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# Community Engagement & Public Consultation

Seminar &  
Masterclasses

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CLOA  
CHIEF CULTURAL & LEISURE OFFICERS ASSOCIATION

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## Agenda

10.00 A Decade of Dialogue *Rhion Jones*  
Looking @ the best *Jon Bradley & Elizabeth Gammell*  
More with More...*Hugh Flouch*

11.15 Coffee

11.30 Successful Engagement with Children & Young  
People *David Jones*

12.00 Expert Panel: *Rhion (chair) Hugh, David, Jon & Davy*

12.30 Lunch

13.15 **Facilitated Masterclasses**

- Stakeholder Management *Rhion Jones & Elizabeth Gammell*
- Using Social Media for public engagement & consultation *Jon Bradley*
- Facilitation Skills for 2011 *David Jones*
- Applying Big Society ideas *Davy Jones*

16.00 Ends

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# A decade of dialogue

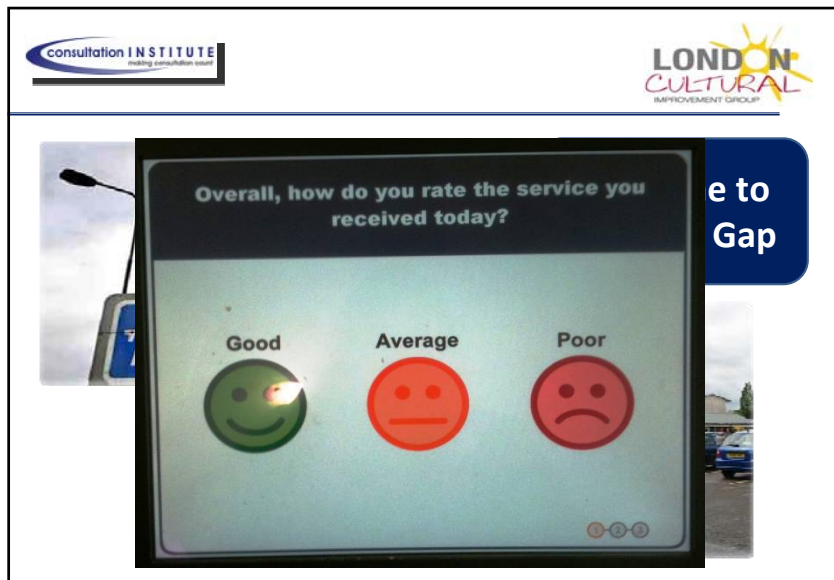
Rhion Jones  
Programme Director  
The Consultation Institute

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## Why are we here?



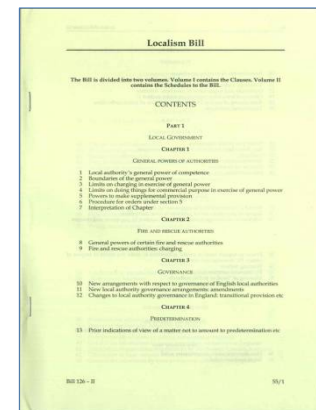


## Coalition promises more public engagement

- Coalition Agreement Commitments
- Comprehensive Spending Review
- Police Reform Bill
- NHS Reform
- Planning Reform
- Localism Bill



## The Localism Bill



## Culture or Sport?



## Art or Sport?



## Individual perspectives differ

- Whose views? **Stakeholder Management**
- How to detect views & opinions? **Facilitation Skills for 2011**
- Can we use new technology? **Using Social Media**
- How to reap wider benefits? **Applying Big Society ideas**

## Looking @ the best...

**Jon Bradley**  
Participate  
**Elizabeth Gammell**  
The Consultation Institute

## Different kinds of engagement

- Attracting the public as paying customers
- Seeking their views about what they want ...& what they have experienced

## Most public bodies now have a Duty to...

**Inform**

**Consult**

**Involve**

## So much depends upon what we learn early in life

- The **Culture & Sport Evidence** programme concludes childhood experience, education, age & socio-economic status are important predictors of arts attendance
- Relationships between arts attendance & well-being
- Most effective way to increase engagement is to increase **public education & promotion**

**Inform**

**Best Practice Case Study**

## Promoting the North-West Film Archive



Manchester  
Metropolitan  
University

- Produced 30 minute film documentary about Hulme & Moss Side
- Intergenerational engagement – explaining to people what the university had collected in ways acceptable to local audiences
- Cultural sensitivity helped!

