

# DESIGNING PROCESSES FOR COMMUNITY ENGAGEMENT

## A HIGHLY PRACTICAL AND INTERACTIVE TRAINING COURSE

To be held ..... at .....

This course is being hosted .....



## WHY PROCESS DESIGN?

Engagement, participation, involvement, consultation – whatever term you prefer, it is almost impossible to escape it nowadays. Government now requires engagement on just about everything, and local communities themselves still press constantly to be properly heard and involved.

In the midst of this, too much engagement practice founders by jumping on the bandwagon of the latest technique or relying on one approach only in what are often highly complex settings. One outcome is what is now called 'consultation fatigue'; a growing trend that can easily damage all the good aims of those who support quality engagement.

This course cuts right through to the heart of these problems. Instead of focusing, as much other training does, on the 'ingredients' of consultation (survey here, exhibition there, then a workshop), the course focuses on the key area of 'recipes' – on **designing overall engagement processes that are coherent, consistent, consensus-based and cumulative**. As we ourselves now know, offer that to people and much of the cynicism disappears.

## WHO FOR?

What is also important about this course is that it builds on the fact that good engagement practice over the last 10 years has taken great strides by developing common principles and approaches to engagement across all topics and subject areas.

It doesn't matter whether you work in children's services, the voluntary sector, planning, transport, education or health (or wherever); the overall approaches that work best are common to all – another factor that helps to tackle consultation fatigue.

So this course is not just for anybody with an interest or role in community engagement – it will positively benefit by bringing together people from different areas of policy and practice. It is for **YOU**.

## TRAINING APPROACH

The course is highly practical and almost entirely interactive. It will provide you with strong foundations in the different aspects of process design (eg. scoping, stakeholder identification, linking methods together) and also give you an opportunity to work in depth on some of your own real life situations.

Day One will set the scene, map out participants' experiences and examples, offer a proven case study (or two), outline the key building blocks of good process design and set things up for the practical group work on real life examples on Day Two.

The core of Day Two will be detailed group work on chosen examples. This will be followed by an evaluation and then a key session on how to take the messages back into day-to-day practice.

Although this is a two day course, it can still only start you on your way, so a full support pack is provided.

## OUTCOMES

By the end of the course, participants will be able to:

- undertake an analysis of a situation on which to build an appropriate process,
- scope out the various stakeholders and consultees, and their likely roles,
- select a range of appropriate methods to be used during a process,
- use all of the above to design appropriate processes and
- ensure that results are properly reported and fully used.

## THE TRAINERS

The course will be led by **Jeff Bishop** of BDOR Limited. Jeff has many years experience not just in designing and delivering complex processes on often very challenging practical issues but he has also produced government guidance and runs regular training on several aspects of engagement. Jeff's main focus has been on things environmental but this has also led him into working in areas such as health, rural policy, economic development and social regeneration.

Jeff will be supported by **Cathy Williams** (née Thompson). Following two decades of policy, research and project management experience in working with communities for sustainable development and better quality of life, Cathy had her first taste of Stakeholder Dialogue in 1995 then trained as a facilitator with The Environment Council in 2001. Appetite fully whetted, she also trained in Participatory Appraisal (PA) the same year. Cathy has devised and run numerous meetings, consultations and conferences.

*A typical quote from a participant on one of Jeff's courses: **"A brilliant course which equips participants with the professional and practical skills to increase confidence."***

**Thanks to ..... for providing  
the venue and refreshments for this course.**