

South
Cambridgeshire
District Council

Draft Community Engagement Toolkit



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www.scambs.gov.uk 03450 450 500

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Foreword

The Council's aims state, "we are a listening council, providing first class services accessible to all" and I am therefore pleased to introduce this toolkit, which we have produced to assist us in achieving this aim. In order to truly understand the needs, wants and concerns of all people living in, working in and visiting South Cambridgeshire we need to engage with them and work with them to make the district a safe and healthy place where residents are proud to live and where there will be opportunities for employment, enterprise and world-leading innovation.

The toolkit, which builds upon much of what we already do as a Council, provides some simple guidance for officers and elected members to consider when developing policies and strategies and working to improve the services that we already provide. It should also help us engage appropriately and therefore efficiently.

Councillor Ray Manning Leader of the Council

Why engage?

Local experience and national evidence demonstrate the benefits to communities and organisations when they communicate effectively. These include:

- strengthening the democratic legitimacy of government and the civic life of the community
- more efficient and effective services that better reflect the needs of service users and have higher levels of customer satisfaction
- reducing inequalities
- providing an opportunity for people to be involved in Council matters such as housing and planning
- making communities safer and stronger, with a more attractive built environment that meets people's needs
- · giving greater local ownership of Council services
- developing a better understanding of how and why local services need to change and develop
- improving local reputation
- offering greater job satisfaction for Council staff who see that the services they provide are meeting proven local needs

Engagement should occur in a systematic way that is integral to everyday working practices. Engagement should not be a one off activity, but provide the fundamental basis of everything we do.

Please take a look at our Community Engagement Strategy and Action Plan on *InSite* for more information.

Purpose of the toolkit

This toolkit has been designed to help you decide when and how to engage with people who live, work and/or visit the district. It provides tips for successful and meaningful engagement to help you fulfil the principles of engagement that are included in our Community Engagement Strategy.

We have agreed six key aims to ensure that we engage with our communities in a consistent and joined-up way:

- i. to put public involvement at the centre of everything we do
- ii. to strive for a broad representation of our residents
- iii. to be honest, open and transparent with the public to ensure there is easy access to relevant and clear information
- iv. to make sure that the views, needs, expectations and outcomes of engagement activities are used to inform decision-making processes, policy development and service planning
- v. to provide clear guidance and promote consistent standards of engagement across the Council
- vi. to listen to communities and give feedback to participants about outcomes of engagement activities.

This toolkit should be used in conjunction with appropriate training and alongside the following corporate documents and activities:

- Statement of Community Involvement (planning)
- Communications Strategy
- Comprehensive Equalities Policy
- Consultation Strategy
- Plain Language Guide
- Style Guide
- Design Manual
- Youth Participation Strategy
- Community Engagement Calendar (SCDC website)

Do I need to engage?

Thinking about the service you provide or the project that you are involved with, please consider each of the questions below.

Do I have information that all or some of the local community might like to access?

YES? Go to Informing section

Do I need to know the views of the local community? YES? Go to Consulting section

Is there likely to be a benefit to working with the community in the planning and/or implementation of the project/service?

YES? Go to Involving section

Do I need the community to buy-in to the project/ service?

YES? Go to Involving section

Do I want the community to take action or change their behaviour?

YES? Go to Empowering section

If you have answered **YES** to more than one question you might need to consider more than one type of engagement. However, please remember that using one engagement method successfully will be more valuable than using two ineffectively.

If you have answered **NO** to all of the questions above it is likely that you do not need to carry out any (additional) engagement activity at this time. Should you have a few moments to do so, please look through the rest of the toolkit to decide for sure and remember to ask yourself these questions at each stage of your project.

Informing

Giving people information so that they can make informed decisions and take appropriate action.



Leaflets and newsletters

Leaflets and newsletters can be useful if you want to keep people informed about a project or service, attract interest or recruit people for projects.