**Best Practice Case Study**

## Behind the scenes at the Theatre Collection



University of  
BRISTOL

- Accredited Museum & Research Centre opens its doors
- Twilight Talks & visits to widen awareness of what's available...



## We consult when there is something to influence...!

**Consult**

### Sport & Recreation in Basingstoke: Oct-Nov 2010

- 240 individual questionnaires
- 46 Clubs surveyed
- 65 Delegates at Sports Sector Conference

**Used to determine  
investment priorities**

**Basingstoke  
& Sport**



## Cowdenbeath Football Club Redevelopment of Central Park Stadium

Best Practice Case  
Study video

- Planning decisions often involve potential conflicts
- Retail v Sport
- Football v Stock Car Racing

Consultation is now  
under way..



## Major developments **always** attract controversy ...



V



## Difficult decisions also in the Arts

High Art

V

Popular  
culture

Performance  
Art

V

Fine Art

Elite  
entertainment

V

Mass  
participation



Glastonbury



Battle Prom



Covent Garden



Graffiti art

## Aspirational Consultation... asking people what they want



Focus groups, Documents,  
Questionnaires, Public meetings,  
Social media, Diary rooms,  
World Cafes, Samoan circles....

## Public Expenditure reductions

Best Practice Case Study video

Cambridgeshire CC

People always want to cut the services used by “other people”

- County Councils & London Boroughs making savings in Library Services
- Strong element of “Big Society” alternatives
- Use of new technology

## More with More: Local digital communities, neighbourhoods & public services

Hugh Flouch  
Networked Neighbourhoods

## the online neighbourhood networks study



the Networked Neighbourhoods group

**the online neighbourhood networks study 2010**  
a study of the social impact of citizen-run online neighbourhood networks and the implications for local authorities

**Summary**

**online neighbourhood networks**

With the recent uptake of social media and self-publishing, there has been a surge of interest in online networks based on local community interests. With coverage ranging from a single street to a neighbourhood, ward, or postcode area, in many areas, citizen-run neighbourhood websites have emerged to play a central role in local communication evenings.

(See full research summary & toolkit for detailed definitions of citizen-run neighbourhood websites.)

**the research**

The study has explored the ways in which people communicate online using citizen-run websites, the impact of that communication, and the implications for local service providers. It focused on three well-established sites around London: Brickley Central, East Dulwich Forum and Haringey Online.

The research shows that they serve to enhance the sense of belonging, democratic influence, neighbourhoodness and involvement in their area. Participants share more positive attitudes towards public agencies where representatives of those agencies are engaging online.

**social capital and cohesion**

**neighbourhood relations**

The case study sites simulate positive connections between residents, both in terms of encounters and exchange. Participants go on to see the benefits in their neighbourhood as a direct consequence of using the website, and a quarter say they are more likely to see someone they recognise as a result of participating on their site.

**Figure 1: Neighbourhood Relations change as a direct consequence of using local website**

Category	Brickley Central	East Dulwich Forum	Haringey Online	All
More likely to see someone in neighbourhood	~45	~35	~30	~35
More likely to see someone in neighbourhood	~15	~10	~10	~10
Neighbourhood more likely to exchange	~15	~10	~10	~10

© Networked Neighbourhoods November 2010

**the Networked Neighbourhoods group**

**Why thanks to our partners**

Capgemini, Cisco, Expan



## Study Methodology

- Desk research
- Users – 500+ survey, focus groups, interviews
- Councillors & council officers – 200+, focus groups, interviews
- Site administrators - interviews



## London's Digital Neighbourhoods



© Pepperfoto/Getty Images

## Scale of London ecosystem

- Citizen-led sites - >160
- Twitter - >180 neighbourhood-based
- Resident Associations / Friends of groups – 1,320 (est.)
- Commercial local sites

