Consultation – the 10 Commandments!!

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Welsh Streets, Liverpool 8

- 4,500 pre 1919 terraced properties
- Mostly 2 up - 2 down
- Too many such properties in Liverpool
- Many built in 1870s to poor standard with anticipated 50 year life
- Poor and irredeemable environment

BUT

- Strong community
- Convenient for city centre
- Area of opportunity

The traditional consultation

- Last minute
- You've made your mind up
- You use jargon
- You don't listen
- You give us too much information ***but***
- You also give us too little information
- You don't address our real needs

In fact:

They don’t understand us

So what did we do?

- Started with a blank sheet of paper but with a series of principles
- Took 2.5 years over the consultation process
- Shared every piece of information
- Consulted with:
  - Community Groups
  - All the Community
  - Every individual

evolve
the sunbury

- Continually responded to concerns by:
  - Modifying the physical proposals
  - Developing a range of support packages based on a range of individual needs
- Regular communication
- Empowering local people to lead the process

So the result was>>>>>

They don’t understand us

AAAAAAAHHHHH!!!!

- You cannot get everyone on board
- Some people just don’t care
- Some people will not accept views other than their own
- Some people will always play politics with people’s lives
- Some people will not care about the whole of the City but just their own areas.
- The Daily Telegraph understands nothing north of Watford!

So did we succeed?

We are:

- Providing award winning, quality new homes
- Keeping the area in top quality condition before during and after the demolition

environmental services

Key messages

- Take Time
- Be honest about what can be done
- Use trusted intermediaries
- Share information
- Become jargon free
- Change things and be seen to change things
- Consult everyone not just those with the biggest mouths
- Communicate regularly
- Empower people to control the consultation process
- Don’t waste time on people who are dogmatic

We must work better to understand each other

Key contact

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