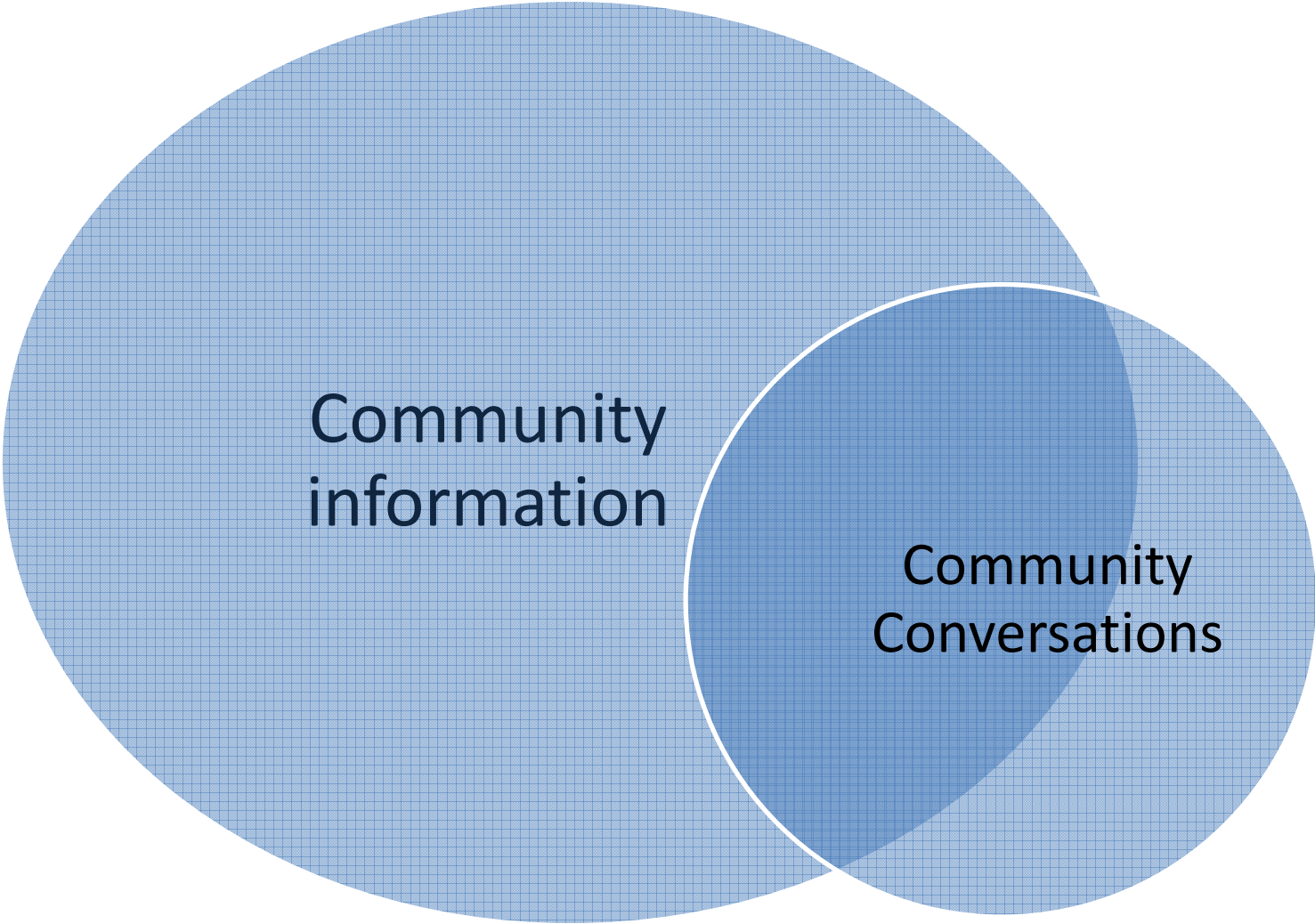


Communications and Engagement for Community Planning

Bute and Cowal LACPG



Community
information

Community
Conversations

COMMUNICATION

- GETTING OUR MESSAGE ACROSS
- ALL PARTNERS
- ACCURATE INFORMATION
- UP TO DATE AND TIMELY
- THE IMPORTANT STUFF FOR PARTNERS AND THE PUBLIC
- CLEAR, UNDERSTANDABLE
- TRANSPARENT

.....***FLOWING!***

ENGAGEMENT

- DIALOGUE and DELIBERATION
- RELATIONSHIPS
- BETWEEN STAKEHOLDERS
- FEELING INFORMED AND INVOLVED
- BRINGING IN DIFFERENT CONTRIBUTIONS
- SHARED DECISION MAKING

..... ***Coproduction!***

DIALOGUE AND DELIBERATION

Dialogue is a process that allows people, usually in small groups, to share their perspectives and experiences with one another about difficult issues we tend to just debate about or avoid entirely.

- ✓ Dialogue is not about winning an argument or coming to an agreement, but about understanding and learning.
- ✓ Dialogue dispels stereotypes, builds trust and enables people to be open to perspectives that are very different from their own.