## User scale

3,500 / 17,000 members

15,000 members

400 visitors a day

2,500 a day



## New Groups



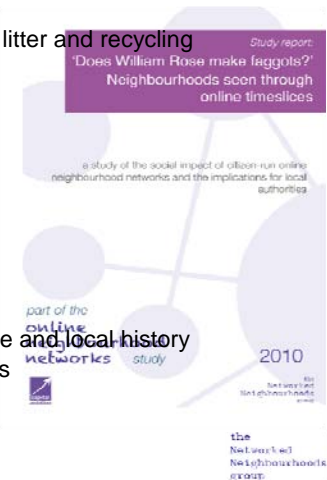
Only 13% involved in formal local decision making bodies

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## Local websites – the menu

- Built and green environment: streets, litter and recycling
- Transport and travel
- Local services, facilities and shops
- Monitoring & campaigning
- Homes and houses
- Exchange, lost and found
- Looking after children
- Governance and politics
- Disturbances and irregularities
- Entertainment and recreation
- Local news & information, local people and local history
- Wider world politics and current affairs
- Homespun philosophy



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## Local Discussion Site

The East Dulwich Forum			
Coffee tastes best at... Blue Mountain? Caffe Nero? The East Dulwich Cafe?			
You are here:	Jump to ...	Forum	Sponsors
Search • Log In • Register			
The East Dulwich Forum	Threads	Posts	Last Post
<b>General ED issues / gossip...</b> Discuss life in London's East Dulwich. Talk about local restaurants, pubs, shops, services, transport, planning, it's up to you.	4668	98462	Today, 07:40PM
<b>For Sale &amp; Items Offered in ED...</b> Sell and give away your articles locally (except family items, see below).	10028	25562	Today, 07:59PM
<b>Wanted in East Dulwich...</b> If you want items locally ask for them here. And lost and found items go here too, including cats.	4374	14360	Today, 05:35PM
<b>ED businesses, restaurants &amp; trades...</b> Ask for recommendations, feedback and discuss East Dulwich businesses and services.	5067	21384	Today, 07:59PM
<b>Residential property in East Dulwich.....</b> Looking to buy, sell or rent in the SE22 area? Post your property's details or your requirements for free in this section (No agents please).	1212	2734	Today, 02:26PM
<b>The Family Room classifieds...</b> Buy, sell, give away anything related to family life (e.g. baby equipment, clothes, toys). Nanny services can be sought here too.	9481	21238	Today, 08:00PM
<b>The Family Room discussion...</b> Discuss anything related to family life in East Dulwich.	2783	31029	Today, 08:00PM

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## Placeblog

### BROCKLEY CENTRAL

The online home for all things Brockley (SE4), St John's, Ladywell and Telegraph Hill

Latest News | Reviews | Interactive Map | Brockley Photos | About This Blog | Suggest a Topic

#### Ladywell Tandoori, Ladywell Road

Ladywell Tandoori  
81 Ladywell Road  
SE13 7JA  
020 85901047

BC review to follow. Please post your comments and reviews here.

Posted by *Brockley Nick* on 28.9.09 2 comments

Labels: [Ladywell](#), [Restaurants](#), [Review](#)

#### Brockley View - Death and Restoration?

"A sense of humor always withers in the presence of the messianic delusion, like justice and truth in front of patriotic passion."  
- H. Menck

Is Brockley Road about to be the subject of an application to redevelop St Cyprian's church hall as a seven storey mixed-use development?

Following the auction of the church and some adjacent buildings, Brockley Central received this message from someone purporting to represent the buyers. This was the message:

Hopefully the council will allow the demolition of the hall so that the plans for the seven-floor residential apartment block with shops below can commence as soon as possible. Brockley View is an exciting project that will make that portion of the road vibrant and pleasant for all.

Mark Properties

The whole thing could be an elaborate ruse of course, but the site went for much more than the asking price, which suggests a commercial/condo developer owned it. We'd ha

#### Search This Site

Search this site using Google

☒ Brockley Central ☐ The Web

Brockley Station commuters, when the East London Line opens, will your regular morning journey involve the ELL or the London Bridge train?

