Practical Ways to Engage Your Community

Participatory Techniques

Simon Burall/ Director

simon@involve.org.uk

involve.org.uk

get involved

involve.org.uk

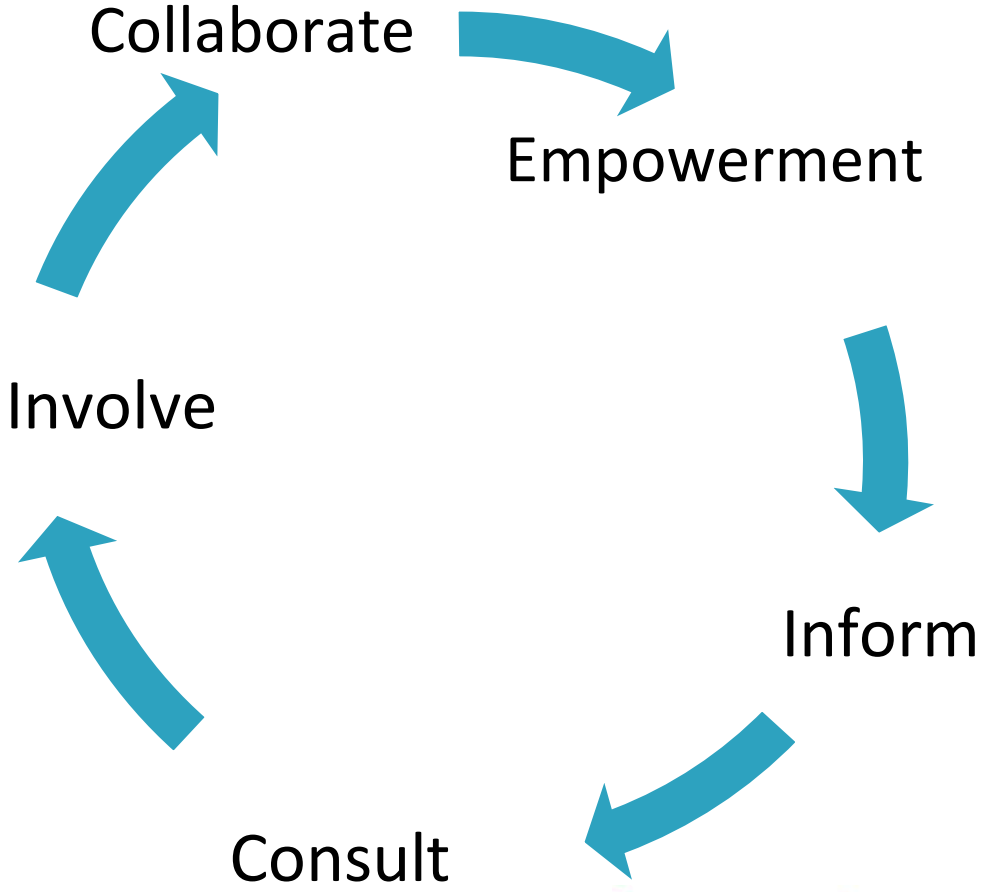
Outline

- Define participation
- When to get citizens to participate?
- A framework for planning
- A case study
- What next

