

Guide to good community engagement

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Copper Consultancy*

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Overview

- Community engagement and the Towns Fund
- What is good community engagement?
- Evolving your community engagement
- Examples of good engagement
- Continuous improvement

Community engagement and the Towns Fund

“Interventions supported through the Towns Fund should have the support of the community, through early and ongoing engagement and genuine partnership arrangements”

**The Towns Fund Further Guidance,
MHCLG – June 2020**

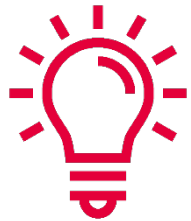
Recommendations from the Further Guidance to consider when developing your TIPs are:

- Involve a diverse group of stakeholders from your community and the surrounding area
- Work together, engaging and communicating in ways that are suitable and effective for all members of your community (e.g. digital, face-to-face)
- Continue to communicate, monitor, evaluate and update your engagement approach to ensure that it achieves the desired outcomes for your town.

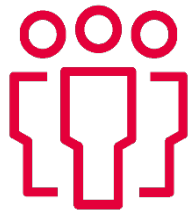
What is good community engagement?



- Builds relationships between you and your community and other stakeholders and organisations



- Creates ideas and projects that focus on your Towns Fund outcomes, developing long-term support for your town



- Enables community participation and involvement in your town visions and projects that gives people a sense of ownership and pride.

