

# Introducing community engagement

Equally Well Event

CCA

26<sup>th</sup> May 2010



# Overview

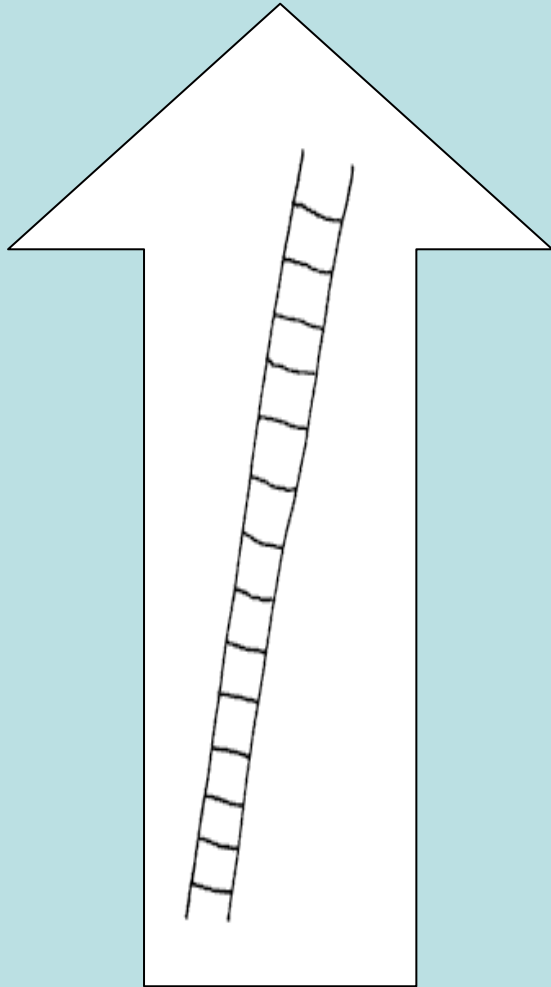
- What is community engagement?
- Why is it important?
- What should good community engagement look like?

# What is community engagement?

- Community engagement refers to the process of *getting communities involved* in decisions that affect them. This includes **the planning, development and management of services**, as well as activities which aim to improve health or reduce health inequalities

(Popay 2006).

