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# Putting people at the heart of placemaking communications

**TPAS Placemaking with People  
Conference**

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# Hello

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**How can we deliver  
more inclusive  
engagement?**





## Covering today:

- Why we need better engagement
- Delivering a strategic approach to engagement
- How to bring more people into the conversation
- Top tips for better engagement

# So what's the issue?



We have  
Developer-led communities  
**not**  
Community-led development.

REFERENCE: Quote from semi-urban county councillor

# The challenge



## How do we start inspiring?

- How can we bring the opportunity to life?
- How do we reach all parts of the local community?
- How can we build trust and dialogue?

# Why is this **important?**

## Placemaking Wales Charter

### **People and community**

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

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How to we achieve better:  
Start with why?

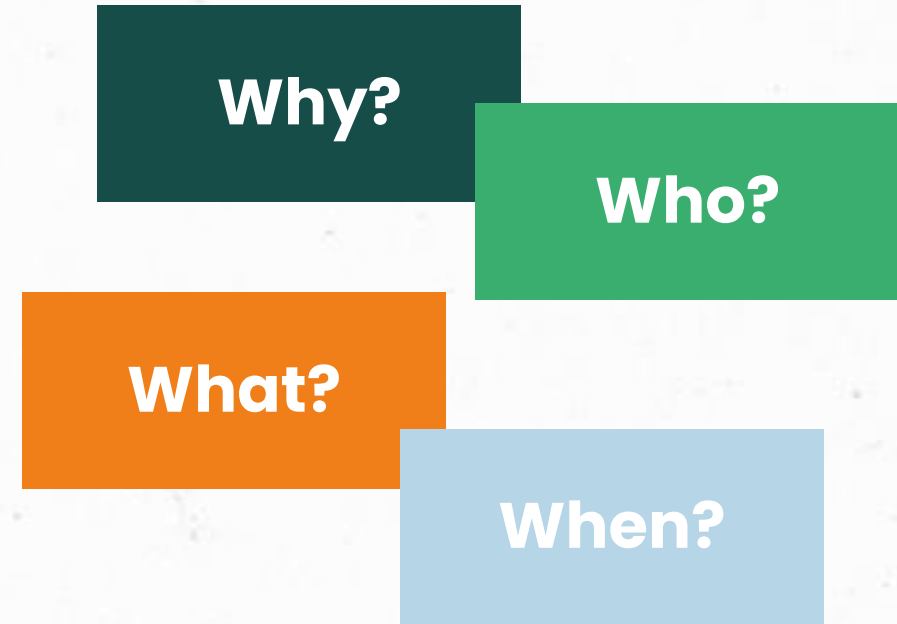


# Strategic approach

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## Engagement strategy



# Why are we engaging?

## What are we trying to achieve?

- Define objectives
- What does success look like?
- What is the scope of engagement?
- What are the fixed parameters?
- What level of empowerment can be provided to the community?
- How can we deliver the best possible social value?



“Social Value is the **positive change** that you create in the **local communities** within which you operate.”



REFERENCE: [the Social Value Practice Social Value Portal](#)

# Social Value

Future  
Generations  
Well-being  
Goals



1. **Prosperous** ✓
2. **Resilient** ✓
3. **Healthier** ✓
4. **More equal** ✓
5. **Cohesive communities** ✓
6. **Vibrant culture and thriving Welsh language** ✓
7. **Globally responsible** ✓

REFERENCE: Government's Social Value Model

# Why does it matter who engages?

## How does diverse engagement increase social value?

- Can bring bigger longer term benefits to the community with bigger reach
- Small changes that can deliver biggest impacts
- Impact for those communities that can benefit most
- Delivering for future generations
- Partnership working to amplify impact
- Increasing political interest



# Who? Understanding your community



# Stakeholder mapping

## Key stakeholders

- Elected representatives
- Community groups
- Local ambassadors
- Minority groups
- Online
- Businesses
- End users

## Geography

- Defining the local community



## Understanding the local community

- What are the local issues, interests and activities?
- What is the local demographic?
- How does this impact how we engage?
- How will we monitor who we engage?





# Categorise stakeholders

## How to engage with different stakeholders

### Inform

provide factual information in an accessible format to help your audience understand what is proposed and the potential impacts and opportunities

### Consult

obtain feedback through defined channels to help guide the development. It is also about listening to concerns and aspirations and gathering information.

**REFERENCE:** International Association of Public Participation

### Involve

working directly with stakeholders and communities to ensure a common understanding, encourage discussion and provide an opportunity to influence the outcome.

### Collaborate

working in partnership, incorporating input and advice from stakeholders and communities.

### Empower

this places final decision-making in the hands of the community, who decide what will be implemented.