Evolving your community engagement



Understand your community



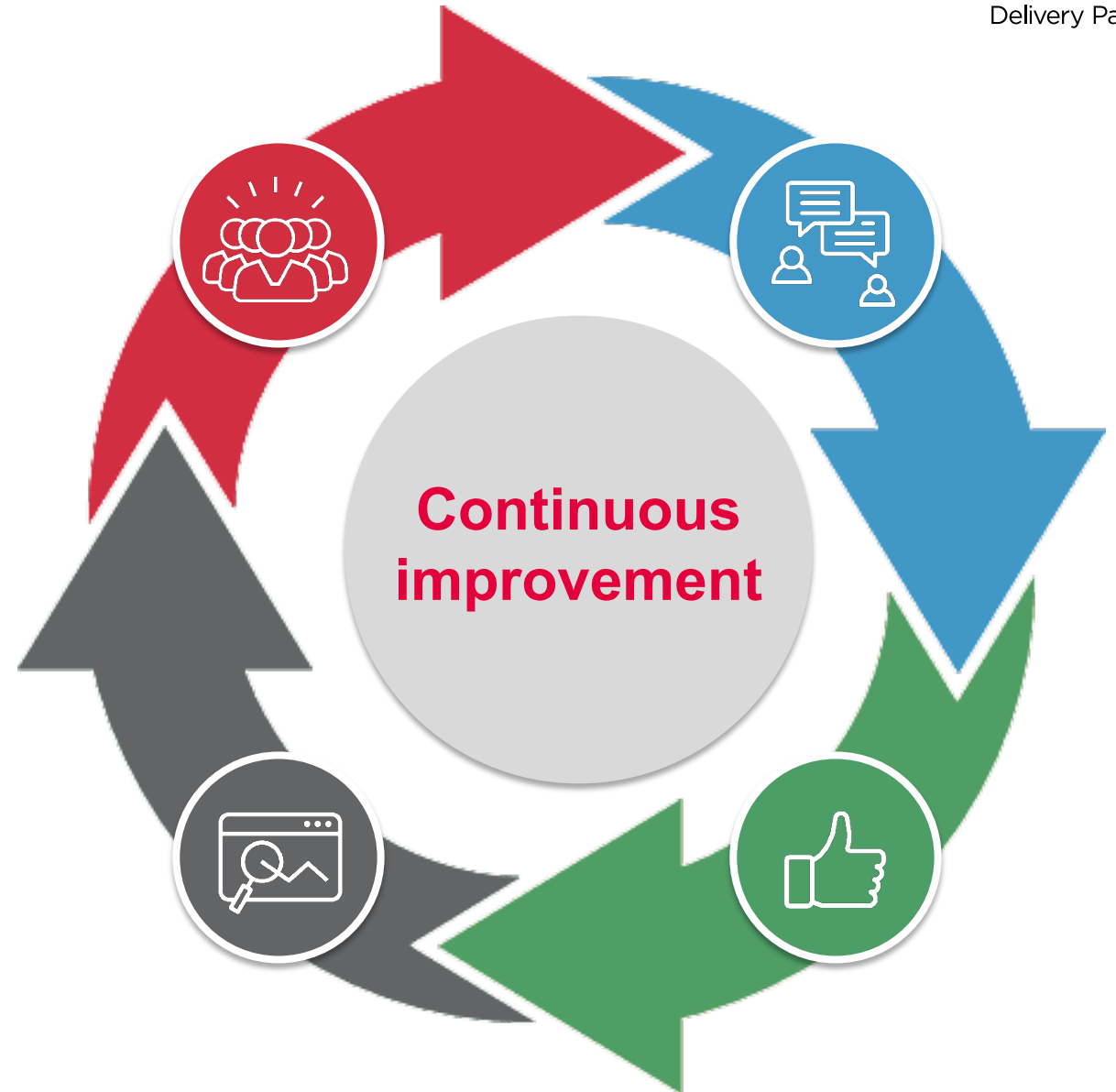
Design an effective engagement approach



Generate interest and gather support



Monitor, evaluate and report



Understand your community



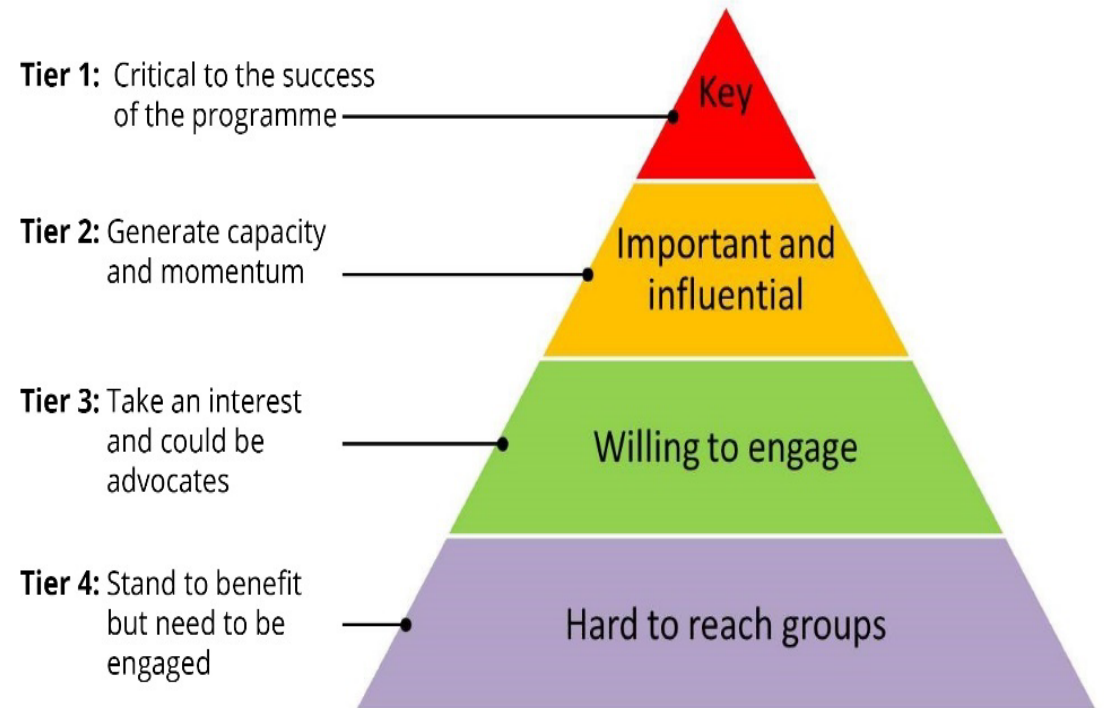
Understand your community

Identifying interested stakeholders

- Important to identify who may have an interest or be affected by your town vision and TIP and why
- Understand how they can support and help you develop and deliver your plan.

