

Consultation Approach	Consult	Inform
Mail out to all homes	✓	✓✓
Profile sample mail out (& survey)	✓✓	✓
Focus Groups	✓✓	
Community Panel	✓✓✓	✓
Citizens Jurys	✓✓✓	✓✓
Deliberative Poll	✓✓✓	✓✓
Internet Survey	✓✓	✓
E-engagement - online discussion forums	✓✓	✓
E-engagement - text message responses	✓	✓

E-engagement - online panels	✓✓	✓
Open Public Meetings	✓	✓✓
District level workshops	✓✓	✓
Interest Group /stakeholder workshops	✓✓✓	✓
Newspaper advertising/inserts		✓✓
Internet based documentation		✓
Doorstep survey	✓✓	✓
Roadshow	✓	✓✓
The Great Gloucestershire Debate		✓✓✓
Levels of consultation documentation		
DVD mail out		✓

Streaming media	✓	✓
Local Television/Newspaper/R adio Presswork		✓✓
Use Local Services - e.g. sports centres, libraries, shopping centres etc as focal point for engagement		✓✓
Telephone survey	✓	✓

Advantages

Wide consultation. Political ability to state that everyone has been consulted. Generate awareness

Representative sample of population can be selected so that all views are represented. Will tend to generate a relatively high response rate. More cost effective than mailing to all homes. More detailed questionnaire with more meaningful questions is possible

Good detailed responses possible. A range of people and groups can be addressed and an in depth feel for views/possible objections can be obtained. Reasonably efficient to run. Qualitative results only

Deliberative responses from a well informed group. Ideal to inform a process at early stages (e.g. to set criteria, decide on options to be evaluated, feed into contract award criteria)

Interactive, good response rates possible. In depth deliberation encouraged. Newsworthy. Will generate a report of the Jury's findings

Similar to citizens panel - groups randomly (can be stratified random) selected. They come together to discuss issues and then vote on an issue. Results easily quantified, can get representative and statistically significant survey size.

Good detailed responses possible. Levels of information can be accessed by individuals as the desire. Relatively easy to set up, run, and analyse results

Open discussion encouraged, cheap to set up. Good responses possible (although rare)

Can use text message responses to consultation documents. Easy for participants to use, easy to analyse if correct software in place.

Representative sample can be selected - agree to give their views at specific intervals over a period of time - can choose time to suit themselves. Uses range of techniques including discussions on line and questionnaires.

Chance for those who are interested to air their views and listen to views of others. High profile. Reasonably cost effective and easy to organise

Focused workshops enables key issues to be addressed. District split tailors to local needs and could bring together a cross section of the community

Focused workshops enables key issues to be addressed in appropriate detail. Interest groups can be accommodated and information and debate pitched at the right level easily.

Awareness of the strategy consultation and development process can be raised. Politically able to say that all households have been informed/consulted

Appropriate levels of documentation can be easily made available to those who seek it

High response rates possible. Samples of the population can be taken ensuring representative range of views.

Publicly visible. Appropriate information can be made available

Great awareness raising potential. Could be used to generate consultees for more deliberative consultation
Enables appropriate information to be provided to different stakeholders. Limits costs.

Audio visual media presentation of the issues will reach certain sectors of the population that other forms of consultation will not.

Audio visual media presentation of the issues will reach certain sectors of the population that other forms of consultation will not. Downloadable video/audio/podcast information targeted at younger generation. Responses possible through links to internet survey

Potential to reach a wide audience and ensure high levels of awareness

Potential to reach a wide audience and ensure high levels of awareness

Potential to reach wide audience. Cheap. Allows profiling.

Disadvantages	Preparation and	
	Eunomia Time	Officer Time
Costly. Information must be excessively simplified. Low response rate. Hard to get detailed meaningful input.	4 days preparing documents	2 days approving
Not everyone is informed or has the opportunity to respond. Not appropriate if there are specific local issues involved	5 days profiling and preparing documents	2 days approving
People present themselves in a positive light. The extra time and focus given to the issue can cause people to alter their views relative to what they may have had at the start. Some may feel less comfortable expressing divergent views in a group setting	12 days based on 6 groups with 2 Eunomia staff at each & 3 days prep	6 days based on 1 officer at each workshop and 2 days working with Eunomia and organising venues etc.
May be too late in the strategy process to use such a deliberative approach - what would the Panel be deciding?	10 days based on 1 panel spread over 4 days/evenings each event with 2 Eunomia staff. Preparation time 3 days	5 days based on 1 officer at each panel and 2 days working with Eunomia and organising venues etc.
Need to identify 'witnesses' - more resource intensive. May be more community active people on Jury. Require group to come to group consensus. May produce a challenging result.	16 days based on 1 jury spread over 6 days/evenings each event with 2 Eunomia staff. Preparation time 5 days	7 days based on 1 officer at each event and 3 days working with Eunomia and organising venues etc.
Although may be paid to attend, attendees may be self selecting. Usualy done in large numbers (to be statistically significant) so can be cumbersome and difficult to manage.	14 days based on 1 group spread over 4 days/evenings each event with 2 Eunomia staff. Preparation time	6 days based on 1 officer at each event and 2 days working with Eunomia and organising venues etc.
Self selected respondents, not everyone has access to the internet. Typically low response rates	4 days design and liason with GCC officers.	4 days organisation and work with Eunomia and Council IT support.
Responses require moderation (pre or post display). May be difficult to keep discussion to topic. Can be difficult to analyse	4 days design and liaison. 6 days of moderation over consultation period.	5 days organisation and work with Eunomia and Council IT support.
Costs of setting up unknown, self selected respondents. Not everyone has a mobile phone (although broad coverage now). Will not get detailed responses.	3 days design and liaison. 4 days of moderation over consultation period.	6 days organisation and work with Eunomia and Council IT support.