What?  
The content, tools and  
channels



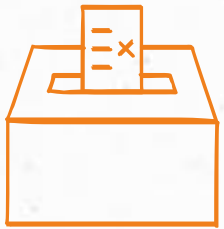


## Clear programme of activity

- Key milestones
- Who we are engaging, when and how
- Communication tools – hybrid approach
- Information and materials needed
- Ensuring accessibility to all
- Resources needed

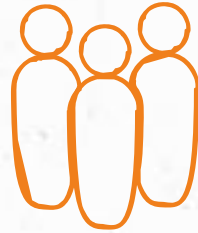
# Traditional tools

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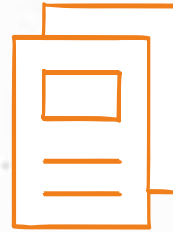
## Events

Face-to-face events, accessible to local communities



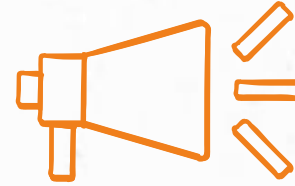
## Workshops

Collaborative discussion with project team



## Leaflets

Printed material, such as regular newsletter, delivered to local homes to raise awareness



## Media relations

Engagement with local press and media outlets



## Focus groups

Identified target minority groups, either existing or curated

# Digital tools



## Webinars

Including Q&A sessions



## Workshops

Using Zoom and collaborative digital tools e.g. Teams Whiteboard or Mural



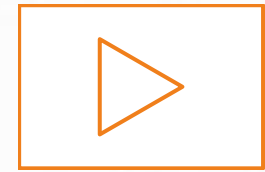
## 3D flythroughs

Bringing a project to life through digital images, videos and interactive flythroughs.



## Social media

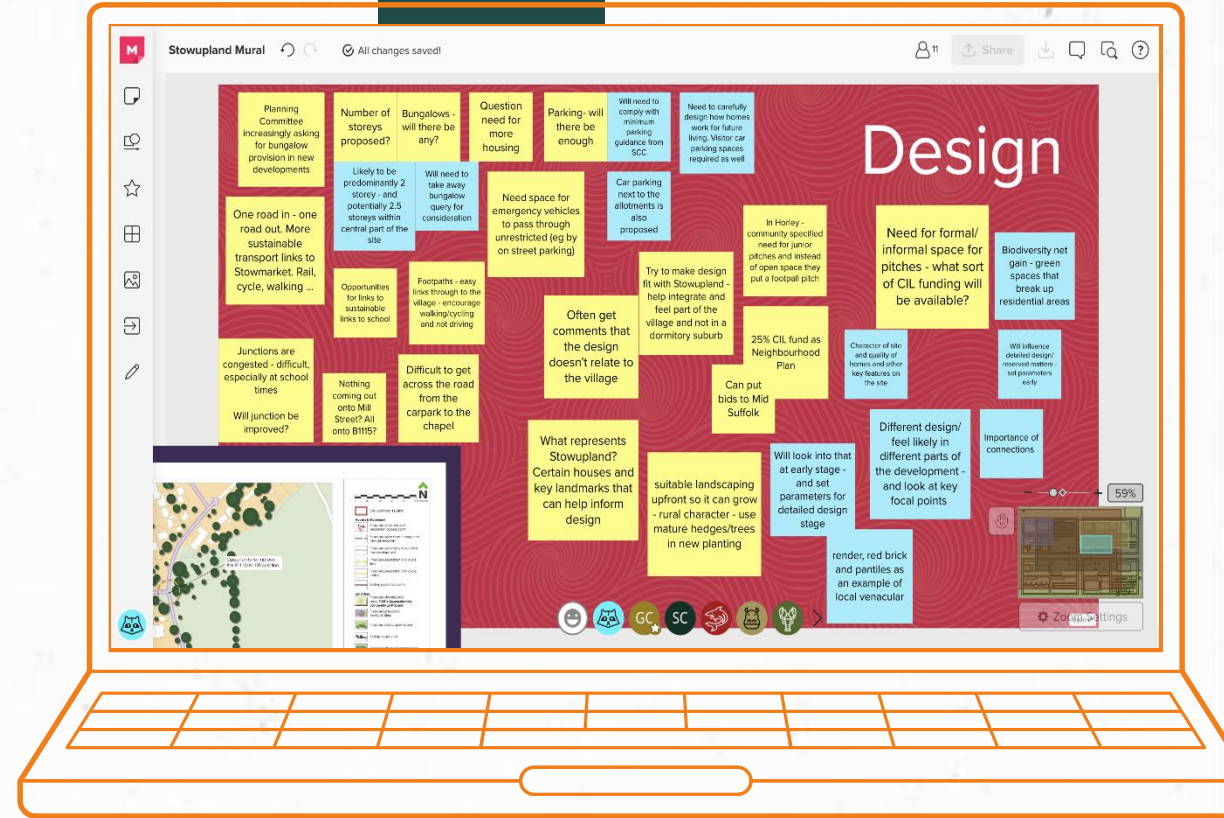
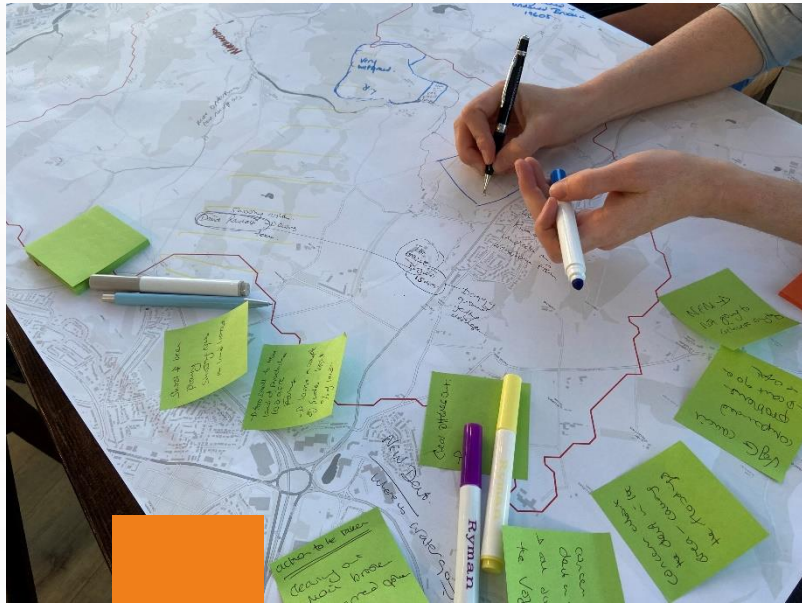
Use of existing Facebook groups, local influencers and paid for targeted content to raise awareness and engagement



