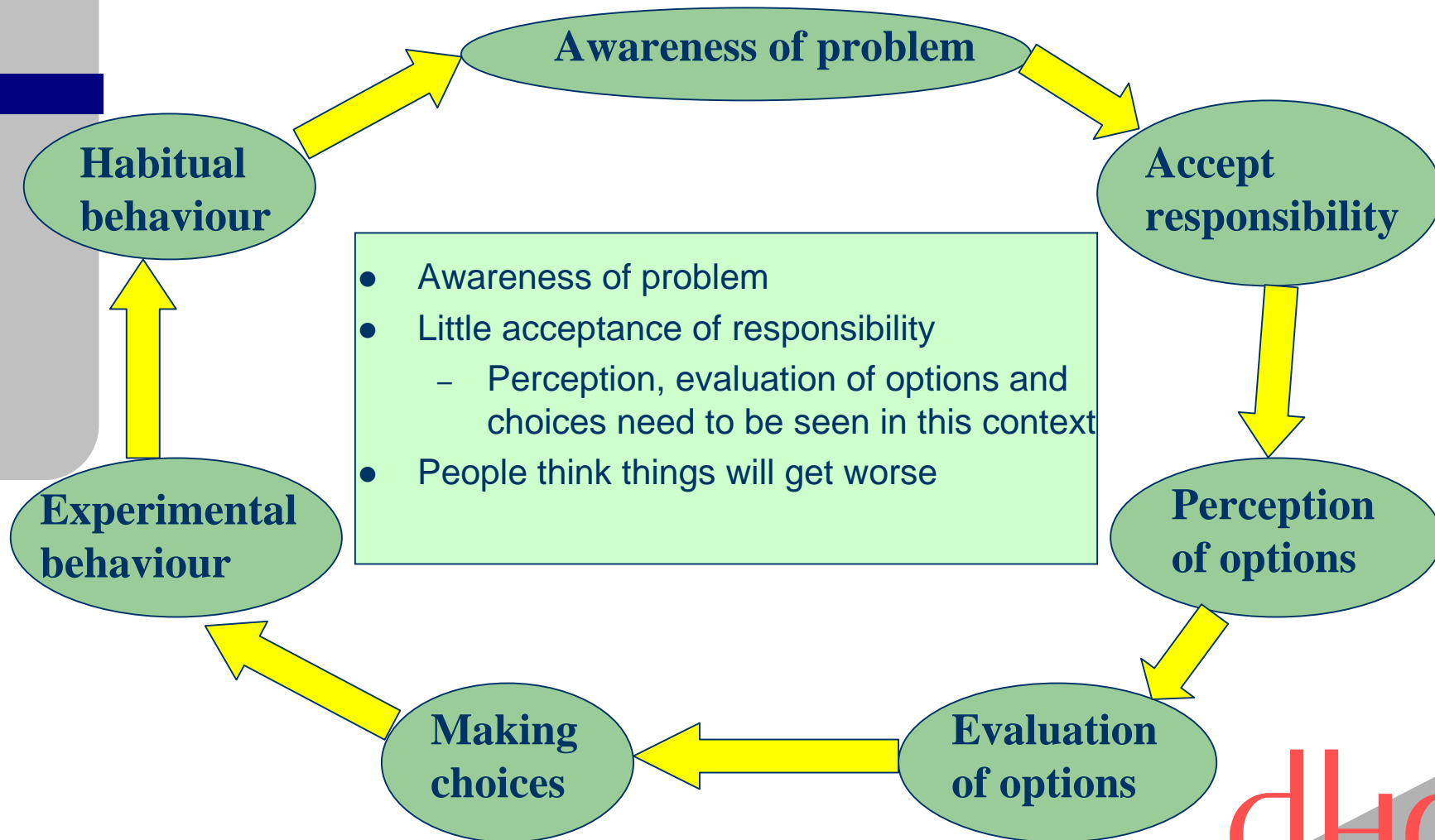
Don't need to wait long,
problems quickly sorted