☐ London Bridge service  
☐ East London Line  
☐ Whichever comes first

Votes so far: 113  
Days left to vote: 12

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Ads by Google

Recent Comments...

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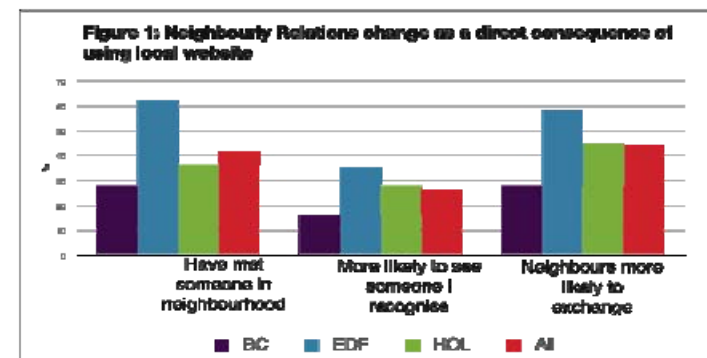
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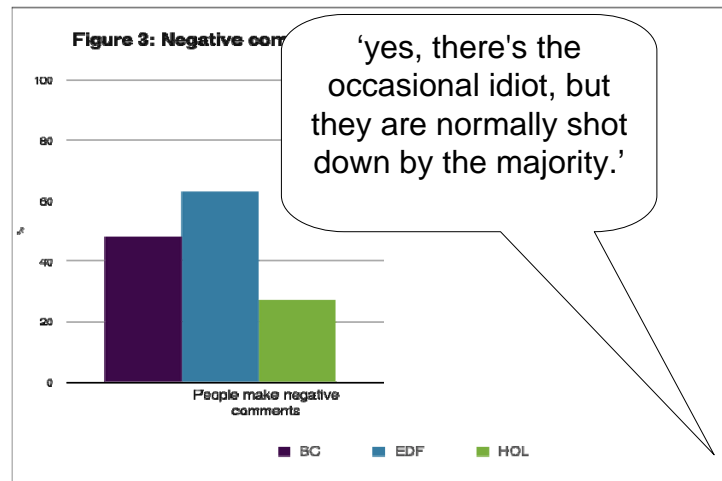
## Study focus

- Social capital and cohesion
- Empowerment, civic involvement and co-production
- Relations with councils
- Implications for councils.

## Neighbourly relations



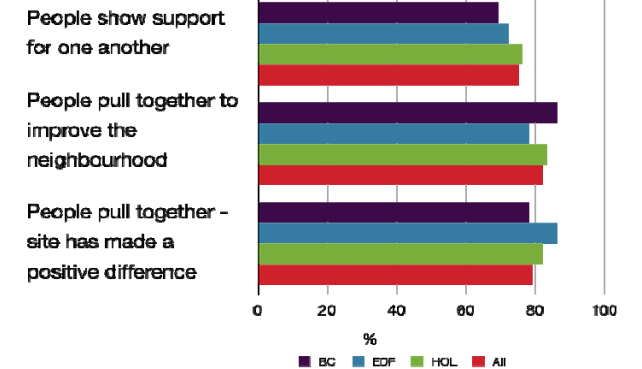




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**Figure 4: Collective efficacy**



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## Pulling Together



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## Information sharing



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- People are helpful if someone asks for advice 92%
- Feel much more informed about neighbourhood 95%



Figure 1: What do you use as the main source for your local news?

