

Engaging Residents, Stakeholders and Service Users

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Great Yarmouth and Waveney CCG**

Context

- What is 'engagement'?
- Degrees of Involvement
- Why engage?
- Who are your 'stakeholders'?
- How could you engage your stakeholders?
- Engagement Tools
- Final Thoughts

Degrees of Engagement

Degree of involvement	Method	Actions	Outcome
Information sharing	Leaflet, topic sheet, exhibition, website	Balanced information is provided about the topic and context	People are informed and understand the key issues
Information gathering	Questionnaire, Survey, interview, drop-in workshop	Opinions, attitudes and preferences are collected to inform decision-making	Information collected can be used to inform decisions
Consultation	Consultation document, questionnaire, public meeting	The public state what they think about proposed services/projects	Draft documents / plans are adapted in response to public opinion
Participation	Deliberative workshop, on-line discussion forum, Citizen Panel, Focus Group	People are actively involved from the beginning in developing policies or plans	People can shape plans or projects and feel ownership of them
Collaboration	Shared, co-produced projects	Everyone is an equal partner and resources are shared	Decision-making is shared
Delegation	Project run by a Community Group	Decision-making and resources are transferred to the group	All decision-making and delivery lies with the group

Why Engage?

- To improve your project
- To help you to make better decisions - 'wise decision making is the result of good quality data and better quality dialogue'
- Because funders will want evidence of need for your project
- To show the level of support from the community for your project and build community ownership
- To ensure your project is inclusive and meets the needs of everyone in the community
- To identify what else is happening that you could connect into
- It might help you to find new volunteers or other resources

Don't Engage...

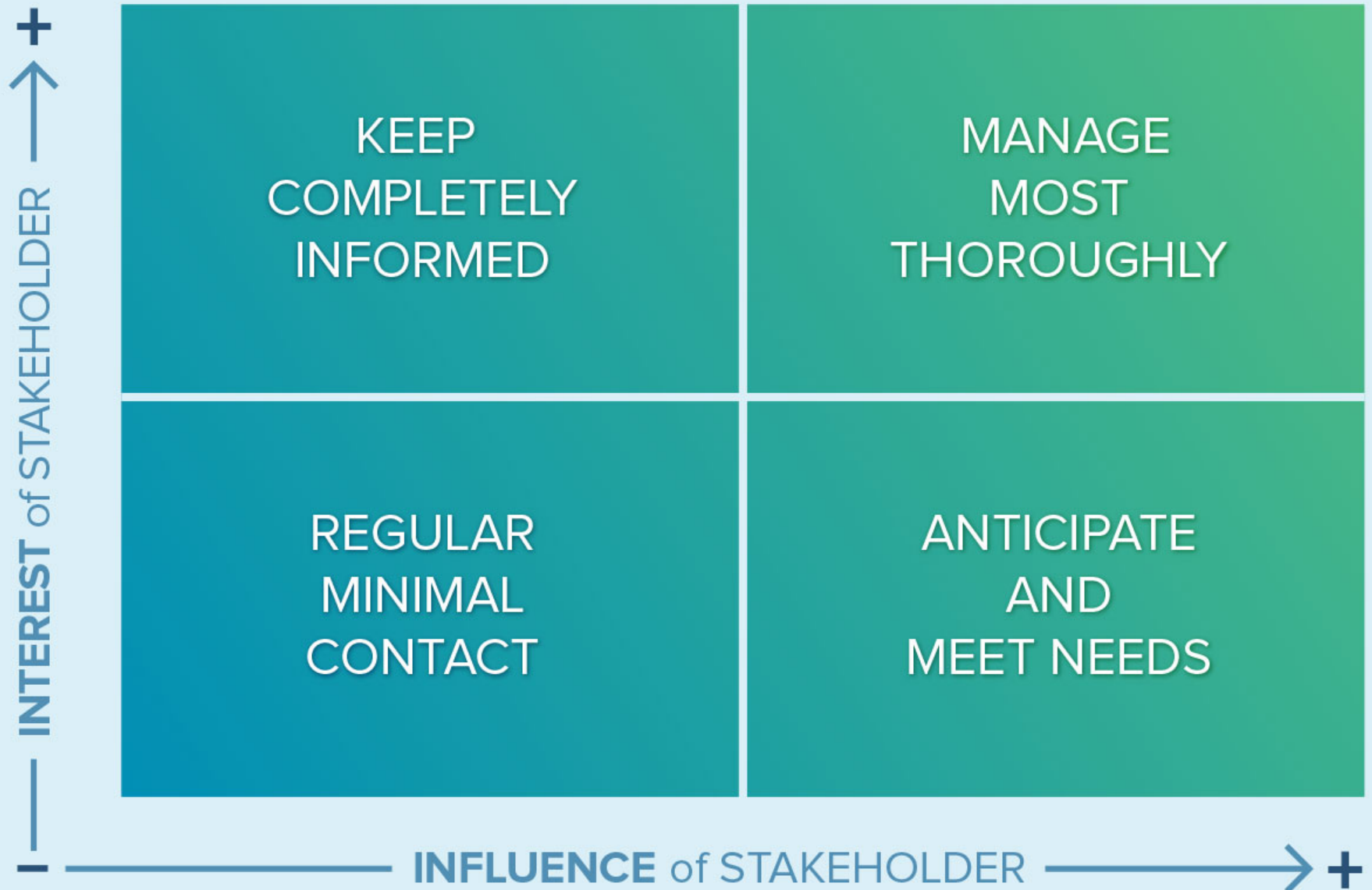
- If any decision(s) have already been made
- If there's not enough time to do it properly
- If people won't get enough information to be able to respond in a meaningful way
- If you're not going to do anything with the results
- If the way that you engage means that some sections of the community can't participate i.e. timing of events, accessibility of venue, only doing it online
- Unless you use Plain English – jargon and acronyms will mean that people can't engage fully