dHC

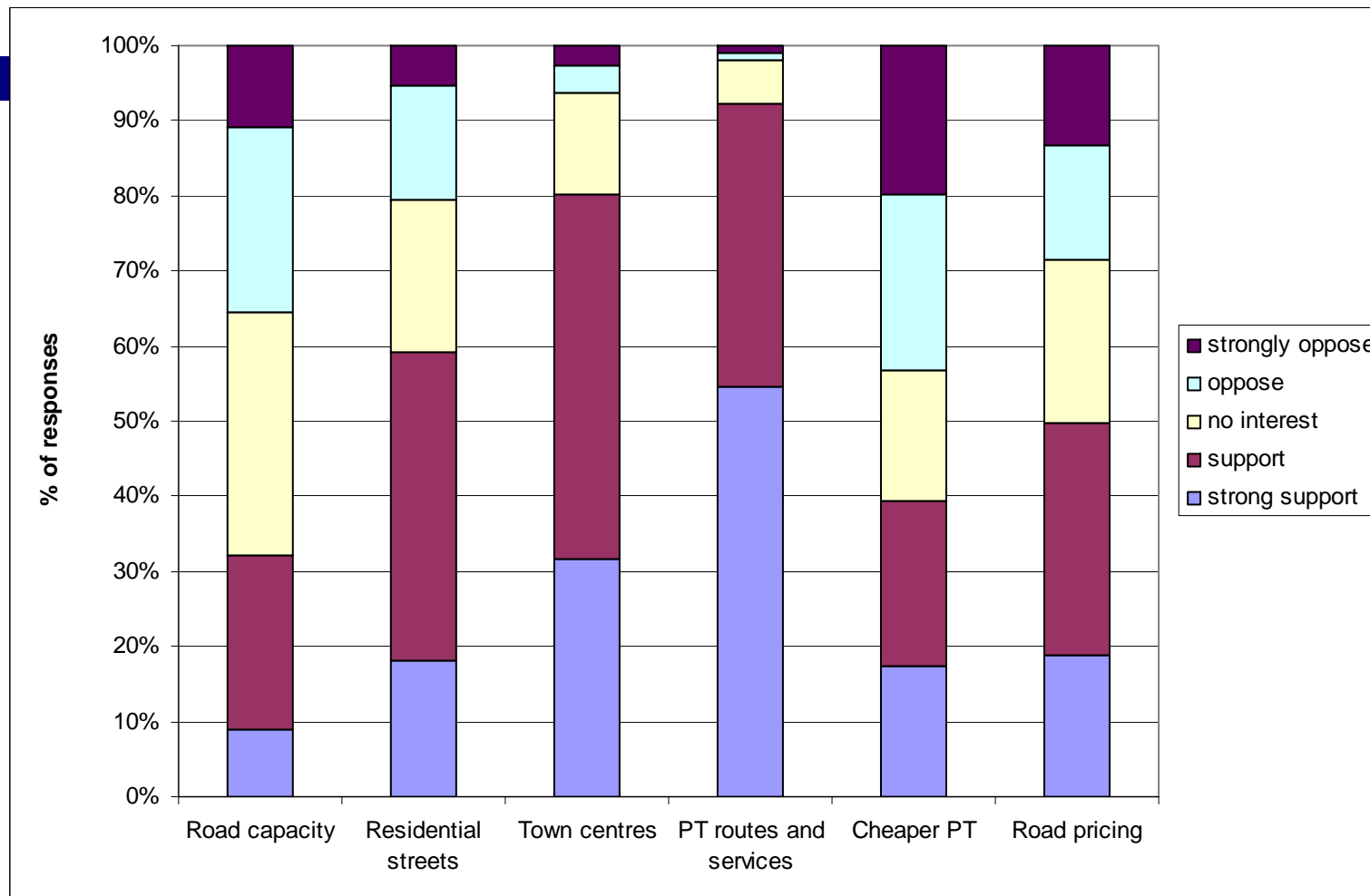
Unpicking the Detail



Context for Interpreting Surveys



Who is Saying What?



Use the Web

- How
 - Present information
 - downloads
 - Interactive feedback form mailing list for updates
 - Affordable personal informed response by email
 - Website counter and monitor
- Benefits
 - Flexible level of detail
 - Inclusive and accurate
 - E.g. those who cannot attend the exhibition/hearsay issues
 - Younger people, busier lifestyles
 - Develop debate and updates



Working with Media

- Build relationship
- Briefings
- Pictures, maps and interesting materials
- Press releases
 - Attract attention – what is the story?

Keys to Consultation, Participation and Communication

- Understand
- Discuss
- Negotiate
- Openness
- Transparency