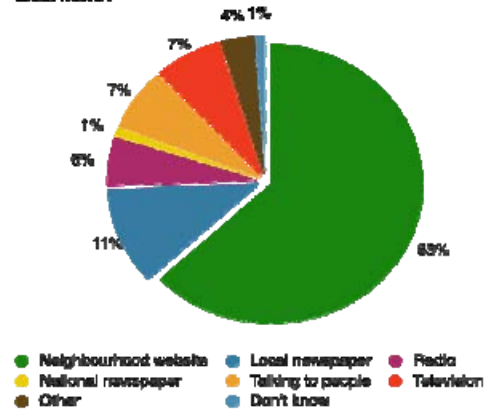
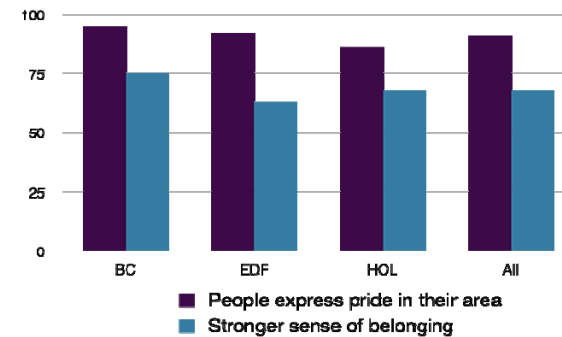


Figure 5: Sense of pride and belonging in area



## Social impacts

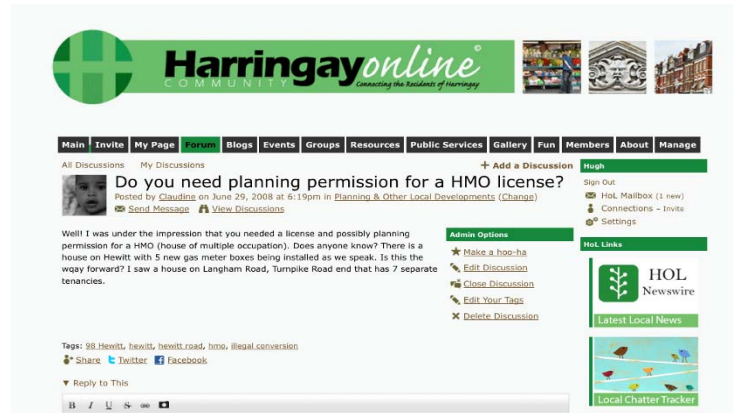
- Neighbourly relations ☒
- Collective efficacy ☒
- Information sharing ☒
- Belonging and attachment ☒
- Social Inclusion and diversity ?

## Feelings of Influence

As a result of using the local website:

a little or much more able to influence decisions in area 68%

## Influence

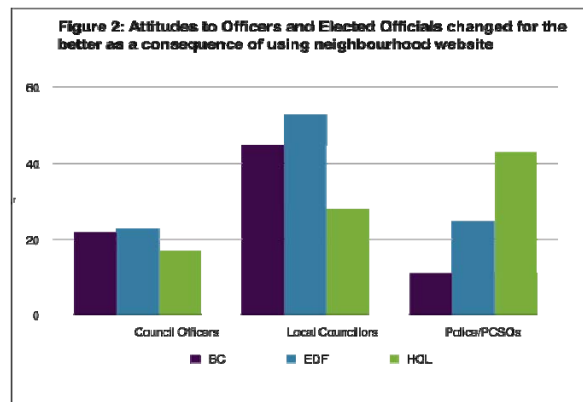


## Civic participation

As a direct result of using their local website over the past 12 months:

- up to 54% of users had been in touch with their councillor
- up to 42% with a council officer
- up to 50% with their MP

## Attitudes to officials



East Dulwich councillor - can we help?

Posted by [James Barber](#) 02 September, 2009 10:05

Hi,

My name is [James Barber](#) and I am one of the three East Dulwich ward councillors. My two colleagues are cllrs Rosie Shimell and Jonathan Mitchell. We're [Liberal Democrats](#) and part of [Southwark Liberal Democrats](#).

If you have any issues or concerns related to East Dulwich or Southwark Council then please let me or one of my colleagues know. I guarantee we will listen and answer all ideas and issues raised and hopefully help you solve them. Normally I will look in two or three times a week to see any new postings. Alternatively you can email me directly on [james.barber@southwark.gov.uk](mailto:james.barber@southwark.gov.uk).

I look forward to hearing from you, [James Barber](#)

Figure 1: How are local sites perceived by members and officers?