Tools to assist with this process

- Stakeholder Mapping
- Stakeholder Audits



Design an effective engagement approach



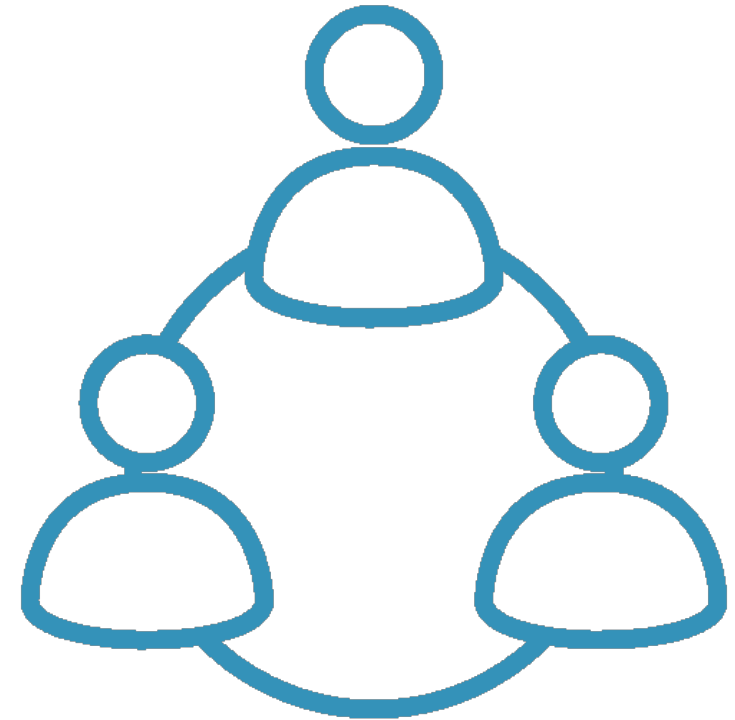
Design an effective engagement approach

Stakeholder engagement plan

- Summarises all the components of your engagement approach (e.g. tactics, programme)
- Ensures that the views and aspirations of the local community are represented in the development of the TIP

Working together

- Enables effective community collaboration and support when working with diverse groups of stakeholders (e.g. community groups, businesses, wider society)
- Creates a range of ideas, perspectives and views that will not only benefit your TIP, but also your town's future.





Design an effective engagement approach

Telling your story

- It is essential to develop a narrative and messaging that tells a compelling story around your town vision and aspirations
- It will be tailored to your unique community and stakeholders to generate interest and support
- It will explain the benefits and opportunities that the Towns Fund can deliver, aligning to your external audiences and your town's character and geography.



Generate interest and gather support



Generate interest and gather support

- Variety of ways that you can engage and communicate effectively with your stakeholders
- Will depend on your town – local knowledge is key to focusing on what will appeal to your local community
- Make use of the expertise and local knowledge of Town Deal Board members

Three key rules

- Bespoke communications and engagement tactics
- Deliver your tactics at the right time
- Work with others to build advocacy.





Generate interest and gather support

Stage 1: Early engagement

- Shaping ideas, creating your vision and forming your aspirations and objectives
- Face-to-face approaches are most effective, but can also be delivered on digital platforms.



Face-to-face

- Stakeholder briefings and workshops
- Community and local forum
- Enquiry-by-design/ charrette events
- Thematic / interest / working groups or workshops
- Established, informal networks
- Business / household information distributions



Generate interest and gather support

Stage 2: Developing your TIP

- Utilising digital and face-to-face engagement to explain the direction of the TIP in further detail
- Generate further interest and advocacy amongst the wider community using a range of communications channels.



