

# How to engage with the hard to reach and who are they?

---

20<sup>th</sup> March 2019

Deb Jeffreys



Planning Aid **Wales**  
Cymorth Cynllunio **Cymru**

# About Planning Aid Wales

---

- Community Engagement in planning
- Information, advice and training
- Place Plans support
- Planning Policy training for communities
- Volunteers wanted for a variety of engagement projects – e.g. Place Plans support, research case studies, online engagement etc.



# Benefits of engagement in planning

---

- Improves quality & relevance of development
- Reduces conflict & speeds up planning process
- Increases civic pride & sense of ownership in built environment
- Fosters collaboration
- Gives people a voice, builds skills & confidence



# What is meant by 'Hard To Reach'?

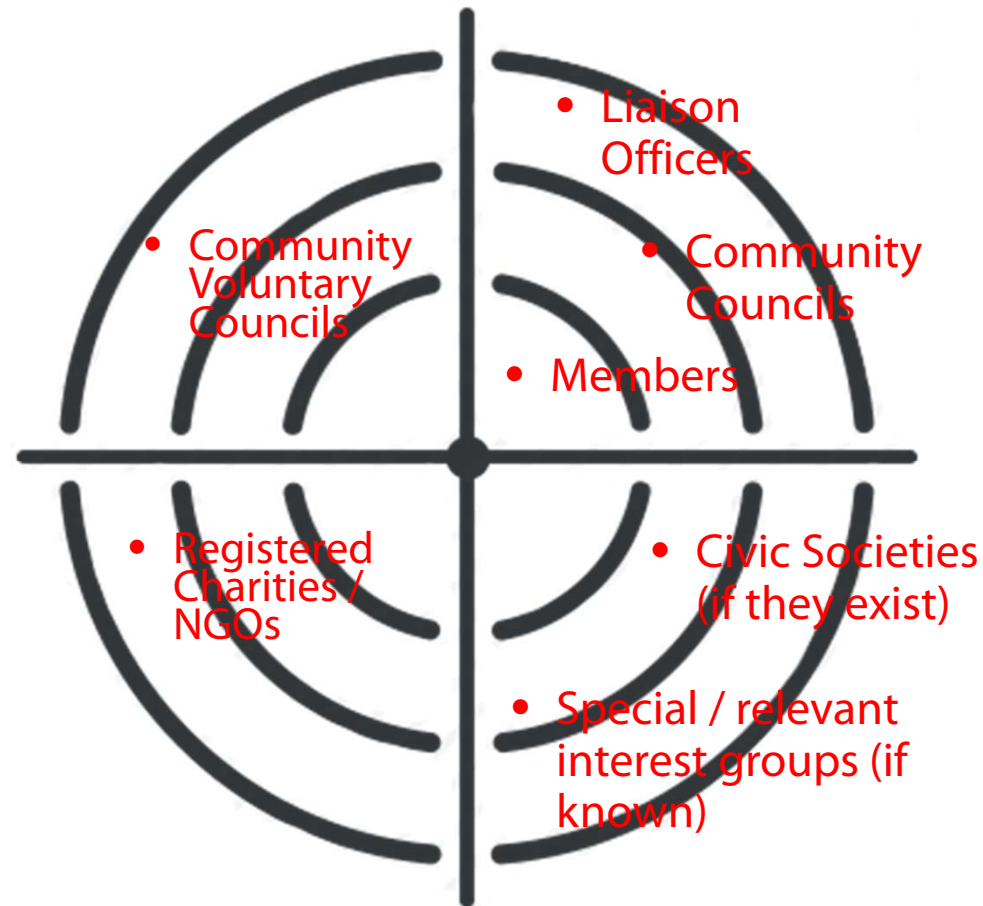
---

A hard-to-reach group is typically under-represented in public life or has limited or no capacity for involvement.