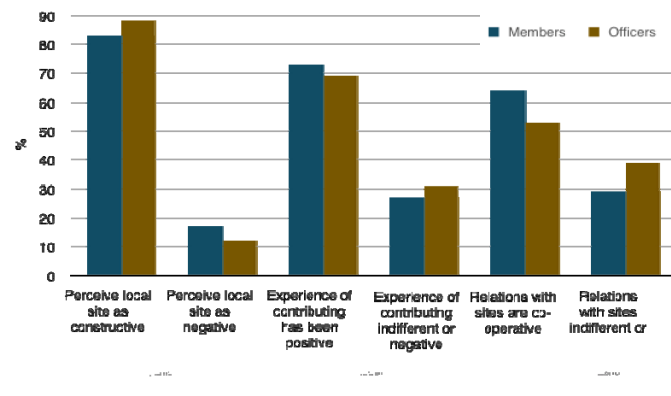
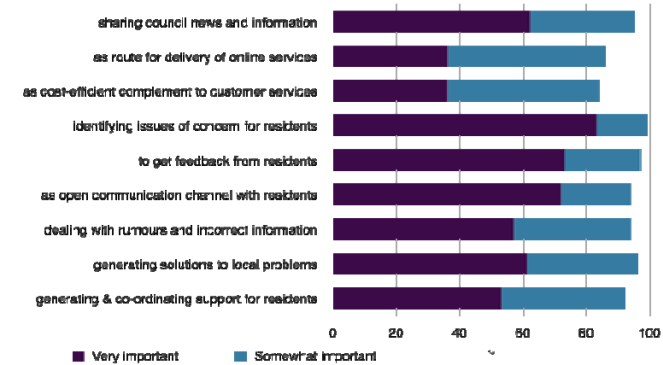


Figure 2: Reasons to participate on neighbourhood websites (officers and members combined)



## Informing



## Listening & understanding

**BROCKLEY CENTRAL**  
The online home for all things Brockley (SE4), St John's, Ladywell, Nunhead and Telegraph Hill

Home | Brockley on the Map | Lewisham Central | Reviews | Photos | Classifieds | Suggest a Topic

**Skatepark debate, June 17th**

Plans developed by a group of local parents and children for a skatepark in Telegraph Hill are to be debated at the upcoming Telegraph Hill Ward Assembly, next Thursday, June 17th at Haberdashers Aske's Hatcham College, Jerningham Road, SE14 5NY from 7pm - 9pm.

There are a number of somewhat hysterical arguments being made against the park. The suggestion that it would lead to gangs, crime and anti-social behaviour misses the point that skateboarders are interested in their sport, which provides a positive outlet for their energy. It's also a scenario which seems more inspired by the Daily Mail than the reality of skate facilities in places like Ladywell, which are friendly and well-used.

However, there are also some very reasonable concerns being raised about the scale and location of the facility, which is proposed for the Upper Park - a beautiful and evocative setting, with housing located right next to it and few walls to screen the likely noise.

Over on The Telegraph Hill forum, SPAG campaigners have been at pains to stress that they want to work with the community, to create an appropriate park. Campaigner Sophie explained:

The proposed design would take up about 1/4 of the lower slopes just below the picnic benches and parallel to the path. It would be made of free form concrete which is sunk into the ground and which is the quietest material that can be used. This is very low impact and will be designed in such a way as to be as sensitive to the local landscape as possible. Please do not imagine the steel & wood skate parks which are noisy, large and ugly. Ours will be sleek, low and architecturally very attractive, we think!

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Which pub will you watch England v USA at?