# Where on the ladder of participation?



Community  
control

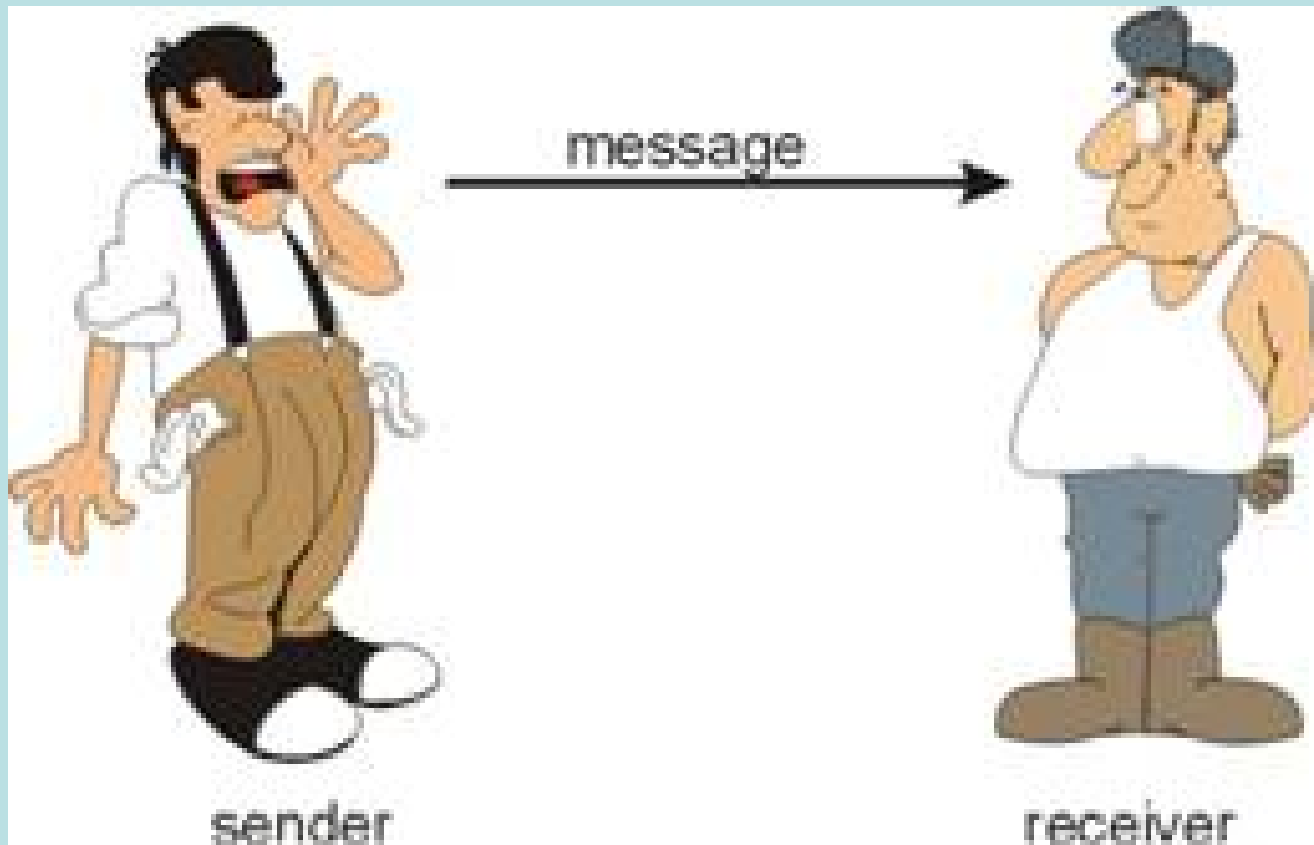
Delegated power

Co- production

Consultation

Information

# Informing



# Consulting

*The consultation process today...*



*Do you think that the  
development plan is -*

- A. Very good.*
- B. Incredibly good.*
- C. Extremely good.*

# Involving



# Methods shaped by intentions of engagement

Leaflets

Advertising

Presentations

Community meetings

Canvassing/ questionnaires

Outreach activity

Stakeholder interviews

Focus groups

Citizen's juries/ reference groups

Participatory methods



# Why is it important?

## Three-fold benefits:

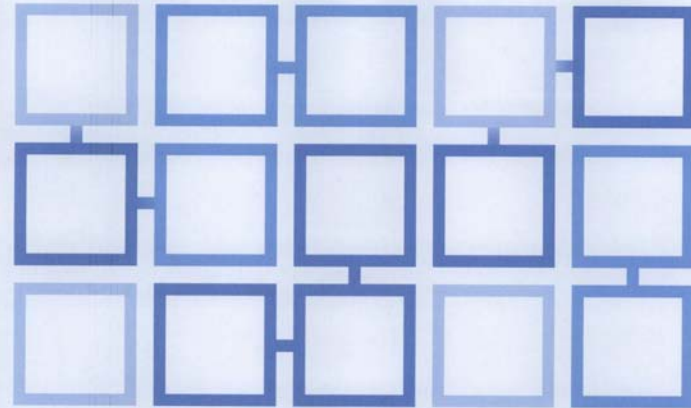
- to organisations and practitioners
- to individuals
- to communities

**NHS**  
National Institute for  
Health and Clinical Excellence

Issue Date: February 2008

# Community engagement to improve health

NICE public health guidance 9



## BUILDING CONNECTIONS, GETTING INVOLVED:

MEASURING SOCIAL CAPITAL OUTCOMES  
OF COMMUNITY LEARNING AND DEVELOPMENT

FULL REPORT

 smarter  
scotland  
SCOTTISH GOVERNMENT

# Organisational gains

- Increase trust
- Utilise local knowledge and expertise
- Pre-empt unanticipated consequences



Effective engagement of local people is critical to the regeneration of our most disadvantaged communities. *It is only by listening to the experiences and ideas of people who live in these communities that we can find solutions that will make a lasting difference*

Scottish Government



# Benefits for participants



- Improve self-confidence, skills and self-esteem
- Can lead to changes in health, education and learning and employment outcomes

# Benefits for communities

- Develops civic participation
- Builds capacity and social capital
- Can assist community cohesion

# Questions to ask when considering 'what form of engagement?'

- Is aim informing, consultation or involvement and why?
- What can and can't change about the end project?
- Budget, timescale, expertise
- Is it about building community capacity for civic participation or something else?
- Is it one-off or on-going?





# Improving engagement

- Reach beyond the **usual suspects**
- Think creatively about **who has a stake**
- Think beyond geographical communities to communities of **shared interest**
- Beware consultation **fatigue**
- Do people have the **capacity to participate?**
- Reflect and evaluate on learning

- National Standards
- Anything else we need to think about?

# Further information

**Scottish Community Development Council**

<http://www.scdc.org.uk/>

**Local Government Improvement  
And Development Agency**

<http://www.idea.gov.uk>

**Scottish Government national standards**

[http://www.scotland.gov.uk/Topics/Built-  
Environment/regeneration/engage/standards](http://www.scotland.gov.uk/Topics/Built-Environment/regeneration/engage/standards)