# Usual community targets

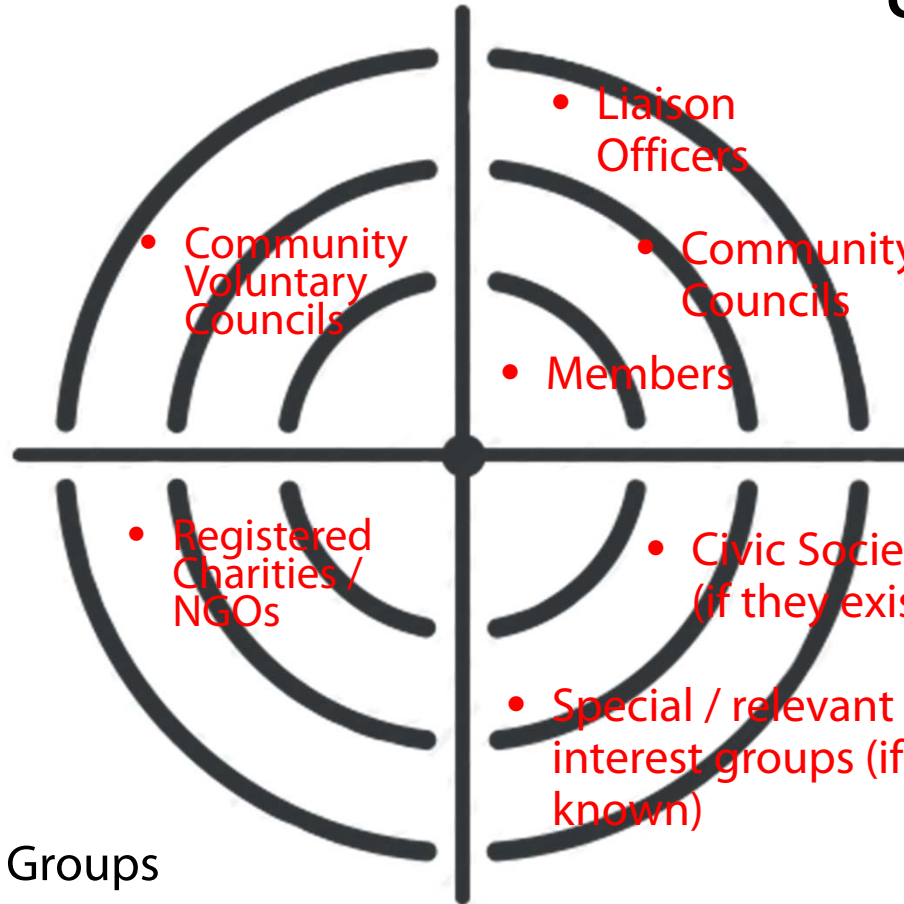
---



# Reaching Further

## Hard To Reach: 'Not Heard'

- Youth
- Elderly
- Disabled
- BMEs
- Isolated / rural communities
- Faith Groups



## Hard To Reach: 'Can't / won't'

- Disabled
- BMEs
- Gypsies & Travellers
- Disinterested
- Disenfranchised

## 'Below the Radar'

- Non-registered local organisations
- Low / no-turnover / no staff etc.

# Challenges

---

- Identification
- Grouping – arbitrary / controversial
- Methods – no ‘one-size-fits-all’
- Barriers – capability, disinterest, other priorities
- Resources – time