As with all E-engagement, does not allow more personal discussion of issues and relies on participating doing their own 'homework'.	4 days design and liaison. 6 days of moderation over consultation period.	5 days organisation and work with Eunomia and Council IT support.
Meetings can get 'taken over' by interest groups or assertive individuals. Not representative. Difficult to receive deliberative input	10 days based on 6 Meetings with 2 Eunomia staff at each & 3 days prep	5 days based on 1 officer at each workshop and 2 days working with Eunomia and organising venues etc.
Interest groups may dominate proceedings. Attendees and views will not necessarily be representative of the community. It may result in mixing industry professionals with residents who are less informed, and therefore there may be some difficulty in pitching the sessions at the appropriate level	10 days based on 6 Meetings with 2 Eunomia staff at each & 3 days prep	5 days based on 1 officer at each workshop and 2 days working with Eunomia and organising venues etc.
Local issues may not be represented. 'Average residents' not catered for.	6 days based on 4 Meetings with 2 Eunomia staff at each & 3 days prep	4 days based on 1 officer at each meeting and 2 days working with Eunomia and organising venues etc.
Low response rates. Quality and quantity of information able to be communicated is low.	2 days designing information	1 day hiring advertising space and commenting on info
Only open to those with access to the internet. It is a passive medium that requires stakeholders to seek the information	4 days design and liaison with GCC officers.	4 days organisation and work with Eunomia and Council IT support.
Not an appropriate medium for communicating and recording responses to very complex issues. Costly on a per hh basis.	6 days - Design survey, hire recruitment firm and train interviewers	2 days liaising with Eunomia
Resource intensive. Difficult to target interest groups. Uncertain response rate	12 days based on 6 events with 2 Eunomia staff at each & 3 days prep	8 days based on 1 officer at each event and 5 days working with Eunomia and organising venues etc.
Limited mainly to informing. Difficult to determine how representative responses/views aired are likely to be.	10 days preparing material and liaising with media and GCC	10 days liaising with media etc
Extra cost and resources required to develop the documentation	7 days	2 days liaising with Eunomia
Not interactive. It is informative only and relies on stakeholders responding through other media	8 days. Design material for DVD (more material required with background info).	3 days

Limited target audience	6 days design and liaison. 6 days of moderation over consultation period.	5 days organisation and work with Eunomia and Council IT support.
Informative rather than interactive. Relies on local media perceiving a 'story'. Potential for issues to be portrayed negatively.	10 days preparing material and liasing with media and GCC	10 days liasing with media etc
Informative, but can be used as springboard to wider engagement.	5 days preparation of material	10 days based - organising venues and setting up and approving material.
Does not allow depth of engagement to be undertaken. Requires respondants to make quick judgements. Unlikely to be high uptake.	6 days material design and recruitment of company	3 days

delivery		Analysis of results	
Other costs	Eunomia	Budget Costing (exc Eunomia)	Comments
Design, printing, distribution, postage for returns. Subcontract the collation of results	5 days	£90-120k	Budget depends on distribution method
Design, printing, mailing. Subcontract the collation of results	5 days	£25k	
Room fees, lunch, transcribing services, payment of expenses, recruitment and incentives to attend	3 days	£7k	
Facilitator expenses. Recruitment. Room fees, lunch, payment of expenses and incentives to attend	3 days	£6k	
Facilitator expenses. Room fees, lunch, transcribing, payment of expenses and incentives to attend, expert witness expenses	5 days	£20k	Based on pretty 'streamlined' Jury. Need to be very careful about issues that are to be deliberated - have been used successfully to consider e.g. technology options, but may not produce a 'helpful' result from LA perspective.
Facilitator expenses. Room fees, lunch, transcribing, payment of expenses and incentives to attend	4 days	£10k	
Council host and maintain site. Professional design fees may be required - depends on package used and expertise of council.	3 days	£0-10k	Potential for technological breakdown and unforeseen problems
Purchase software (if needed). Council host and maintain site. Professional design fees may be required - depends on package used and expertise of council.	5 days	£0-10k	Potential for technological breakdown and unforeseen problems
Purchase software (if needed). Council host and maintain site.	5 days	Unknown	Potential for technological breakdown and unforeseen problems

Purchase software (if needed). Council host and maintain site. Professional design fees may be required - depends on package used and expertise of council.	5 days	Unknown	Potential for technological breakdown and unforeseen problems
Room fees, lunch.	2 days	£0-3k	
Room fees, lunch, transcribing services, payment of expenses and incentives to attend	3 days	£3-5k	
Room fees, lunch, transcribing services, payment of expenses	3 days	£3k	
Purchase of advertising space. Printing costs for inserts.	1 days	£2-10k	
Council host and maintain site. Professional design fees may be required - depends on package used and expertise of council.	1 days	£0-3k	
Interviewers fees - via agency. Venue for training.	3 days	£10k	
Professional design fees and constructing stands etc.	3 days	£1-10k	Costs depend on equipment Councils already have
	5 days	Unknown	
Printing and graphic design costs	0 days		
Professional design fees, purchase and writing DVDs.	0 days	Unknown	

Purchase software (if needed). Council host and maintain site. Professional design fees may be required - depends on package used and expertise of council.	0 days	Unknown	
	5 days		
Professional design fees and constructing stands etc.	5 days	£5k	
Recruit calling company.	5 days	£15k	

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