Deliberation - examining options and trade-offs to make better decisions.

Inclusion is critical as a variety of perspectives, backgrounds, and levels of influence enrich the discussion and validate the outcomes.

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COPRODUCTION

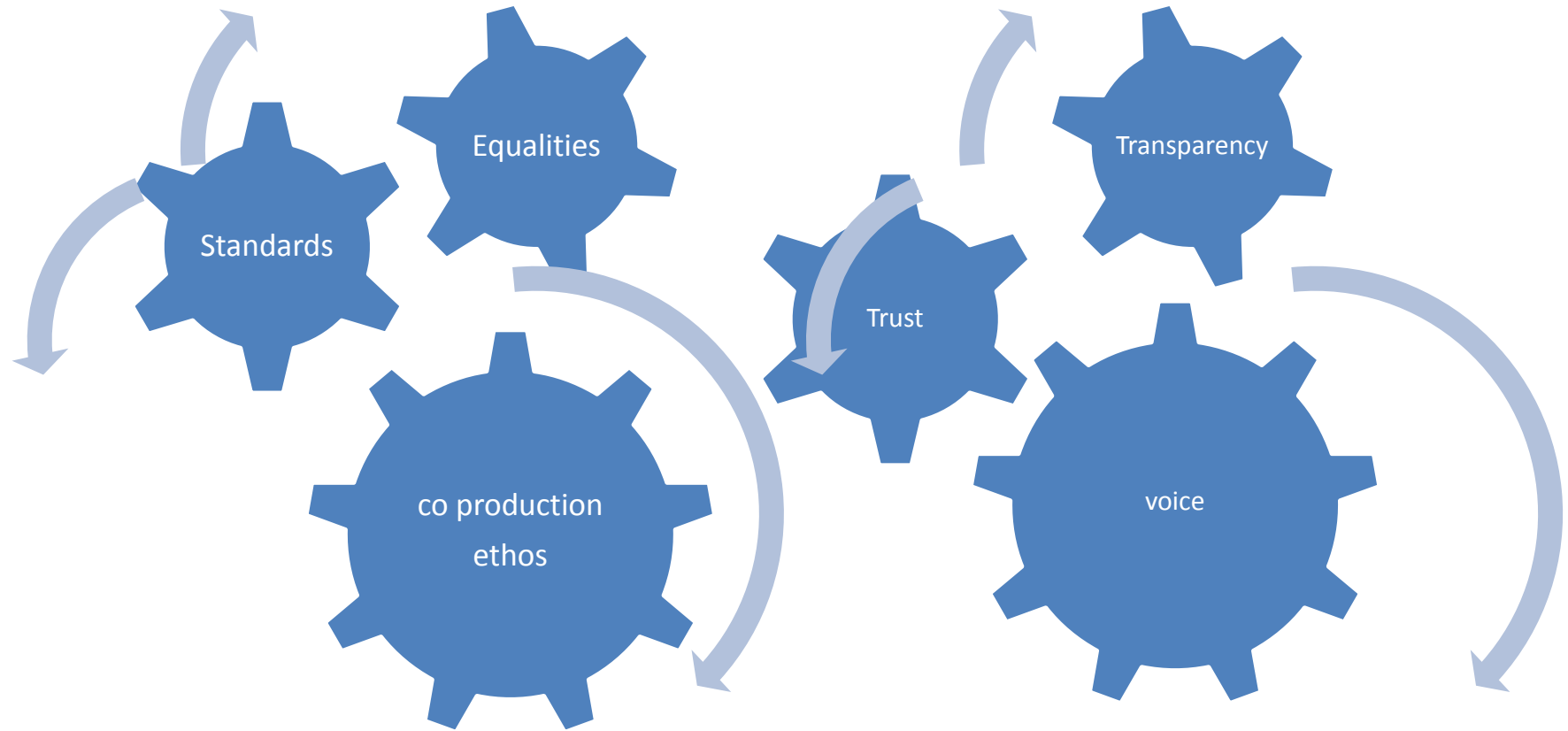
“Delivering public services in an equal and reciprocal relationship between professionals, people using services, their families and their neighbours.

Where activities are co-produced in this way, both services and neighbourhoods become far more effective agents of change.”