## Videos

Easy and accessible way to convey information online and at events

# Workshops





# Closing the feedback loop

## Building and maintaining trust

- One of the biggest pitfalls is failing to feedback and keep communities updated.
- People need to see how their views have been taken into account
- Consider more engaging and creative ways to feedback
- Ensure high quality reporting where needed



# When? Setting out a programme





**Preparation & Strategy**

- Stakeholder mapping
- Engagement Plan

**Early engagement:  
Vision  
Issues and options**

- Collaboration with key stakeholders
- Community awareness raising, engagement and involvement

**Detailed plans**

- Detailed engagement and feedback on plans
- Statutory consultation process

**Reporting back**

- Feedback analysis
- Consultation report
- Feedback to communities

# Delivering better: Putting people at the heart of engagement



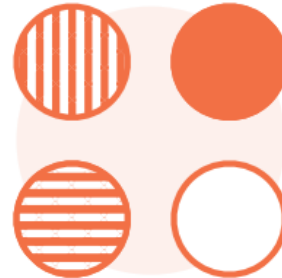
# Equality, diversity and inclusion

## Equality



Giving equal access and the ability to be involved to everyone.

## Diversity



Ensuring that equal opportunity is provided to all possible attendees regardless of their age, gender, ethnicity, religion, disability, sexual orientation, education, socio-economic background and national origin.

## Inclusion



Encouraging all people, of any background, to engage with materials, tasks or projects.

## Considering protected characteristics

As set out in the Equality Act 2010, it is against the law to discriminate against someone because of:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race, religion or belief
- Sex and sexual orientation



## How do we ensure engagement is accessible?

- Printed specification (font size, colour)
- Use of language
- Website content accessible
- Clear instructions for digital tools
- Digital events designed for a range of users
- Remove barriers for feedback
- In person events are fully accessible

# Focus on feelings

## How does a consultation make someone feel?

Excluded?

Encouraged?

Unsure?

We should be challenging ourselves to view every engagement activity from the perspective of the participant



# Bring the project to life

## Art of storytelling

- Messaging and framing
- Use of language – clear and simple
- Bitesize information
- Take people on a journey
- Engaging content – a picture is worth a thousand words







## Selling the vision

- Lead with end goals and outcomes
- Focus on what we can achieve 'together'
- Make it relatable to key audiences
- Use examples

