

# Community Planning Resource Sheet

## Community-led Plan: Consultation

### Events



Produced by CRCC in partnership with Cornwall Council

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This resource sheet is intended to help communities understand and work through the community-led planning (CLP) process, in conjunction with support and advice from CRCC and Cornwall Council officers. In addition to this resource sheet there are other individual sheets for different stages of the process including an overview; as well as plans to produce themed resource sheets (e.g. health, transport, planning) to help get the most out of this process. Where appropriate the themed sheets will be produced in consultation with relevant key organisations.

It is intended that these resources and the support available will strengthen the community-led planning process and provide communities with a better understanding of the priorities of the statutory authority, health, police and so on. Communities can then choose, where appropriate, to tailor their consultation to both suit their local needs whilst influencing strategic priorities - forging a mutually beneficial relationship, and creating a more robust and effective plan.

Ultimately the community chooses what goes into the plan, but being aware of the objectives of other organisations, and having an understanding of what information needs to be obtained in order to implement certain actions can help the communities achieve their aims.

#### Consultation 'Map-Based' Events

These type of events usually involve making use of a map of the parish (often 3D) and 'suggestion or issue' cards - allowing residents to place these on the map at appropriate locations to highlight things that interest or concern them.

These type of events are hands-on and can be used as an alternative to, or supplement to, other modes of consultation.

This is a good method for getting people talking to each other and tends to be more fun and informal than some other methods, and may appeal to different age groups and types of people - particularly if you link it to other activities or a parish activity or event e.g. summer fete.

Typically, these events have tended to involve other organisations or groups in the area - e.g. often local schools have been involved in the map making process.

There is a risk that the information may be less detailed than say completing a questionnaire if you are hoping to cover a wide range of topics. However all types of consultation have advantages and disadvantages so it is best to assess what you are hoping to achieve and consider how different consultation methods may help you achieve this either as a stand-alone piece of work (perhaps aimed at a specific target group), or in combination with other consultation.

## Consultation 'Map Based' Events - Suggestions & Tips!

### Creating The Map

1. If you have decided to do this you will need to get a scale map of the area and templates for buildings, as well as creating cards that cover are unbiased but cover relevant issues (either to be placed flat, or fixed to cocktail sticks so they are upright). Speak to the relevant County Council officer or CRCC officer for advice.
2. Enlist help in getting the map built - speak to your local school (with good notice) to see if they would be willing to involve their pupils in this community initiative.

### Publicity and Attendance

The success of these events is dependent on attendance so it is important to consider:

1. Venue - make sure that you pick a location that is easy accessible (in some cases you may choose to run the event in more than one location), comfortable and will appropriate facilities (kitchen, large hall etc)
2. Choose a date (and time) that is going to maximise attendance - consider that people may be away at certain times of the year, that businesses (e.g. local shops) may be opening for longer hours, think about weather conditions at different times of the year and avoid clashing with major events (local or countywide) that might detract from your own event unless you can 'piggy-back' on to these.
3. If you are able to make use of appropriate existing events (subject to practicalities) you are likely to attract a wider audience .
4. Consider how your event might appeal to different target groups - for instance, can you incorporate things that appeal to young people as well as older residents? The more ways in which you can make the event interesting, fun and attractive the more likely you are of attracting people.
5. Refreshments - teas/coffees, home made cakes, cream teas, pasties, or whatever is practical make things go with a swing. People enjoy chatting things over whilst they enjoy a tea-break. What you provide will depend on your budget, and willing volunteers to bake or serve these on the day.
6. It is absolutely crucial to advertise the event(s) well in advance and keep up the momentum. Radio, posters, banners located in key areas, direct approaches to clubs, churches, businesses and word of mouth will all help. Make sure that the posters and banners do not get lost in a sea of other notices, and try and keep them fresh by giving them different layouts/colour and making changes as you get closer to the event day. You could, of course, (depending on your budget) also offer incentives/interesting raffle prizes etc to generate interest.
7. Consider what you will need for the day (volunteers, display boards, tables, chairs, blu-tak etc) and make sure that you have sourced these and made appropriate arrangements. Also make sure that you have arranged for the venue to be open in good time (and that you have a contact number in case of any problems on the day). Also discuss with the venue's representative what you can and cannot do - e.g. some venues will not want you to affix display materials to their wals unless they have boards in place for this; do you need money for electric etc; will all the necesarily rooms (e.g. kitchen, hall, toilets) be unlocked.
8. **MAKE SURE** that people know the purpose of the event and how it might impact on them.
9. If there are complex or contentious topics that are likely to dominate the event, make sure that you re-search the facts (without bias) and if possible invite along an 'expert' who is involved in this and can clarify the status or facts regarding this.

### On the Day

1. Make sure you allow yourself plenty of time to set up and get things in place - including a sign outside!
2. Record attendance at the event - and the information/data!
3. Ensure that people know what they are required to do, and have willing 'badged' volunteers mingle (but not be intrusive) to ensure that people are happy and confident in what they are doing, and know that there will be someone to go to if they have a query.