involve.org.uk

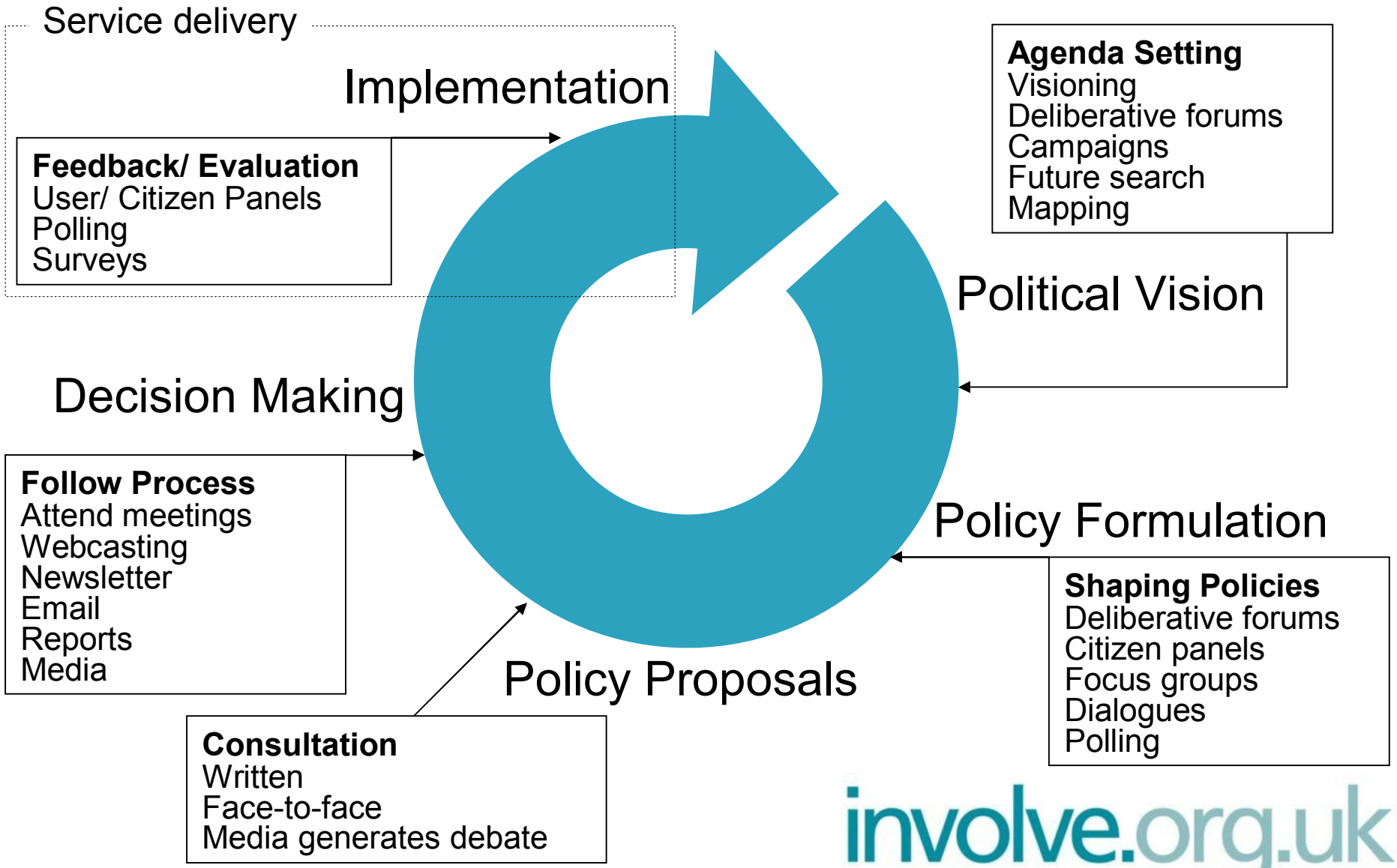
Defining Participation

The Participation Spiral



involve.org.uk

Participation and the Policy Cycle



involve.org.uk

Three Rules of Participation

- **Rule 1:** Be clear about your objective
- **Rule 2:** Understand the context
- **Rule 3:** Identify who must engage

involve.org.uk

Seven Virtues of Participation

Picture: tednmiki

1. Get senior level buy-in
2. Adapt your methods
3. Focus on quality not quantity
4. Ensure enough resources
5. Provide feedback
6. Seek out participants
7. Support participants