Who Are Your Stakeholders?

Anyone with a vested interest in your project...

- Community / voluntary groups
- Key individuals, including...County, District, Town / Parish Councillors
- People who (could) use your service / facility
- All local residents
- Potential funders
- Volunteers / potential volunteers
- Media
- Local businesses
- Public sector e.g. CCG, District Council, Police, Fire and Rescue

Stakeholder Map: Who Needs What?



Stakeholder Mapping – Case Study

The Farm aims to bring together farming, care and community into one exciting concept; a place where children, young people and adults are welcomed into a caring and nurturing environment that builds self-esteem, confidence and respect whilst providing opportunities to learn new skills and be valued as individuals.

The project aims to:

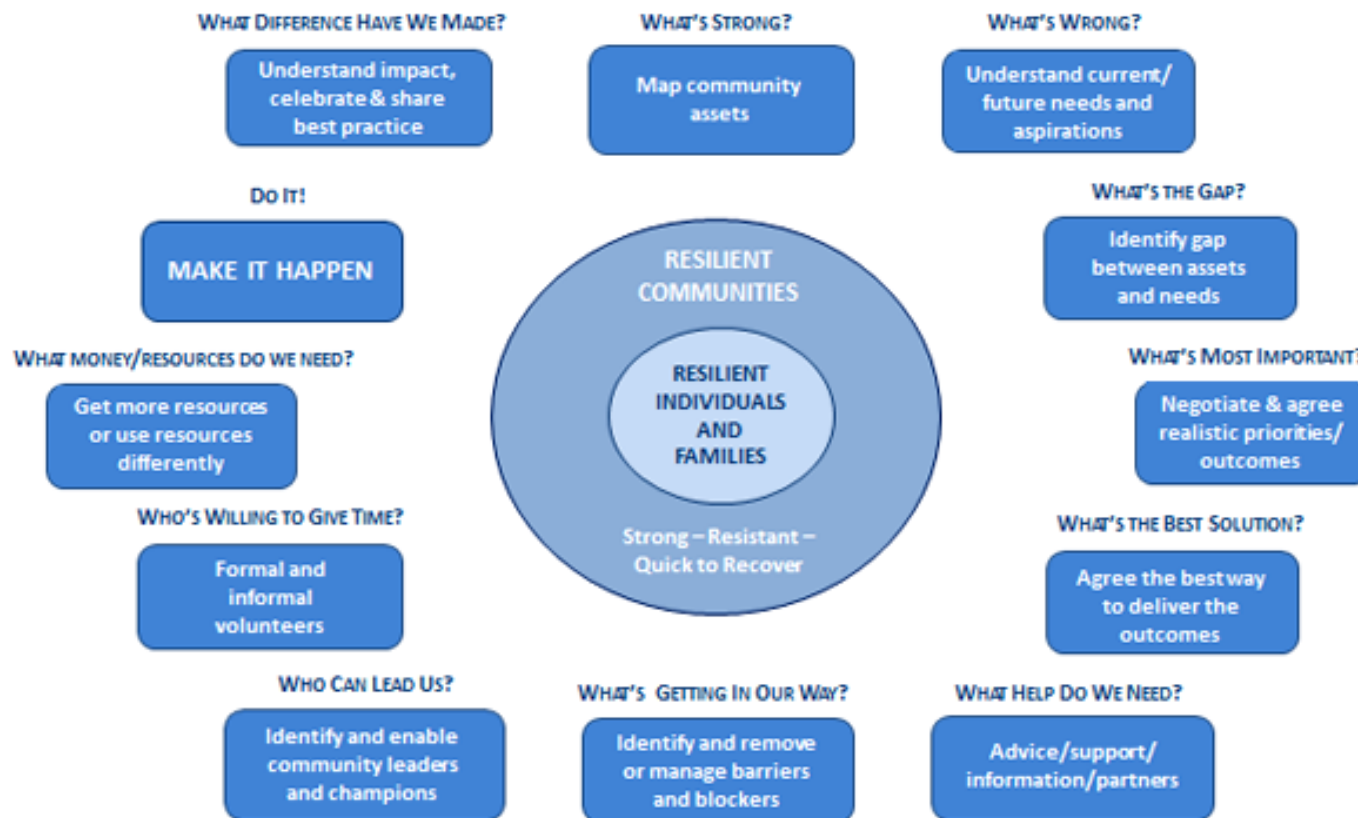
- provide a key community facility
- facilitate and organise activities and learning for young people
- provide opportunities for promoting healthy lifestyles and improving physical and mental wellbeing
- get the local community involved in the farm

Communication is Key!