Think about:

- what message you are trying to get across
- · who your audience is
- how and where it will be distributed.
- how much will it cost to design, print and distribute
- whether you need to consult on the design (if so, go to the 'consulting' section of this toolkit)
- alternative formats or languages
- how you will evaluate its impact

- speak to the Communications Team about the best way to communicate your message
- consider if a leaflet or newsletter is the best option for you
- find out if there are other newsletters that you could link to e.g. Weekly Bulletin sent out by Democratic Services and South Cambs Magazine edited by the Communications Team
- speak to the Graphics Officer about your ideas and to incorporate photos
- keep the wording simple and bring it to life with real life stories where possible
- use plenty of photographs and illustrations that complement your message
- take advice from Graphics and Procurement on the most cost effective way to produce it
- include the Council logo and those of other partners if relevant
- allow plenty of time to develop, design and check your leaflet/newsletter
- include contact details for people to get more information

Posters can be a good way of getting a large number of people interested in what you are doing.

Think about:

- what message you are trying to get across
- who your audience is
- where it will be displayed
- how much it will cost to design, print and distribute
- whether you need to consult on the design (if so, go to the 'consulting' section of this toolkit)
- whether you need to consider alternative formats or languages
- how you will measure the success of your poster campaign

Do:

- speak to the Communications Team about your ideas
- speak to the Graphics Officer about design
- keep the text to a minimum lots of narrative will not be read
- include the Council logo and those of other partners if relevant
- include contact details for people to get more information
- add events to the Engagement Calendar ('Get Involved' section) on the website
- allow plenty of time to develop, design and check your poster

Don't cut corners...

a cheap looking document could have the opposite effect to the one you are trying to achieve or just end up in the recycling bin.

Information stalls

An information stall at a local event or an exhibition can provide information in a way that allows people to give their views and ask questions.

Think about:

- what information you would like to give out
- who your audience is
- whether you need people with specialist knowledge to be there
- how you will advertise the event (if you need to)
- what staging and/or props you need
- how you will measure results

- plan ahead to make sure that you have all the equipment you need to make the stall look professional - speak to the Community Liaison Support Assistant in the Partnerships Team
- speak to the Graphics Officer about design
- allow plenty of time to set up
- have a back up plan if the event is outdoors and the weather is bad e.g. how will you stop leaflets blowing away in high winds?
- have a post-box or comment board to allow people to make contributions – you will need to commit to follow up on these after the event
- ensure you get back to people if you undertake to do research/provide information to someone
- talk to other teams to see if they are planning anything similar and work together where possible
- add events to the Engagement Calendar ('Get Involved' section) on the website

News releases

Issuing news releases to the media can be a great way to let the public know about a project you are launching or where there is likely to be a large amount of public interest or potential controversy.

Think about:

- what message you are trying to get across
- who your audience is and what publications you need to target
- whether there could be any negative comeback from your press release

- speak to the Communications Team who will write and issue the release for you and consider whether it is appropriate
- consider what photographs you have, or could commission, to support your press release
- think about what makes your information interesting what's first, best or different?
- make sure you are aware of relevant media deadlines



Web-based information

The internet can be a useful tool for getting information into the public domain.

Think about:

- what information you would like to give out
- who your audience is and if they will proactively seek out your site/pages
- whether your information is accessible (consider those with visual impairments or those for whom English is not their first language)
- how you will make people aware that this source of information exists

- plan ahead to make sure that you have a professional-looking site/pages
- bear in mind the possible cost and time implications of hosting and maintaining web pages and commit to keeping them up to date
- keep information clear and concise with obvious links to documents and other sites
- use summary documents for lengthy policies
- make sure downloadable documents are in a universally accessible format
- make sure response documents/online questionnaires are short and to the point, rather than complicated and timeconsuming
- let people know what will happen to their information and any potential outcomes of responding
- add events to the Engagement Calendar ('Get Involved' section) on the website and create links between the two
- speak to the Web Officer for advice and guidance
- remember that some people do not have access to the internet

Consulting

Asking people, including young people, what they think so that decision-makers can make informed choices.