Face-to-face

- Community and local forum
- Stakeholder working groups
- Established, informal networks
- Consultations



Digital

- Social media
- Online surveys and polls
- Webinars
- Virtual exhibition spaces
- Videos
- E-Newsletters
- Auto chats
- Targeted ads

Examples of good engagement

Examples of good engagement

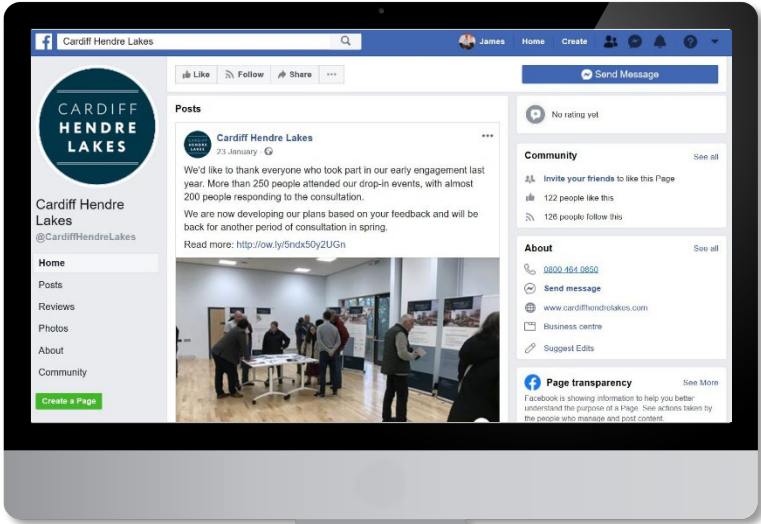


