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Meaningful Engagement
04/12/19

- **Talk honestly about business models and trade-offs, so that engagement is in good faith and transparent.** Alternatively, Councils can cultivate a poor reputation within communities rather than being seen as mediators between them and the developer and addressing local need.

- **The most meaningful engagement comes when a mutual and reciprocal relationship exists between communities and developers;** rooted in the knowledge that both sides have a stake in the outcome, rather than a transactional exchange that people are only being engaged to rubber stamp a proposal.

- **Never assume-always engage, find a way to 'go to them'.** Listen, explore and understand what is of real importance or value before coming in with plans. Meaningful engagement comes from building relationships and understanding a place, rather than direct tick box questions.

- **Identify and use trust routes within the community to spread your message.** Develop trust and build relationships by working with local partners, leaders and peer groups who know the area and local people. To build consensus, address local needs such as the provision of affordable housing.

- **Treat data as a tool to help you make the best decisions possible to continually improve your community**. Source relevant data through existing borough property portfolios, planning applications, Data Evidence Base specific to your community and, if available, post occupancy evaluations.

- **Current needs aren't necessarily future needs – give the future a voice.** Plan and provide for future generations and residents needs.

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Speakers: **Attendees: 87**

Stephanie Edwards & James Stewart, Urban Symbiotics
Jeanette Bain-Burnett & Mellissa Meyer, GLA
Richard Brown, Centre for London
Adam Hinds & Jordan Relft, Life Proven
Nazeya Hussain, LB Kingston
Hanna Benihoud, Hanna Benihoud Studio
Iona Lawrence, The Cares Family
Ben Addy & Will Wright, Sustrans
Nisha Kurian, We Made That
Sarah Jones-Morris, Association of Community Design
Fin McNab, Streets Reimagined

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