Questionnaires and surveys

Surveys can be an effective way of gathering information about people's experiences and views. They can be carried out by an interviewer or left to the respondent to complete on their own, but are unlikely to provide in-depth information.

Think about:

- what you want to find out and what you will do with the results
- who you want to survey and how you will gather responses (face-to-face, telephone, postal, via existing groups, online)
- if you need a statistically significant response rate (good practice suggests 10% is the minimum useful response rate)
- what budget you will need

Do:

- speak to the Policy and Performance Manager to help with co-ordination (internally and with partners) and avoid consultation fatigue
- allow plenty of time for people to respond if you are surveying voluntary sector groups, for example, you are expected to allow 12 weeks (see Cambridgeshire Compact at www.scambs.gov.uk/compact)
- consider employing MRUK, the Council's preferred supplier for research and consultation services, to help with the design of questions and/or carry out the survey (see Focus Groups)
- remember that the look and layout of your survey will either encourage or discourage responses
- speak to the Web Officer to find out about SurveyMonkey, a simple online survey tool

Remember:

Some population groups are more likely to respond to postal or web-based surveys than others. This could affect your results.

Focus Groups

Focus groups are small discussion groups of approximately eight to 15 people and are usually led by a trained facilitator. They can help you to get in-depth responses to an issue and evaluate concepts and explore new ideas.

Think about:

- how you will recruit participants
- what you want to achieve from the group
- how you will select participants e.g. do you want a random sample or particular service users?
- · what the focus group will involve
- where the group will be held
- how to make the focus group accessible to everyone invited
- what budget you will need

Do:

- allow plenty of time to work with the facilitator to develop an agenda, script and materials
- give people plenty of time to decide if they want to be involved
- make sure that the results are fed back to the participants
- ask participants to complete a simple evaluation sheet at the end of the discussions to find out how the process was viewed

It is possible that you feel you have the necessary skills and confidence to facilitate a focus group/design a survey. However, MRUK, the Council's preferred supplier for research and consultation services, can assist with this. You do not need to use a separate procurement exercise if you use MRUK. For more information contact the Policy and Performance Manager.

Events

Events can be valuable for gaining and sharing information and good practice, networking and building interest in your engagement work.

Think about:

- what you want to get from the event
- involving a few of the intended participants in the planning if it's a community event
- how to make the event accessible to everyone invited
- doing a risk assessment
- what budget you will need

- plan well in advance, allowing at least four months for a large event with hundreds of people
- book the venue, refreshments, facilitators and/or speakers early
- speak to the Communications Team about marketing your event and your intended guest list
- add events to the Engagement Calendar ('Get Involved' section) on the website
- send out a programme
- make sure that you have emergency plans in place in case there needs to be an evacuation
- ask attendees to complete a simple evaluation sheet at the end of the event to find out how they viewed it and what they gained
- follow up by taking stock of the outcomes of the event and assessing how these can influence service design and delivery

Written plans, policies and strategies

Getting feedback on draft documents can transform a service or initiative.

Think about:

- what information you want
- who you want to consult
- what consultation method/s you want to use e.g. focus groups, workshops, survey, web-based
- what parts of the document people can change
- ways to limit the amount of reading that participants will have to do
- how to let people know about the consultation e.g. by letter for targeted groups
- what budget you will need

- be clear about which parts of the document can be influenced and why
- allow plenty of time for people to respond if you are surveying voluntary sector groups, for example, you are expected to allow 12 weeks (see Cambridgeshire Compact at www.scambs.gov.uk/compact)
- set up clear lines of communication
- make sure that the results are fed back to respondents
- if appropriate, allow time to re-write the document after the consultation closes
- recognise that simply posting a document online is not enough to be able to say 'we consulted'

Case Studies

Posters have been used by the Partnerships Team to advertise Neighbourhood Panels, which provide an opportunity for the community to come together with the police, district, and county council to discuss community safety issues.