Educational engagement

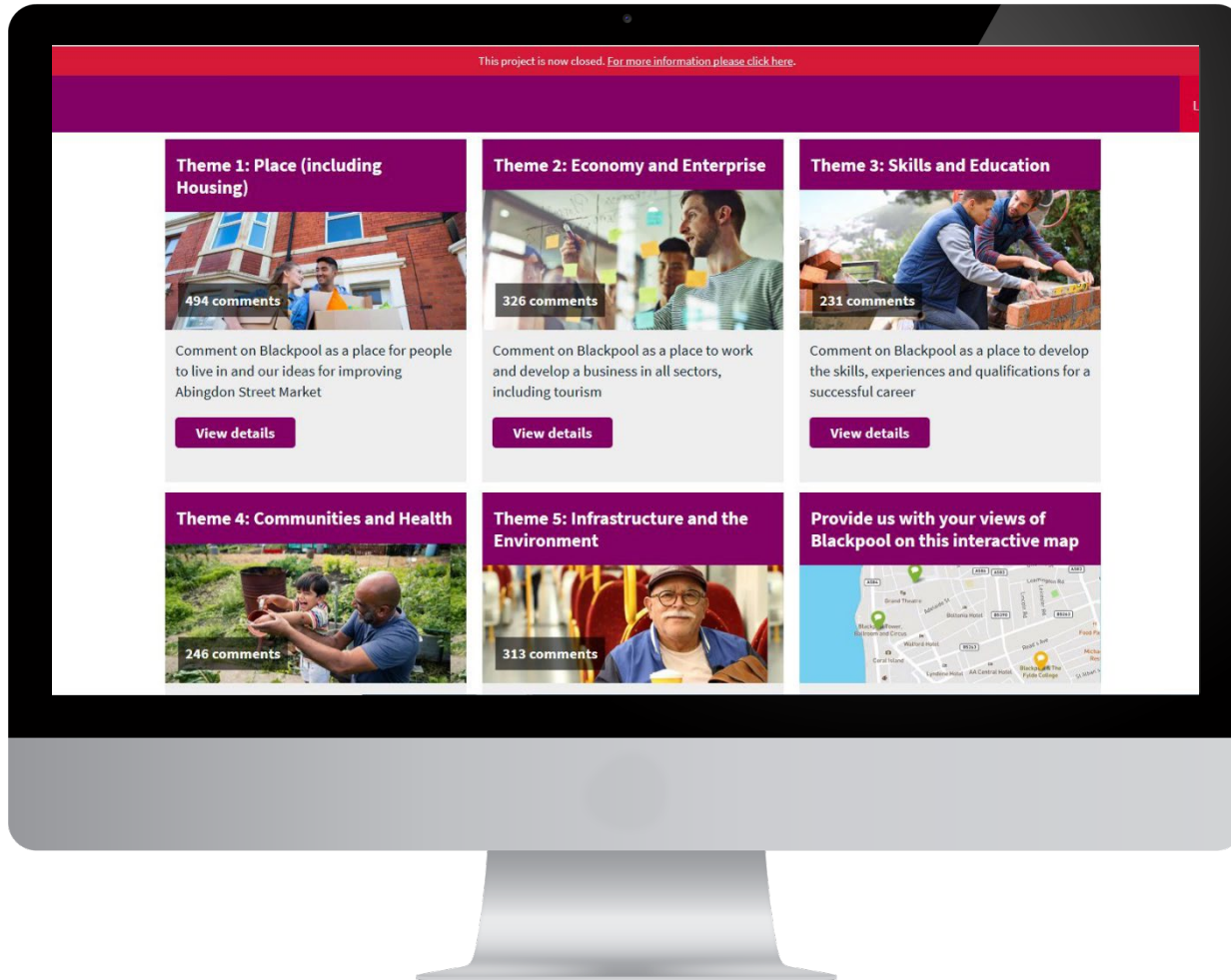


Stands at public events

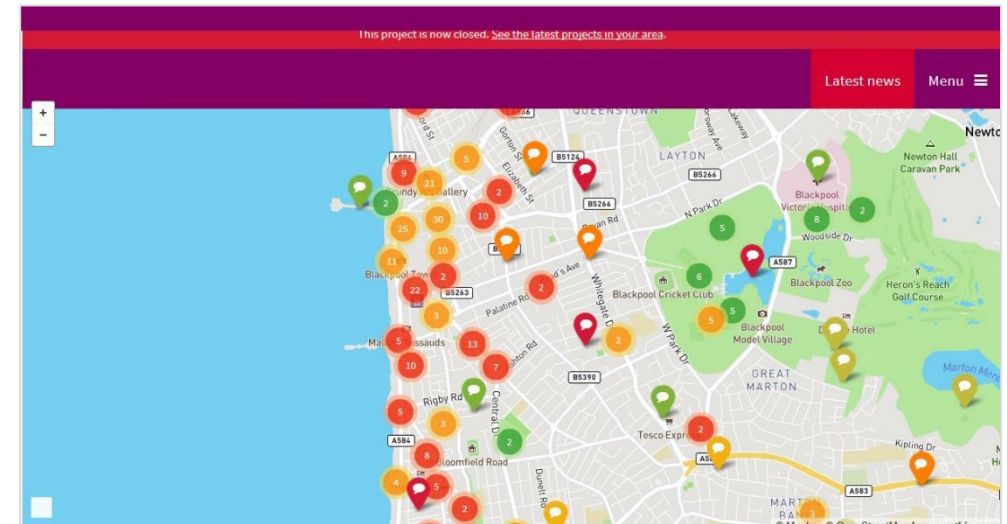
Digital engagement



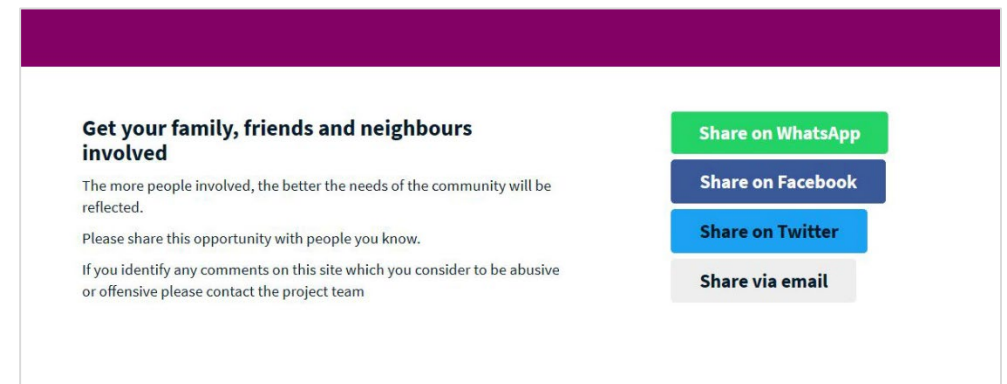
Examples of good engagement



Generating interest



Gathering evidence



Working together

Monitor, evaluate and report



Monitor, evaluate and report



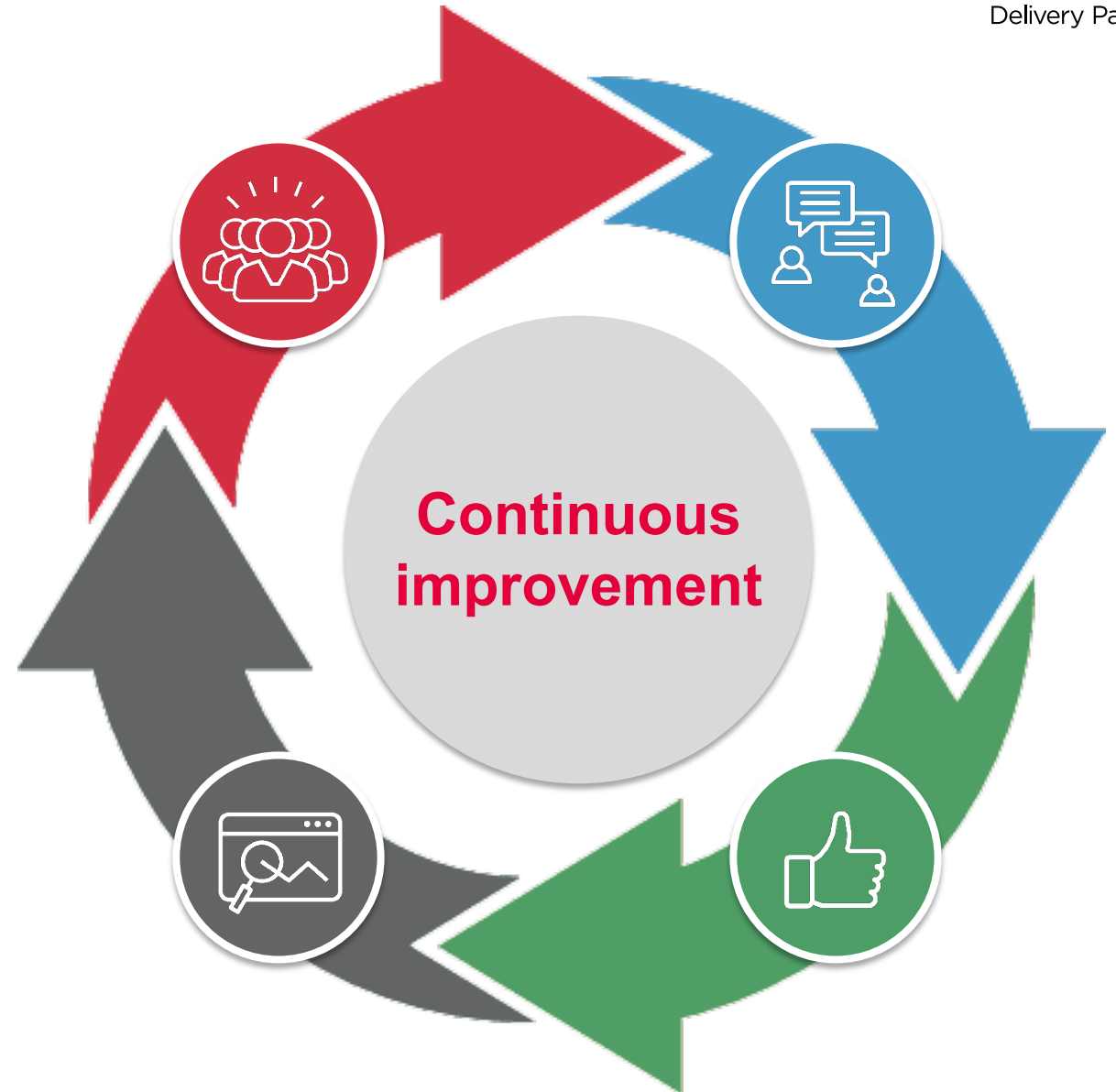
Essential to effective community engagement and delivering your Towns Fund outcomes



Community engagement is constantly evolving and can be improved all the time



Proactive listening and implementing community feedback helps to build community involvement, trust and support.



THANK YOU



Towns Fund

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