



# The urgency of engagement

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**Basingstoke and Deane Borough Council**

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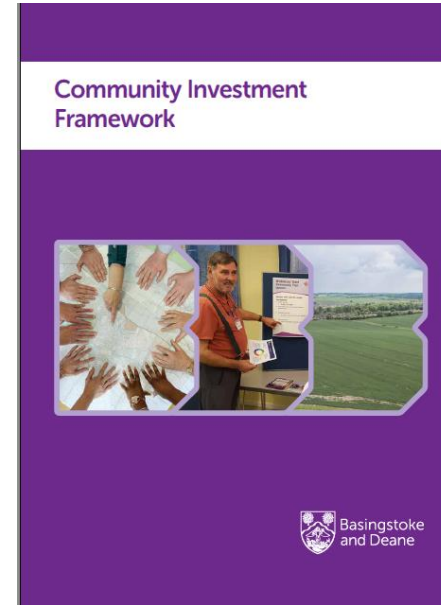
# Why 'urgency' of engagement?

- Build relationships to maintain trust
- Address emerging needs
- Redefine our role
- Diversify our approach to have a wider reach

**URGENT**

# Our approach

- Inclusive / accessible
- People at the heart of the journey
- Member of the Consultation Institute
- Internal guide and portal
- Community Investment Framework



What's your approach to engagement?

# Examples of engagement

Community plans

Social Inclusion  
Partnership

Horizon 2050 Vision

# Examples of engagement - 1

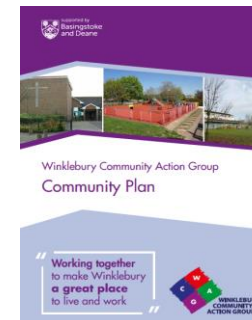
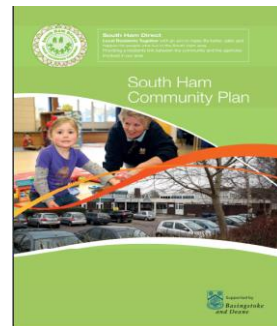
## Community planning / Representative forums

### Successes

- Enabling groups to own engagement / influence
- Relevant / proportionate engagement
- Brokering engagement and on-going dialogue

### Challenges

- Influencing agencies
- Coordinating action
- Representation
- Capabilities of members



# Examples of engagement - 2

## Social Inclusion Partnership

### Successes

- Meets need in a different way
- Flexible / outreach approach
- Lived experience

### Challenges

- Not a council project
- Diversity of lived experience / agencies
- Barriers to partnership working



# Examples of engagement - 3

## Horizon 2050 Vision

### Successes

- Borough-wide research
- Range of techniques
- Broad representation
- Robust data

### Challenges

- High level
- Large range of competing interests
- Future thinking

**HORIZON**  
**2050**



# Challenges / Opportunities

## Challenges

- Time
- Funding
- Political climate
- Demographics / geography



## Opportunities

- Good relationships with local community
- Community need driving engagement
- Digital channels

Your experiences?



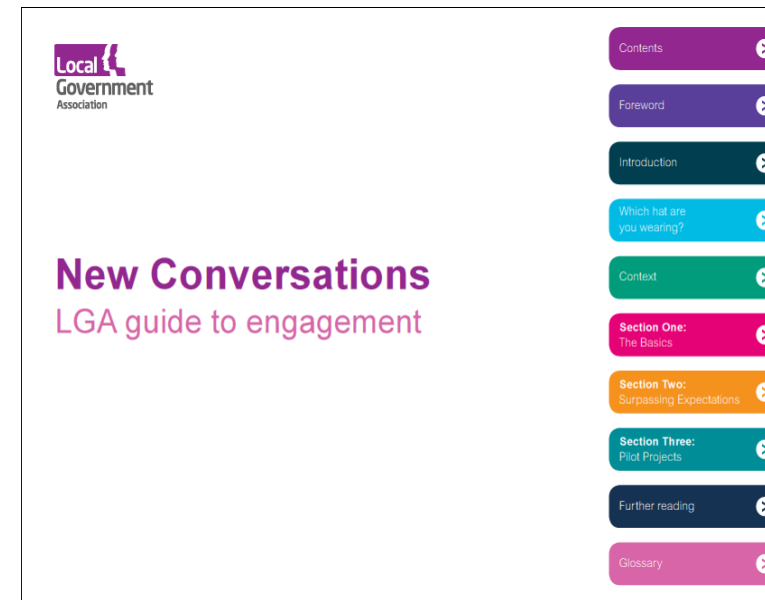
# New Conversations 1 and 2

## Current use

- Complements our guidance
- Reference manual

## New sections

- Hard to reach / diverse groups
- Community cohesion
- Structured decision-making
- Social media
- Digital consultation



# New Conversations 1 and 2

Any questions?

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