The Community Liaison Support Assistant regularly sets up information stalls of district council





information at local community events. Members of the public are able to access leaflets and ask questions of staff in their own locality. The villages visited vary month by month depending on what events are taking place.



The South Cambridgeshire Magazine is distributed to every household in the district four times a year. The Communications Team works with an editorial group of staff and elected members to agree what articles should feature and identify learning from previous issues.

Involving

Acting together with the local community.



Devolved decision-making and community empowerment

Elected representatives and local democracy are at the heart of community engagement and this is not replaced or by-passed by devolving decision-making. Shifting power to communities so that it is shared or devolved could, for example, be through:

- ★ parish councils and community-led/parish planning
- ★ conservation projects
- ★ community clean-ups
- ★ neighbourhood panels (community safety priorities)
- ★ setting up community steering groups for Council-led projects
- * 'participatory budgeting'

Think about:

- who you want to be involved
- who the beneficiaries should be of such devolved powers
- whether or not to devolve financial decision-making
- what the possible (legal) consequences are of decisions made/monies spent
- whether you need councillor support or authorisation

- involve your Portfolio Holder
- discuss any proposal with Legal and Democratic Services
- provide support and training to communities to carry out their activity (and continue it beyond the period of your involvement, if appropriate)
- involve external agencies with experience and expertise
- look at good practice models learn from the experiences of others
- manage people's expectations by making clear the parameters of their decision-making role
- follow up on community activity what were the benefits of such an approach, the outcomes, is it sustainable?

Round table workshops

Round table workshops tend to involve relevant local stakeholders coming together to brainstorm ideas. The stakeholders can be members of the community, service users, elected councillors, parish councils, businesses or service providers, for example. Workshops can focus on very specific issues or be more general in order to develop strategy or vision. They can also help to build relationships.

They are different to focus groups, which often only involve service users.

Think about:

- who you want to be involved
- whether you need a facilitator on each table if you have more than one
- how to make the workshop accessible to everyone invited
- · what budget you will need

- present relevant specialist and technical information in a way that is easy to understand
- use a range of exercises that encourage participants from differing backgrounds to analyse what is presented and make decisions
- use flipcharts, rich pictures and spider diagrams to make the discussion engaging
- allow time for each table to report back to the whole group
- make sure that the results are fed back to the participants
- think about how you'll capture information
- book rooms and refreshments early

Case Studies

Rich pictures were used during the Making Cambridgeshire Count process to explore complex issues. Participants are asked to draw a picture to depict a situation or process and they are often most effective when carried out as a communal activity, so that the different stakeholders can highlight issues from their own perspective. The facilitator then asks participants to explain their drawing. Drawing ability is not necessary!

The Planning Policy Team produces a **monthly planning policy update email** to all parish councils to inform them of what consultations are taking place within the district. The update includes planning consultations by the Council and our partners, and is also then published on the website.



Three **Sheltered**

Housing Forums each meet six times per year in the district. Representatives from each of the schemes are able to share information and best practice as well as feedback on policies and procedures in relation to the sheltered housing service.

Each year the Sustainable Communities Team here at SCDC work in partnership with Swavesey Village College to deliver the **Northstowe School Design Days**. For three days nearly 240 year 8s (12–13 year olds) take on the challenge of designing the new secondary school for Northstowe with advice from a range of professionals, including planners, architects, web designers, menu planners/chefs, clothing designers and managers. The children are divided into teams of six and each team presents its design to a panel of judges on day three, with the winning team awarded with prizes for the team and form (prizes have included a helicopter ride and two Nintendo Wiis for the classroom).

Empowering

Supporting the local community to take action on its own.