# Solutions?

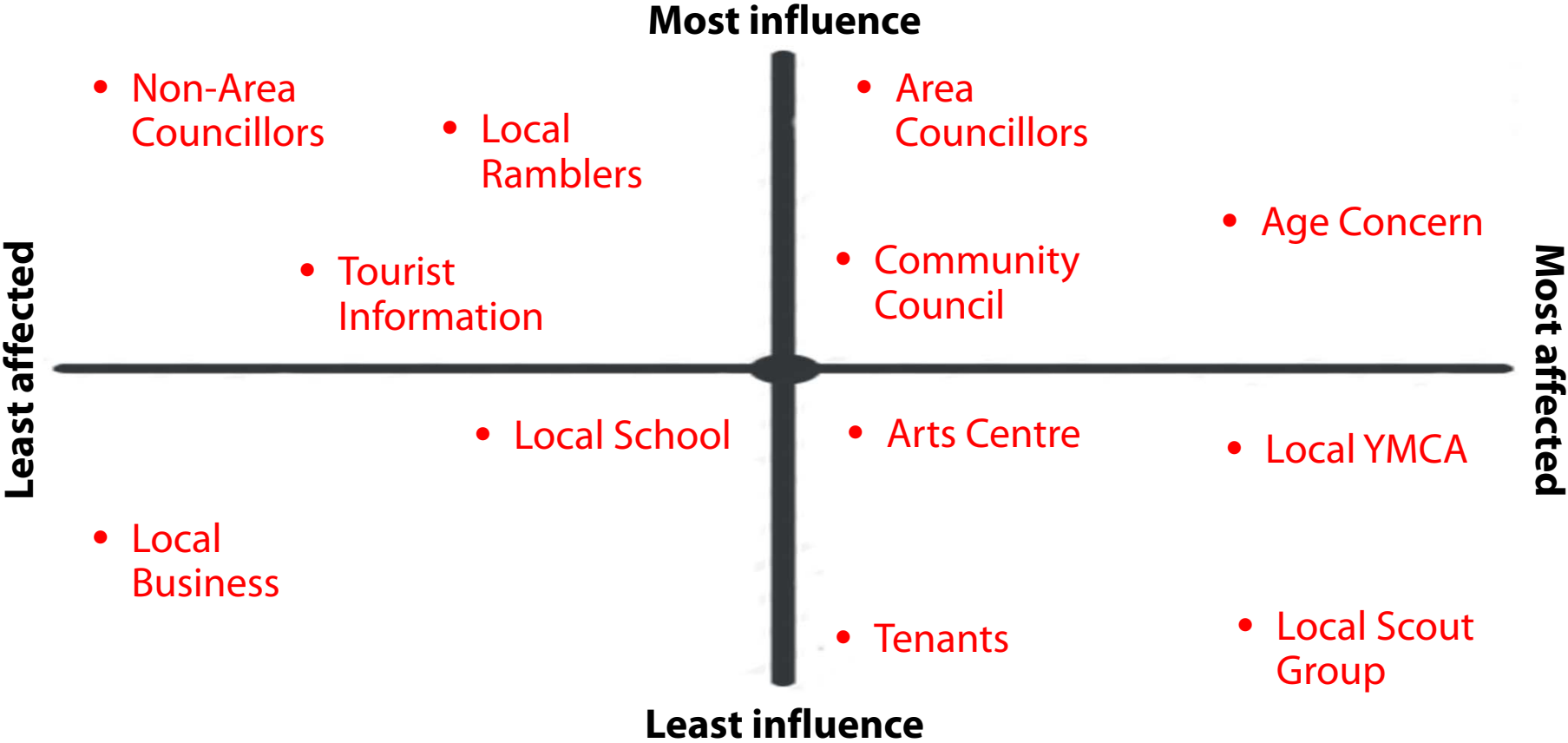
---

- Scoping & Mapping
- Collaboration
- Outreach
- 'Piggybacking'
- Champions
- Flexibility – methods, language & practicalities
- Learning & sharing lessons