Stakeholder Communication Plan Template

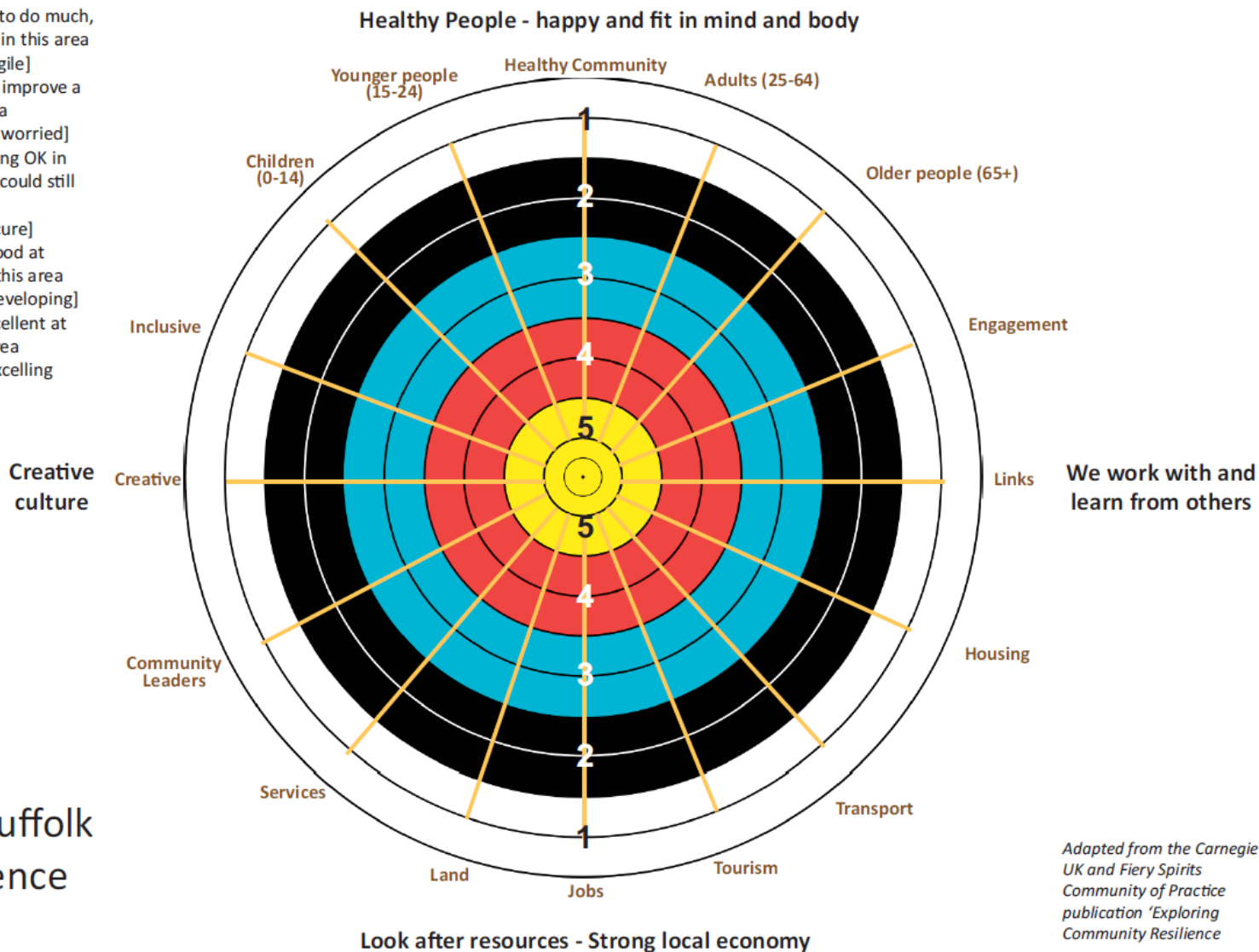
Stakeholder	Power/Interest	Key Interest & Issues	Communication Vehicle	Frequency	Comments

Tools – Enabling Communities Model



East Suffolk Enabling
Communities Model

1 = We need to do much, much better in this area [fearful & fragile]
 2 = We could improve a lot in this area [struggling & worried]
 3 = We're doing OK in this area but could still be better [coping & secure]
 4 = We are good at this/good in this area [positive & developing]
 5 = We're excellent at this/in this area [thriving & excelling]



Adapted from the Carnegie UK and Fiery Spirits Community of Practice publication 'Exploring Community Resilience'

East Suffolk
Resilience
Map

Enabling Communities Toolkit

Asset Mapping

Photo Survey

Patch Walk

Planning For Real

Who Knows Who Map

Open Space Workshops

World Cafe

Community Visioning

Ideas Wall

Objectives Matrix

Solution Grid

Pestle Analysis

SWOT Analysis

108 Ideas

Focus Groups

Ranking

Stakeholder Mapping

What, Who and How Matrix

Skills Audit

<http://www.eastsuffolk.gov.uk/community/enabling-communities/enabling-communities-toolkit/>

Tools – Understanding what you've already got

Asset Mapping – a group of community volunteers map the assets of the community. This helps communities to understand what resources, buildings, people, networks, skills, activities, knowledge and interests they already have, and to identify gaps.