The Wickham Arms

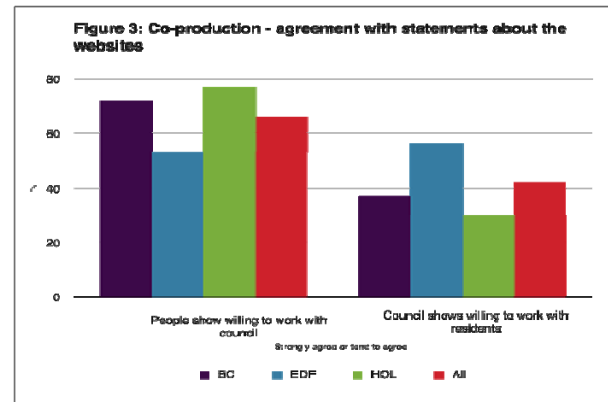
The Tabern

93% (99%)

18 (42%)

## Co-production

**Figure 3: Co-production - agreement with statements about the websites**



## Neighbourhoods Connect

## Aims

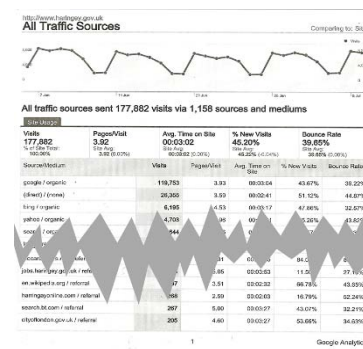
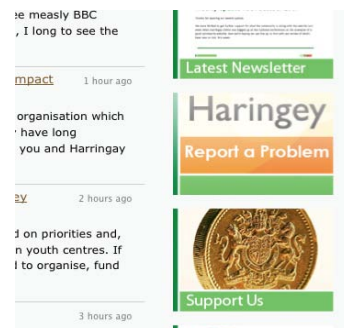
- Improve quality of life
- Reduce burden of care
- Support personalisation
- Digital inclusion



## Through

- Online stimulated
- Online & offline informal neighbour care

## Delivering Services?



## Civic impacts & implications

- Feelings of Influence ☒
- Civic participation ☒
- Improved relations with public officials ☒
- Informing & understanding ☒
- Support for co-production ☒
- Channel for service delivery ?
- Support for behaviour change ?



## Successful Engagement with Children & Young People

David Jones  
DSJ Solutions

General points on consultation

Young Scot

Dialogue Youth

Key messages

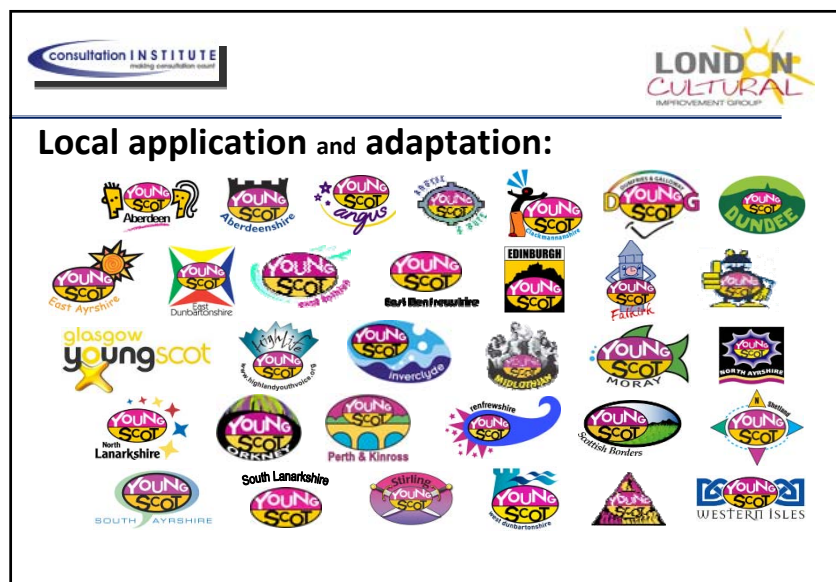
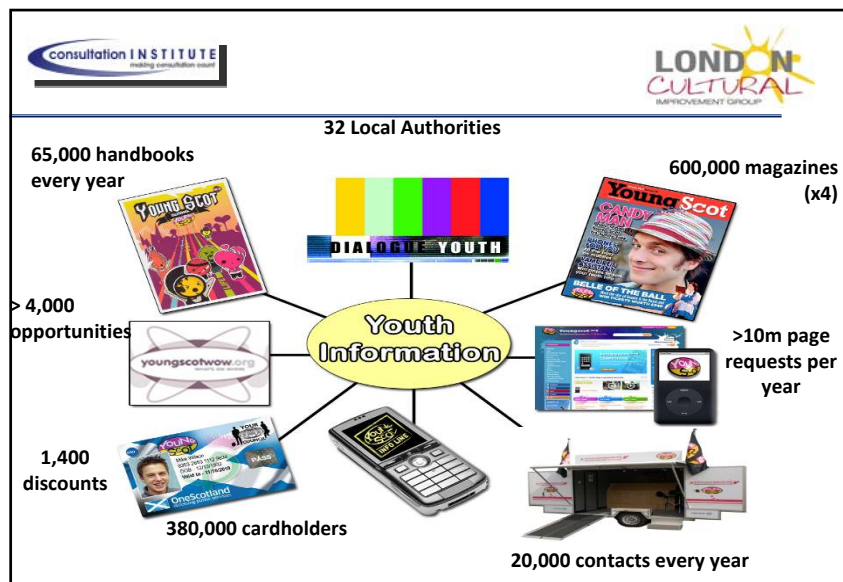
### Points to consider.....