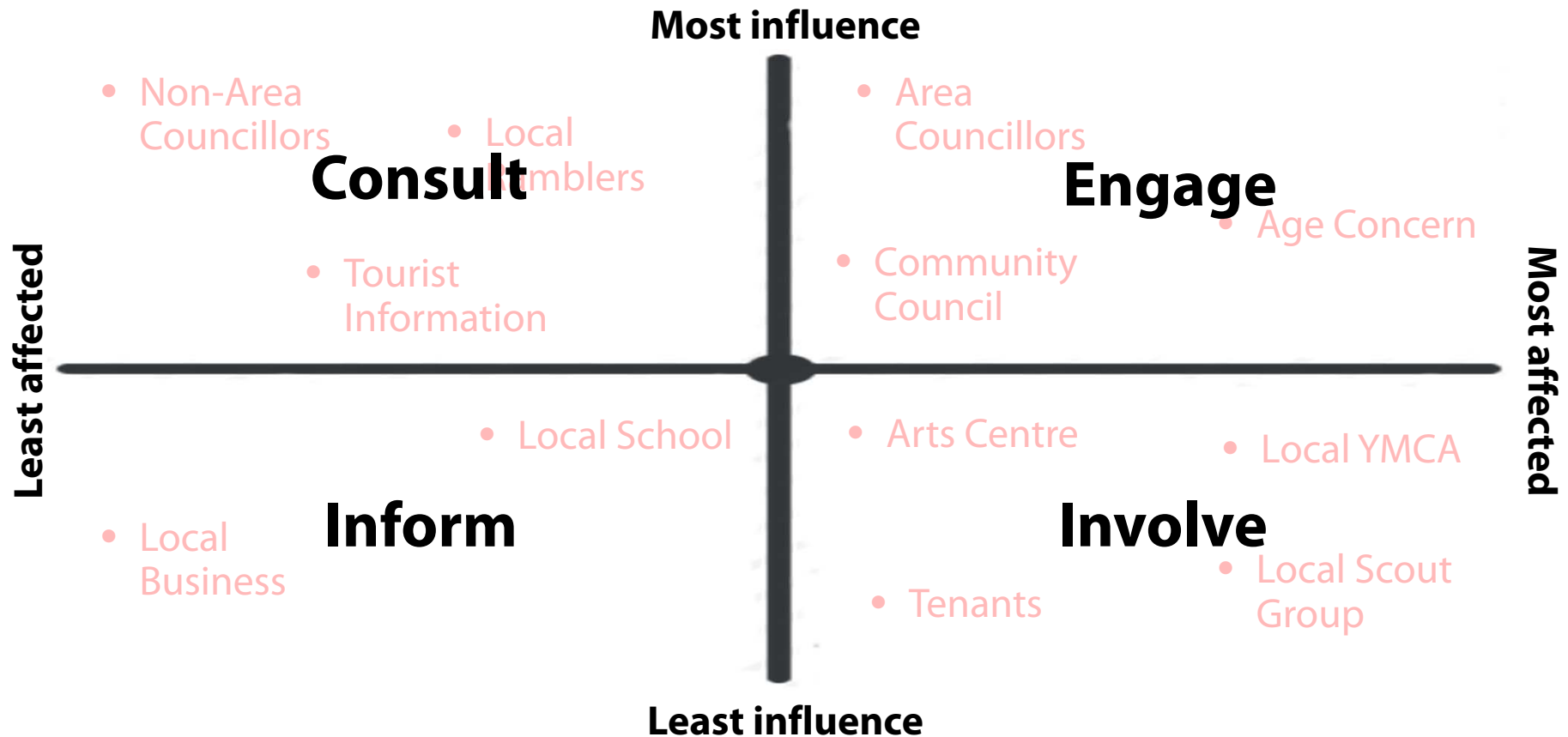
# Stakeholder Analysis



Source: *The Craft of Collaborative Planning*, Jeff Bishop



# Engagement Approaches



Source: *The Craft of Collaborative Planning*, Jeff Bishop



# Communication

---

- Listen & understand
- Adapting language
- Patience – broader / non-relevant issues will arise
- Use advocates & champions
- Online engagement - opportunity



# Learning Lessons – PAW experience

---

- Flexibility – What's best for them? E.g. meetings vs. drop-in vs. surveys
- Timing – Working day vs. evening vs. Saturday
- Language – explain phrases, avoid acronyms etc.
- Retaining interest – vary activity & communications as project progresses
- Feedback – essential!



# Sharing best practice

---

Evaluation = Critical



# Questions ?

---



# Thank you for listening!

---



Planning Aid **Wales**  
Cymorth Cynllunio **Cymru**

Tel: 02920 625 004

Email: [deb@planningaidwales.org.uk](mailto:deb@planningaidwales.org.uk)

Web: [www.planningaidwales.org.uk](http://www.planningaidwales.org.uk)