Projects and capacity building

Community projects can strengthen communities by building relationships within a neighbourhood as well as helping to build confidence and develop skills so that residents can take action for themselves.

Think about:

- what you want to achieve behaviour change, self-help?
- the type of project you want to do and why
- who your project will be aimed at and how you will make contact with them
- whether you will need facilitators for training or capacity building
- · what budget you will need

- speak to the Team Leader and Development Officers in New Communities for additional advice and to avoid duplication in certain communities
- make sure that your project is focused and responsive to a particular need
- be clear about the benefits to people of getting involved and manage expectations about what the District Council will do
- be clear at the outset of the project if it will be short-term or long-term and the costs involved
- set up clear lines of communication
- be flexible and listen to the people involved

Further information

Engagement and empowerment advice

Community Development Foundation - www.cdf.org.uk

Inspire East - www.inspire-east.org.uk

National Empowerment Partnership

- www.evcwm.org.uk/national-empowerment-partnership

Regional Empowerment Partnership

- www.inspire-east.org.uk/aboutrep.aspx

Improvement and Development Agency

- www.idea.gov.uk/

Third sector organisations supporting local community capacity building

Age Concern Cambridgeshire - www.accambs.org

Cambridgeshire ACRE - www.cambsacre.org.uk

Cambridgeshire and Peterborough Association of Local Councils - www.cpalc.org.uk

Cambridge Council for Voluntary Services

- www.cambridgecvs.org.uk

Young Lives - www.young-lives.org.uk

Care Network Cambridgeshire

- www.care-network.org.uk

Cambridge and District Volunteer Centre

- www.cam-volunteer.org.uk

Royston and District Volunteer Centre

- www.volunteeringherts.org

Cambridgeshire Voluntary Sector Infrastructure Consortium - www.cvsic.org.uk

Venue Access Checklist

Location	Comment	Yes	No
Is the building easy to find?			
Can clear directions be given?			
Are electronic copies of directions to the venue available to circulate?			
Is the building accessible by public transport?			
Is the venue accessible by taxi to the door of the main entrance?			
Are bicycle racks available?			
Approach to building	Comment	Yes	No
Is signage clear and has large contrasting lettering?			
Is there wheelchair access at the main entrance? If no, where is the alternative entrance? (goods/service entrance is not appropriate)			
Are there steps going into the building? If there are steps, how many and is there a handrail?			
Is there a ramp or flat surface at the entrance? Ramps should not be steeper than I in I2, I in I5 is preferable			
If one is needed, is there a platform lift or ramp suitable for wheelchair users?			
Are the doors to the building automatic? If not, are they wide enough for wheelchair users?			
Do the manual doors have easy to grip handles at an accessible height?			
If there is a revolving door, is there a suitable alternative manual/automatic door available?			

Parking	Comment	Yes	No
Is there suitable and sufficient parking available near to the building entrance and are there any restrictions?			
Is accessible parking clear and available? If yes, how many spaces? If no, can double spaces be reserved in advance if necessary?			
How far is the car park from the venue?			
Reception	Comment	Yes	No
Is the reception area easy to find?			
What times of day is the reception manned?			
Is reception fully accessible?			
Is the reception desk height suitable for wheelchair users?			
If delegates are to wait in reception area, are there chairs available?			
Corridors	Comment	Yes	No
Are the routes to the rooms well signed and easy to follow? (All routes should be wheelchair friendly.) Are all internal corridors at least 1.5m wide?			
Are corridors free from any barriers or obstructions?			
Is flooring suitable and not slippery?			
Do any staircases have rails on both sides?			
Are lifts available?			

Lifts	Comment	Yes	No
How many lifts are available?			
Are lift doors wide enough for wheelchairs?			
Is the lift big enough for a large wheelchair and at least one other person?			
Are the controls at a suitable height for a wheelchair user?			
Are there Braille or tactile buttons and visual and audio floor indication?			
Assistance Dogs	Comment	Yes	No
Are assistance dogs allowed into the building?			
Does the venue provide water for assistance dogs?			
Is there an adequate area for an assistance dog to be exercised?			
Toilets	Comment	Yes	No
How many male toilets are available?			
How many female toilets are available?			
Are there any unisex toilets available?			
Are the toilet areas clean and to a good standard?			
How close are the toilets to the main conference room?			

