

Knowledge Exchange

Public Engagement Ideas

Main Heading	Knowledge
Workforce Engagement	Ensure staff understand the process and importance of public engagement and can communicate it to the public.
	Maximise the skills of existing staff.
	Public engagement should be part of on-going development and training of staff.
	'Learning by Doing' - start by engaging the workforce.
	Sharing, mentoring programme.
	Trust and respect talent in the organisation. Subject matter experts are there to help.
	People learning from the methodologies used with them to translate to the public.
	Understanding of individual roles in the change process.
	Giving people space to think and participate.
	Staff suggestion scheme.
Corporate Support	The whole organisations must be supportive of public engagement. The role of middle managers is important.
	Consistent approach to engagement.
	Front line, low-level and managerial staff must all be communicating same message.
	Make PE part of what you do, make sure you have the backing of the whole organisation.
Leadership	Courageous leadership.
	Inspirationally led, not command or control-led.
	Strong, empathetic belief in organisational direction.
	Walking the floor, taking a lead role.
	Leadership demonstrate its importance as a priority.
	Leadership being 'hands-on' is key.
Terms of Engagement	Visible leadership at events to give partners confidence.
	Honesty.
	Let the public lead the process – co-production.
	Jointly shaping and agreeing the problem. So rather than going out with closed question, change how we ask questions.
	You can only offer genuine consultation / PE if changes can be made, if the issue is not pre-decided.
	It is vital to be clear about what is negotiable.
	The difference between approaching PE as a DAD (Decide Announce Defend) or an EDD (Engage, Deliberate, Decide). PE must be approached with humility
	'Action learning' by listening to responses and developing priorities as you go along.
Be honest with regarding to statutory consultations, otherwise public tend to disengage immediately.	
Culture	Do not maintain risk-averse attitude to public engagement.
	Be bold and brave 'go for it' ... some loss of control is ok.
	Letting go – trust – don't try to control outcome.
	Flexible staff approach.
	An honest self-assessment.

	<p>Creating organisational ethos.</p> <p>Identify champions to enthuse and support other people.</p> <p>Non-judgemental framework and float ideas.</p> <p>Brain storming; role swapping; create a learning environment; peer working.</p> <p>Organisations can get very good results from PE, once they take the first step and start engaging.</p>
Responsiveness and Trust	<p>Being clear about what you do (or don't) want to do.</p> <p>Feedback loop.</p> <p>Remember the audience.</p> <p>Understanding and changing direction/widening boundaries when necessary.</p> <p>Continuous Engagement at service level. Developing the culture that it is ok to receive feedback. Understanding who your community is.</p> <p>Willingness to redefine the issue. Strong leadership is important, but must be willing to change stance.</p> <p>Publicise the feedback, so the public can see they are listened to.</p> <p>If it is not worth consulting, Stop. Don't promise what can't be delivered.</p>
Social Media	<p>Twitter/technology – 'don't miss the bus!'</p> <p>Social media is humanising; the public feel they are dealing with a real person.</p> <p>Social media allows staff to learn from other organisations and other thinkers.</p>
Organisational Capacity	<p>Embed engagement in forward planning with a flexible approach.</p> <p>Acknowledge that there isn't a one size fits all.</p> <p>Share examples of where and how it has worked.</p> <p>Keep it simple.</p>
Measuring Success	<p>Capturing the benefits (case studies) to demonstrate improvements to convince others.</p> <p>Quick wins - demonstrate where and how a consultation has made a difference – starts to build trust.</p>
Resources and Finance	<p>Network the networks – inclusivity, tap into what's there already.</p> <p>If serious about valuing public contributions, need to be willing and able to reward them financially; free up money to do this e.g. in form of prized for best idea.</p>