As well as being a useful way of gathering information, asset mapping encourages new relationships between individuals and groups as they discuss what they know and what they want to change.

Tools – Skills Audit



Tools – Quick Fire Idea Generator

108 Ideas - Agree 6 themes/challenges/issues for the session and write each of these as a 'problem statement' at the top of an Ideas Form, a grid where the heading of the columns are Idea 1, Idea 2 and Idea 3 and the rows identify the name of who has contributed these 3 suggestions.

6 participants, supervised by a facilitator, write down 3 ideas each on one Idea Form in 5 minutes. After 6 rounds (30 minutes), the result is 108 ideas (18 per theme/challenge) - this is where the name comes from. The 108 ideas can then be assessed to eliminate duplicates, and up to 3 priority ideas per theme identified to focus on.

Tools – Generating Ideas

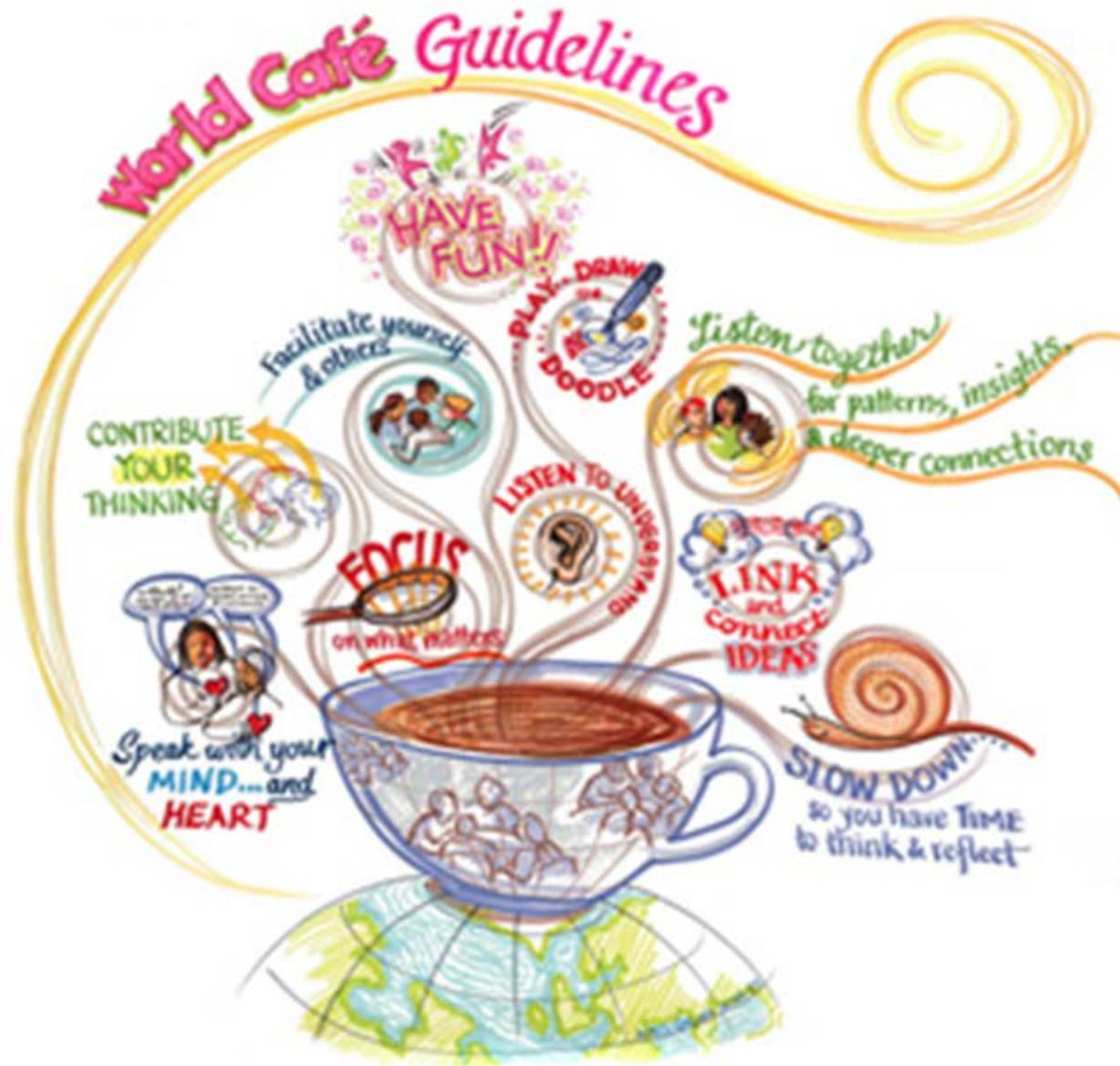
Ideas Wall — An Ideas Wall focuses a group on generating and prioritising ideas/options.