BUILDING TRUST



BUILDING BLOCKS



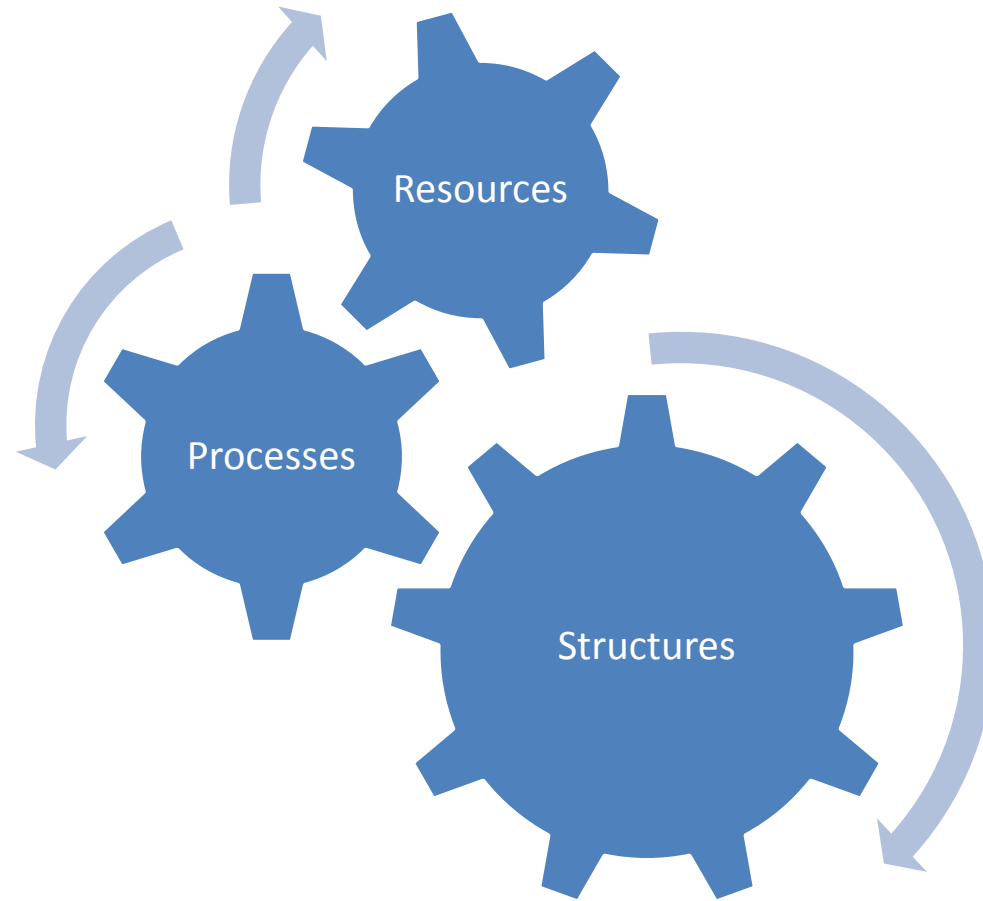
WHY?

Don't we communicate and engage already?

We need explicit goals and a structure to do this

- Building good relationships
- Building trust
- Sharing good practice
- Using what we have systematically

BUILDING BLOCKS



Sharing Good Practice

And mainstreaming it

- ✓ “Making it Better” Children and Families Review
- ✓ Local Housing Strategy Co production pilot
- ✓ Public involvement in NHS Better Health Better Value Better Care reviews
- ✓ Better Community Engagement Resources
- ✓ “Nursery Cryhymes” DGS drugs/alcohol film

HOW

What would it look like?

- ✓ Communications strategy
- ✓ Understanding participation better
- ✓ Developing methods
- ✓ Including more people
- ✓ Investing in our public
- ✓ Spreading our good practice

Understanding Participation Better

- **traditional** forms eg public meetings, consultation documents, co-option to committees and question and answer sessions
- .
- **customer-oriented** eg service satisfaction surveys, complaints/suggestions schemes – most often used in relation to service delivery
- **Innovative** methods eg interactive websites, citizens' panels, focus groups and referendums - the newer research techniques.
- **Innovative deliberative** approaches which encourage citizens to deliberate over issues eg citizens' juries, community plans/needs analysis, visioning exercises and issue forums

HOW?

Tools

- a range of tools already exist, how can we use them?
- ✓ Resources from Community Learning and Regeneration
- ✓ Voice
- ✓ National Standards of Community Engagement
- ✓ Lots of tools/methods on websites like INVOLVE

HOW DO WE PLAY OUR DIFFERENT ROLES?

What does this mean.....

- for Councillors?
- the Third Sector?
- The public?
- Statutory partners?

Support and Development

- The Scottish Disability Equality Forum has supported the Local Housing Strategy Co production pilot
 -Conference on co production with CPP support and a wee bit of money?
- Argyll Voluntary Action “Involving to Devolving” Project
 -support and training, information to the third sector and public bodies

Support

- Community Learning and Regeneration
- Customer Services
- Scottish Health Council
- Cowal Locality Public Partnership Forum
- Cowal Community Care Forum

..... What other supports are there that Partners have?

PRACTICALITIES

Dialogue

- Talking about what it means
- Learning to interact in different ways
- Reaching out to equality groups

Structures Processes

- Communication and Engagement Strategy

Tools

- Build on the community resources we already have. Invest time and energy – maybe some money?
- Using the tools we have – stakeholder analysis, VOICE

CPP

Communications and Engagement Sub Group

Initial working group

Lorna Ahlquist, Cowal Community Care Forum

Alison McCrossan, Scottish Health Council

Liz Marion, Community Learning and Regeneration

Public representative to be appointed

Membership to be expanded

Invited contributions from;

Eileen Wilson, Community Planning Manager

Sasha McDougall, Scottish Disability Equality Forum

Contact

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