

Glossary

Asset Mapping: This is the process of identifying the strengths and resources within a community to as to find solutions and build on the good things already happening.

Citizens' jury: A group of stakeholders consider a complex issue together. They gather evidence, deliberate and hear from expert 'witnesses'. Finally, they recommend actions to the council, who must then decide what to implement.

Citizens' panel: A panel which can have a small number of people (dozens) or a large number (thousands) who are representative of the local community, who are periodically surveyed through questionnaires and focus groups.

Channel shift: Changing how stakeholders are interacted with eg letters or emails.

Charette: a public meeting or workshop devoted to a concerted effort to solve a problem or plan the design of something.

Cohesion: Whether people integrate with, understand and have mutual respect for others in their community.

Collective efficacy: The willingness of neighbours to intervene for the common good, often in small ways, leading to a reduction in crime.

Community forums: An event in which a panel of experts share their knowledge on an issue and then stakeholders can ask questions. Similar to a focus group, but less formal and usually with more participants.

Community mapping: Identifying the community resources (both physical and organisational) of a local area to discuss with stakeholders the positives, negatives, the challenges and opportunities. Participants are often broken into small groups to generate and discuss ideas.

Community narratives research: The search, collection and recording of stakeholder stories about the local area. Narratives collected from a broad enough range of people can amount to a comprehensive picture of life in the local area. Where there are differences it can expose issues that engagement can help to address.

Consensus-building exercise: A range of stakeholders meet to discuss and make decisions on an issue. Whilst there may be a chairperson, their job is to ensure that all participants are equally heard.

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Co-production: Engaging stakeholders including service users in practical design and delivery as equal partners, not just 'doing it to or with them'. This is a good way to build trust. It implies an equal relationship between professionals, the people using the services, their families and their neighbours. The [NESTA Co-production Catalogue](#) provides some good examples.

Crowd sourcing: Getting information or help on a particular issue from a number of people, usually via the internet. It is a general term that encompasses everything from sourcing support through a petition to identifying providing resources for a particular project i.e. skills and expertise needed.

Deliberative event: Where people come together to learn about and discuss an issue in depth before giving a considered view. A 'citizens' jury' is one such event (see above for a definition).

Digital by Default: A government standard for digital services on GOV.UK. It consists of [18 points](#) and is designed to support the Government's aim of encouraging people to access its services online rather than offline.

Double devolution: An 'earned autonomy' approach which involves the devolving of powers to principal authorities in return for them passing powers to town and parish councils who want to take on more responsibilities, grow in stature and deliver locally tailored services

Elevator pitch: A succinct and persuasive pitch of an idea, lasting no longer than an elevator ride.

Focus group: A group of stakeholders brought together and asked their opinions on a particular issue.

Future Search: A two- to three-day conference exploring the past, present and future of a community, with the aim of producing a strategic plan.

Gunning principles: A set of four rules, which a judge uses after a judicial review has been raised, to determine whether a public consultation is lawful.

Hard-to-reach: Groups, individuals and demographics who are likely to be least involved with council decision-making. This can be for practical reasons, like language barriers or physical disabilities, or for social factors which result in isolation or alienation. Extra effort is needed to engage with these groups, to ensure that you reach out to a full cross-section of the community.

Information drive: The process of releasing new information – or information which has recently become more important – into the public domain using all available channels.

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Judicial review: A procedure by which a court can review an administrative action by a public body and (in England) secure a declaration, order or award. Stakeholders would have grounds for a judicial review if, for example, they legitimately expect to be consulted on something but aren't.

Listening event: Any event where the council, or an individual councillor, listens to stakeholders to get their views. Usually tends to describe situations where the council wants to really understand an issue or grievance, rather than something driven by an imminent choice or decision.

Local authorities, authorities or councils: Used in this guide to mean metropolitan borough councils, London boroughs, unitary authorities, district councils and county councils

Local Councils: Used in this guide to mean town and parish councils

Localism: Transferring power from central to local government and/ or configuring services around local people.

Open space technology: A meeting with a leader where the participants choose the agenda. Good for large numbers of people or the airing of conflicting opinions.

Parishing: This is the process in which councils and local communities decide to establish a parish council, which is the lowest tier of local government in England. Since 2007, district councils, unitary councils and London borough councils have had the power, following community governance reviews, to establish a parish or town council for themselves. This usually reflects a decision by the community to take the initiative.

Person-centred approach: Putting the experience of individuals rather than the system at the centre of research, deliberation and decisions.

Place-shaping: Local stakeholders using their collective influence and abilities to create attractive, prosperous and safe communities, places where people want to live, work and do business.

Planning for Real ©: An engagement approach simulating planning decisions. Stakeholders use models of a local area to suggest what they would like to see eg allotments in specific places. Finally, the council uses the cards to inform an action plan.

Porto Alegre Model: A comprehensive type of participatory budgeting, taking its name from the Brazilian city where it was first pioneered.

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Pre-engagement: Discussions which take place between a consultant, key influencers and key stakeholders, with a view to clarifying the issues, determining the scope and considering the processes of a forthcoming consultation.

Public meetings: Events where people can hear a speaker, express their opinions and/or plan a strategy. Large numbers of people can be consulted like this, but breaking them into small groups can be a useful way of helping everyone to get involved.

Qualitative: Relating to the quality of something rather than to its quantity. Qualitative research, such as that done in a focus group, explores people's opinions and motivations in a relatively free manner.

Quantitative: Relating to the quantity of something rather than its quality. Quantitative research, such as online polls, produces data that can be transformed into useable statistics. While quantitative research can include face-to-face interviews, it is much more structured than its qualitative cousin.

Social capital: The networks of relationships among people who live and work in a community, which enable it to function effectively.

Social value: A broad term encompassing all the effects of an activity on an area. The Public Services (Social Value) Act 2012 requires local authorities to consider how procuring a service might affect the economic, social and environmental well-being of an area.

Social Return on Investment (SROI): A method for measuring non-financial value (i.e. environmental or social value) relative to resources invested.

Stakeholders and stakeholder analysis: The process of identifying the individuals or groups that are likely to affect or be affected by a proposed action, and sorting them according to their impact on the action and the impact the action will have on them.

Street stalls: These are outdoor displays, such as idea or graffiti walls, used to capture the views and comments of many people. Maps and plans for an area or project can be displayed and passer-bys are asked to comment, generate ideas or cast votes.

SWOT analysis: A study to identify an organisation's internal strengths and weaknesses, and external opportunities and threats.

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Town hall event: A discussion event or debate with questions and answers where the public are invited to attend. The term was first coined in American politics

Visioning exercise: An activity designed to develop a plan, goal or vision of the future.

Vox pop: Informal comments of stakeholders, often expressive of public opinion and usually filmed or recorded as audio.

Web based consultation: Consultations done online, usually in the form of surveys or questionnaires. You can read more about this by in [Pillar 1](#).

Workshop: Like a focus group but about more than one issue. It provides an open atmosphere for people to exchange information, discuss a project, obtain ideas or produce an action plan.

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