

But Why Here?



Community Engagement: The Case

1. The legislative case
2. The minimising disruption case.
3. The better services case

Community Engagement is...

- *“Developing and sustaining a working relationship between one or more public body and one or more community group to help them both to understand and act on the needs or issues that the community experiences.”*

National standards for community engagement

Classification of levels

1. Information:

2. Consultation:

3. Deciding together:

4. Acting together:

5. Supporting independent community initiatives:

Increasing level of community
influence/control



So, what's In the pack?

- Troubleshooting community engagement
- Understanding why it goes wrong
- Planning community engagement
- Dealing with difficulties.

Troubleshooting

- Troubleshooting community engagement
 - Problems of planning
 - Problems of partnerships
 - Problems of communication & understanding
 - Problems of quality in community engagement

What goes wrong: Developers

- Communities misunderstood the nature of the development
- Stereotypes of homeless people worked against acceptance of developments
- Media interest inflamed opposition
- Individuals generated opposition in wider community.
- Communities appeared unwilling to listen or compromise.

What goes wrong: Communities

- Incompletely informed about planned developments.
- Consulted as an afterthought, if at all.
- Treated as a nuisance or a threat rather than a stakeholder.
- Unable to influence change.

What goes wrong: The Pack

- Inadequate planning for community engagement.
- Inadequate information available to communities
- Unclear aims for community engagement.
- Use of ad hoc methods.

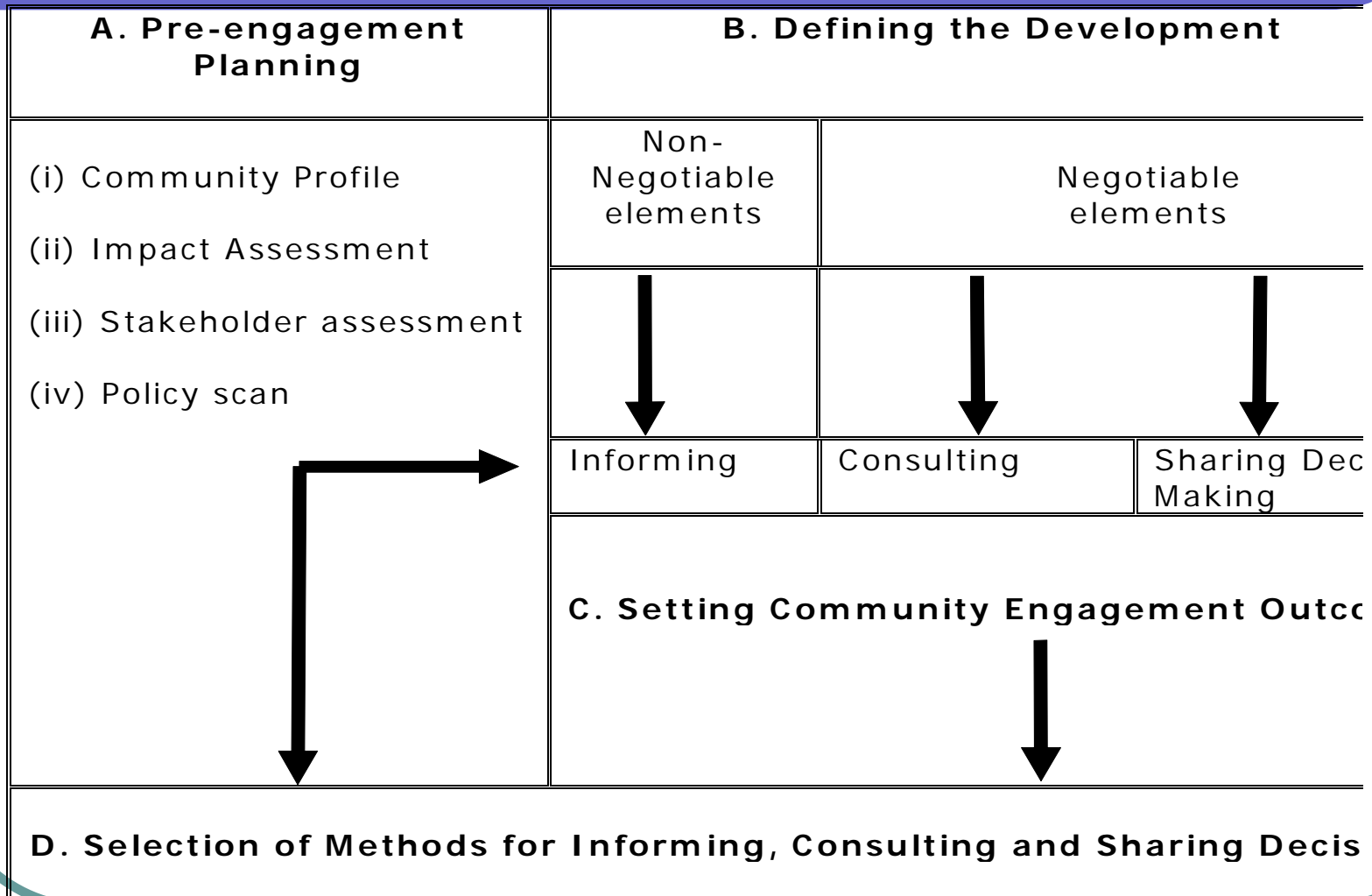
What goes wrong: The Pack (2)

- The case for the location – can be opportunistic.
- Stereotypes and prejudice – difficult to address in an inflamed situation.
- Misinterpretation of community interests.
- Sometimes the problems are only perceived!

The problems and the pack

- Preparation for Community Engagement
- Profiling the community
- Assessing the impact
- Stakeholder analysis
- Selecting an approach
- Selecting methods
- Informing the community

Preparing for Community Engagement



Column A

- Profiling the community
- Assessing the impact
- Stakeholder analysis
- Policy Scan

Column B

- Deciding what is negotiable
- Deciding what you are engaging on.

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Getting help

- National Standards for Community Engagement
- Dialogue by Design.
- Local Community Workers.
- Shelter.