involve.org.uk

Case Study I: Jersey

The Problem

- Ageing population
- Balancing taxes and serv

The Process

- Imagine Jersey 2035
- Face-to-face events and
- Tradeoff game

Result

- Citizen government compact
- Reduced conflict
- Trained staff

involve.org.uk

Purpose +

Context +

People +

Process

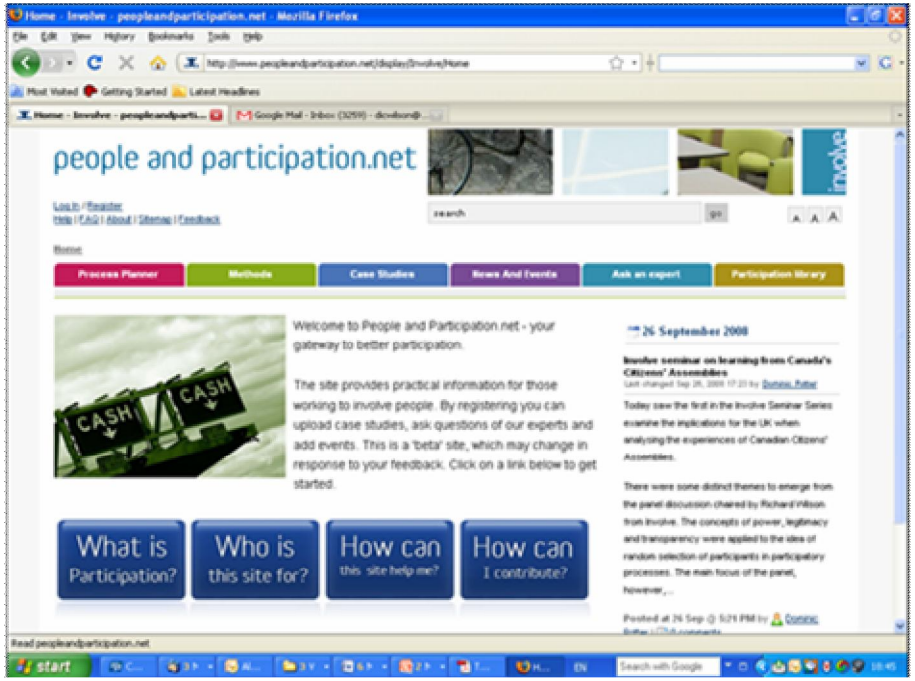
= Outcome

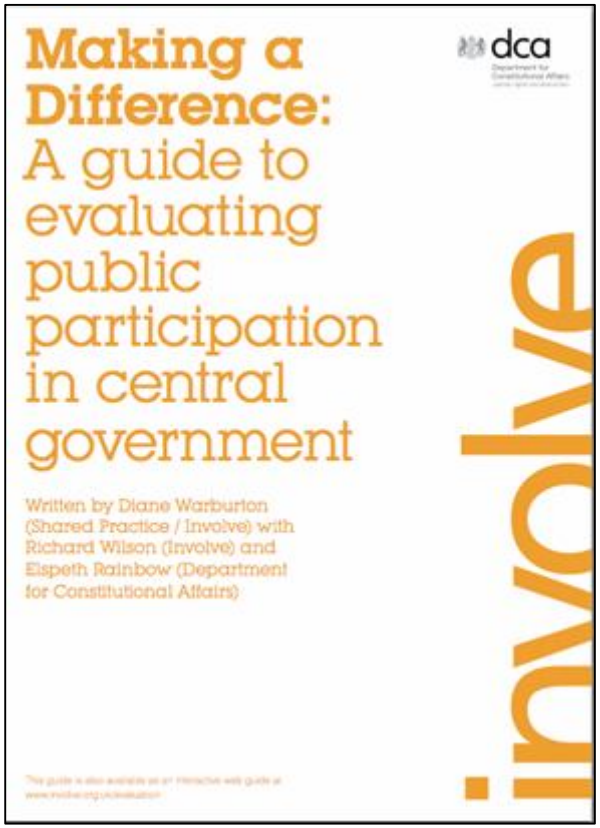
involve.org.uk

A 5 Point Plan

1. Engagement Audit
2. Start from the inside-out
3. DIY
4. Smart Use of ICT
5. Critical Issue Focussed

involve.org.uk





involve.org.uk

Involve

Royal London House
22-25 Finsbury Square
London
EC2A 1DX

020 7920 6470

www.involve.org.uk

simon@involve.org.uk

involve.org.uk