- **Step 1: Determine a Focus Question**
- **Step 2: Organise the Group** - get a group of people together for an hour, ideally from different backgrounds so that you get a range of different views and ideas.
- **Step 3: Gather Opinions** - ask people to brainstorm as many ideas/responses to the focus question as they can think of, each on an individual post-it.
- **Step 4: Put Ideas on the Wall** – in random order and ask people to read all ideas and add to the wall if something is missing.
- **Step 5: Group Similar Items** - without discussion about content.
- **Step 6: Name Each Group** - assign a name to each group.
- **Step 7: Vote for the Most Important Groups** – use three XXXs for the top choice/most important, two XXs for the second and one X for the third.
- **Step 8: Rank the Most Important Groups** - order the groups by the number of votes received, from highest to lowest. Consider whether any groups should be combined.

Tools – Discussing Key Questions

World Café - The aim of a World café is to create a discussion environment that feels like a café. A number of questions are prepared and placed on tables, using a tablecloth that can be written on, flip charts or large note pads. People can be allocated to a table or choose a table to start on and given a set amount of time to respond to the question on that table.

People are encouraged to talk together as a whole table and/or break into smaller groups. They then move on to another table/question to add to the responses made by previous groups. Drawing can also be used to capture issues and needs.



Tools – Comparing Ideas/Solutions

Solution Grid - Solution Grid can be used to evaluate how realistic / workable different solutions are.

Step 1: Agree together what criteria should be used to assess the different options:

- Benefits – how does this option benefit the community?
- Sustainability – how sustainable (long-term) is this option?
- Equity – will this option have equal impact on different community members?
- Inclusivity – can everyone in the community be included in this option?
- Feasibility – how realistic is it that we can make this option happen
- Timescales – what are the timescales and are they realistic
- Cost – how much does this option cost and are the costs realistic?

Step 2: Prepare a grid with the columns headed by the evaluation criteria and the rows headed by the different options or solutions

Step 3: Agree on the scoring units and scoring process

Step 4: Review each option/solution against each of the criteria and agree a score

Step 5: Add the scores to establish a priority order for the solutions

Final Thoughts

- A bit of **effort** to engage the right people will make your project much stronger
- Good **two-way communication** is key
- Funders will always ask a question like ‘how was the **need** for your project identified’ – so be prepared!
- Try to reach those within the community whose **voices** are often either not heard or ignored
- **Don't assume** you know what people want and need – you might be surprised!
- **Listen** to what people tell you and feed back what you did with their ideas/opinions (close the feedback loop)

**“tell me and
i’ll forget.
show me
and i may
remember.
involve me
and i learn.**

- Benjamin Franklin