Accessible Toilets	Comment	Yes	No
Where is the location of the accessible toilets and how many are available?			
Is the accessible toilet a convenient distance to the main room?			
Is the door wide enough for a wheelchair user (at least 925mm wide)?			
Is there enough space to manoeuvre a wheelchair?			
Is the height of the accessible toilet and fittings suitable for a wheelchair user?			
Is the sink accessible for someone sitting on the toilet?(There should be no lid on the toilet.)			
Is there a lever lock?			
Is there an emergency cord?If yes, is it accessible from the toilet and floor?			
Are there flashing lights and alarms in case of emergency evacuation?			
Main Conference Room	Comment	Yes	No
Is the room of adequate size for your numbers?			
Is there enough space for the appropriate layout of the room (cabaret, theatre etc)?			
If the presentation is on a stage, is there a ramp available?			
Is the height of the lectern suitable/adjustable for all speakers?			
Are there hearing loops available?			
Are the acoustics of the room suitable?			

	T. Control of the Con		
Is the screen visible from all positions in the room?			
Are the lights in the room adjustable and dim slowly?			
Does the venue have a PA system? (For groups of over 30 people PA systems are essential)			
What equipment is available to use (projector, screen, sound system etc)?			
Is there natural light in the room?If yes, do the windows have shutters or blinds to block out the light?			
Seating	Comment	Yes	No
What is the seating plan for each room?			
Does the room have fixed seating?If yes, is there an accessible area suitable for wheelchair users that does not isolate them from the group?			
Is there enough room to manoeuvre a wheelchair – particularly if you are using tables?			
Air Quality	Comment	Yes	No
Does the room have air conditioning? If yes, is this manually controllable?			
Can windows be opened to cool down room?If yes, what is the noise level outside?			
Other Rooms	Comment		
Are the rooms an adequate size for your numbers?			
What is the layout of the breakout rooms?			

Are there hearing loops available?		
Is there enough room to manoeuvre a wheelchair?		
Are the breakout rooms easy to find?		
Does the venue have air conditioning?If yes, is this manually controllable?		
Can windows be opened to cool down room?If yes, what is the noise level outside?		
Is there a quiet area or prayer room available?		
Emergency Procedures		
Is there access to the venue's emergency procedure?		
Is there access to the venue's		
Is there access to the venue's emergency procedure? Is there a procedure for evacuating		
Is there access to the venue's emergency procedure? Is there a procedure for evacuating wheelchair users in an emergency? Will venue staff be on hand to assist		
Is there access to the venue's emergency procedure? Is there a procedure for evacuating wheelchair users in an emergency? Will venue staff be on hand to assist with evacuation? Are the fire alarms audio and visual in		
Is there access to the venue's emergency procedure? Is there a procedure for evacuating wheelchair users in an emergency? Will venue staff be on hand to assist with evacuation? Are the fire alarms audio and visual in all rooms? Does the venue require an attendance		

Notes

Notes

Notes

Your Views

return this form to help us develop future versions.			
Your name (optional)			
Have you used the toolkit?		Yes	□ No
Has the toolkit assisted you to effectively engage with local communities?		Yes	□ No
What aspects of the toolkit do you	ı like	?	
What aspects of the toolkit would	you	like cha	anged and why?

We would like to hear your views about this toolkit. Please complete and

Please return to:

The Partnerships Team, South Cambridgeshire District Council, South Cambridgeshire Hall, Cambourne Business Park, Cambourne Cambridgeshire CB23 6EA

Email: gemma.barron@scambs.gov.uk

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