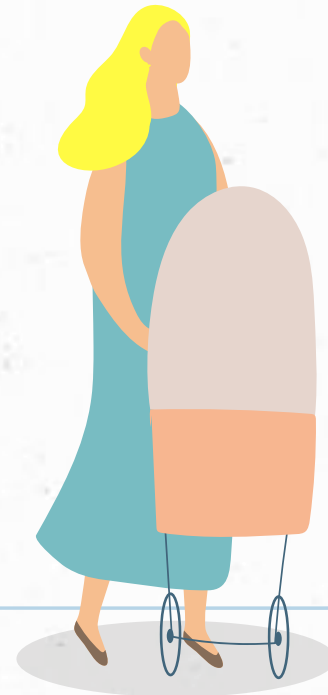


## Encouraging involvement

- Take events to the community
- Use community activists to build awareness and trust
- Engage existing groups
- Paid for targeted social media
- Add a clear social value element to process (such as events)

## Is this for me?

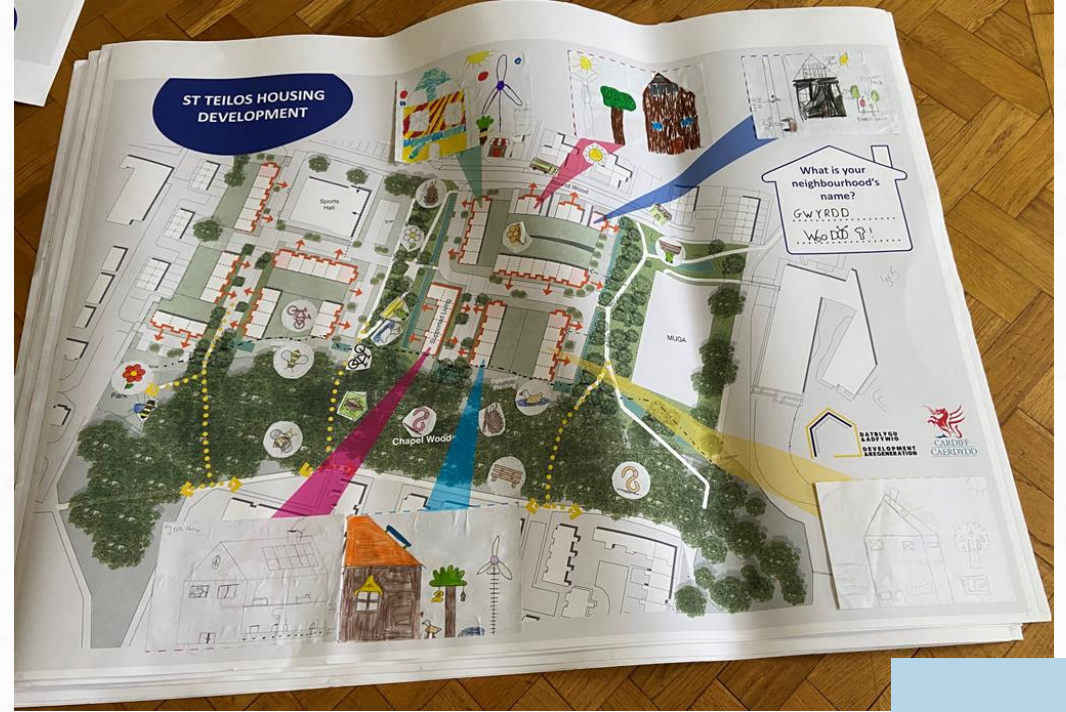
- Using my preferred language
- Team members I feel comfortable speaking to
- Content that reflects me and my community
- Information that makes sense to me
- I understand how to get involved
- I feel confident my voice will be heard



# Focus groups



# Schools engagement



# Digital campaign example

## Snowdonia Sustainable Tourism

### Levels of Engagement



### Launch Webinar



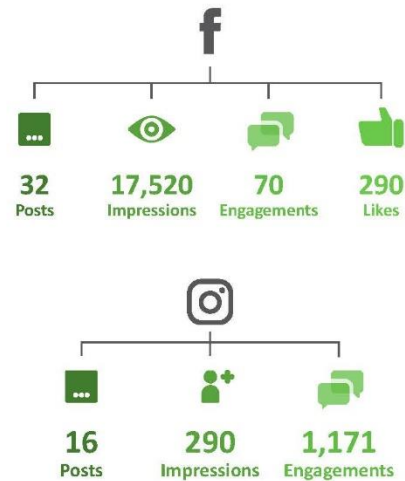
### Website Views



### Workshop Attendance



### Social Media Campaign



### Consultation Responses



# Measuring **success**

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## How has it gone?

- Capture relevant data
- Compare to KPIs



**Does the engagement reflect  
the local community?**

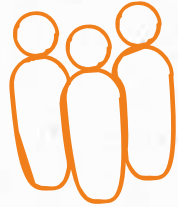


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Delivering better  
engagement and places  
into the future



# Top three things to takeaway



1. Have a plan, understand the community



2. Make it interesting, simple and accessible



3. Work collaboratively with the community

Any questions?



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