

Getting a better return on your investment in public engagement

Thursday 28th June 2012, Llandrindod Wells

Delegate Feedback

Who attended?

57 delegates attended including from Local Government, Welsh Government, County Voluntary Councils and Third Sector Organisations, NHS, Older People's Commission, the Welsh Local Government Association and the Wales Audit Office.

Huw Vaughan Thomas, Auditor General for Wales, gave the welcoming speech and was followed by presentations from Local Government, Welsh Government, Third Sector and Environment Agency representatives.

Members of the Public Engagement Expert Panel also attended. The Panel included: Dr Tom Entwistle Cardiff Business School; Viv Sugar, Consumer Focus Wales; Lindsey Colbourne, Interact Networks; Emyr Williams, Save the Children; Steve Pomeroy, WG; Clover Rodrigues, WLGA; Mandy Williams, Participation Cymru.

Feedback Response Rate

82% of delegates (excluding WAO staff, speakers and planning group) provided feedback at the end of the day. Another 9 provided feedback electronically after the event.

Delegate Overall Rating of Seminar

On the day, 60% of respondents rated the seminar as good overall (8 or more out of 10). A further 22% rated the seminar as 7 out of 10.

Overall Positive Comments

Four overall themes emerged as to delegates' overall opinions of the day.

- The speakers were a highlight for many delegates, with comments made on the range and diversity of presentations and the passion and inspiration shown by the speakers.

- The format of the seminar itself was also a source of positive comments, in particular the mixture of presentations, plenary sessions and table discussions and the pace and facilitation of the day.
- Delegates also commented positively on the networking facilitated by the event, providing good examples from experienced practitioners.
- Finally, delegates found the range and quality of information received during the day useful.

Overall Improvement Suggestions

Some delegates made overall suggestions for improvement, including:

- Providing more time to question speakers.
- Providing more time for group discussions.
- Providing examples of Public Engagement failures for analysis.
- Increased clarity on the objectives and outcomes of the day and what the next steps will be.
- Managing table discussion more effectively, to ensure a tangible outcome.

What discussions, ideas or insight did you find particularly striking or useful?

Two insights were considered particularly striking or useful by delegates:

- The importance of using social media to engage the public and to allow accessibility.
- The benefits of following good practice examples and of collaborating with organisations who are successfully undertaking public engagement.

Three other themes were also commented upon by delegates:

- The importance of staff involvement and buy-in to public engagement.
- The importance of full corporate and organisational support and the visibility of managers.
- The importance of public engagement for their own organisation.

What one thing do you hope is taken forward (by you or others)?

The delegates expressed a wide range of opinions on insights they hoped would be taken forward after the event.

- Many delegates expressed a hope that staff engagement would be carried forward, including issues of workforce empowerment. Delegates felt that all staff should see public engagement as part of their own work and that an enthusiasm for public engagement should be fostered.

- Others felt that their use of social media and the development of social media strategies should be taken forward, including the use of new networks.
- Some expressed a desire to foster a culture change in their organisation, including encouraging innovation in public engagement with regard to contacting the public in a variety of ways.