- Reputation, Credibility and Image
- What you are consulting about makes sense to young people
- Access all areas – inclusion – seldom heard
- Deliver on promises
- Understand how young people communicate
- Dignity, Respect and Integrity



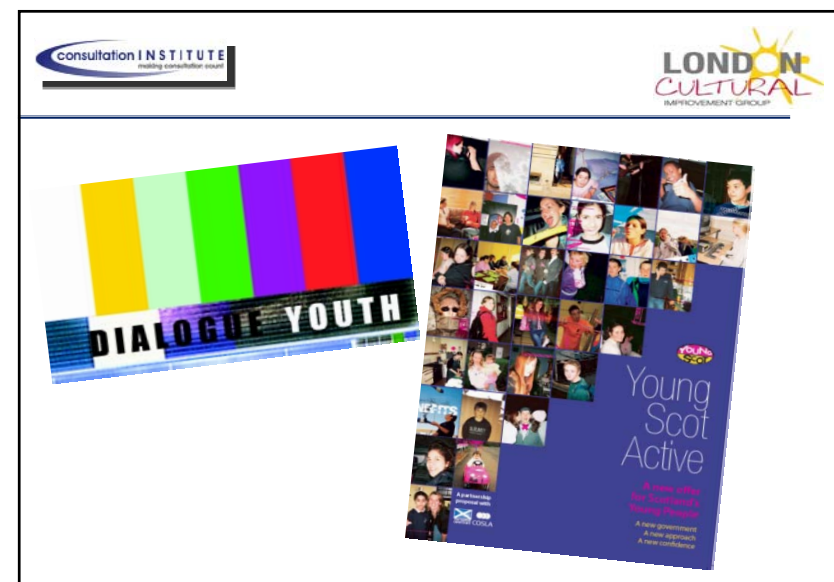
Provide young people, aged 11 - 26, with a mixture of **information, ideas and opportunities** to help them get the most of their lives.





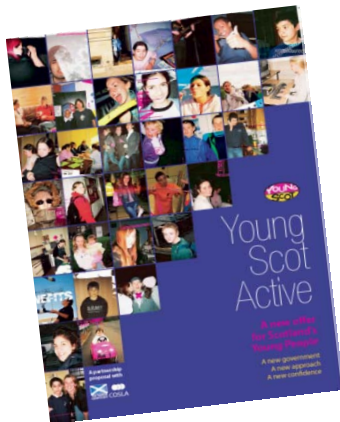








## IMPACTS.....



- A nation of informed young people
- Increased opportunities for young people to access and influence relevant services
- Increased participation levels in projects, activities and decision-making processes
- Young people as capacity builders and activists
- A step change in the public, media perception and image of young people



### Impact 4: Capacity builders and activists



Access All Areas



All In Inclusions Audits



## Consulting young people..

- **Building social capital**
- **Transforming services**
- **Democratic engagement**

## Key Messages

Aim high, young people deserve it!  
Political and senior official commitment is crucial  
Genuine involvement - think differently  
Sustain the excitement, motivation  
Develop the brand and ownership  
TRUST the young people involved