

counter context

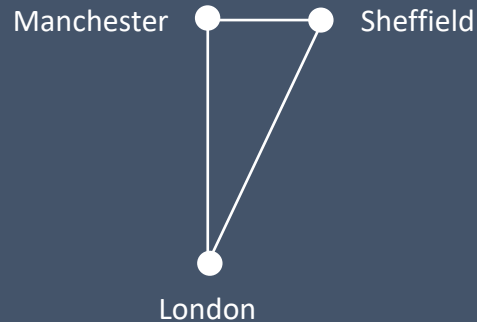
**Public Consultation: Reaching
the Silent Majority Through
Seldom Heard Groups**

Counter Context

Public consultation,
stakeholder
engagement,
construction
communications.

30 years of experience

Transport,
Regeneration, Energy



15+ NSIPS

100s of locally
determined projects
and policies



The context for consultation



Most consultations
generate feedback
from a vocal
minority



The context for consultation



The world is changing rapidly.



Trust in authority is at an all-time low.



Groups organise and mobilise to oppose change.



Social media gives opposition groups and individuals a broadcast platform.



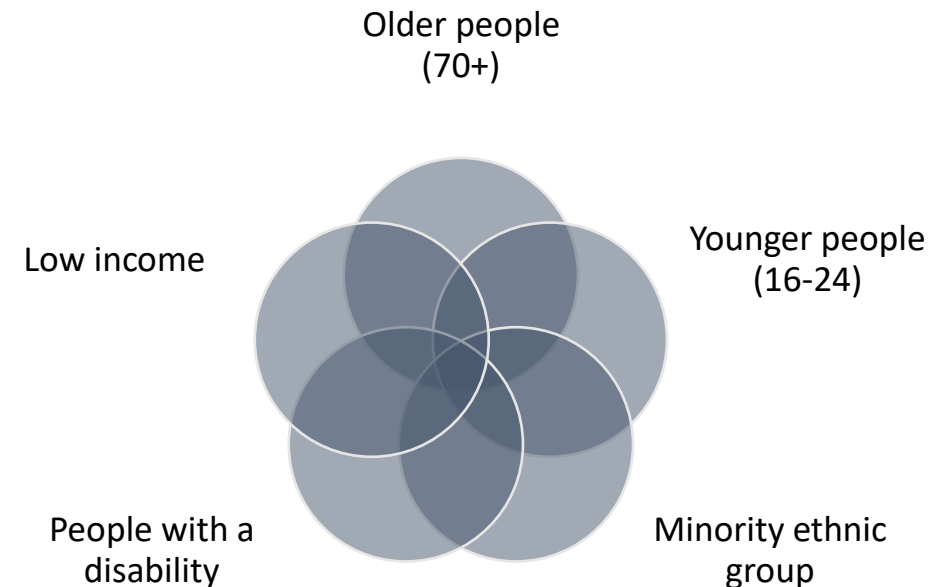
A unique consultation

Consulting on the process and principles of consultation

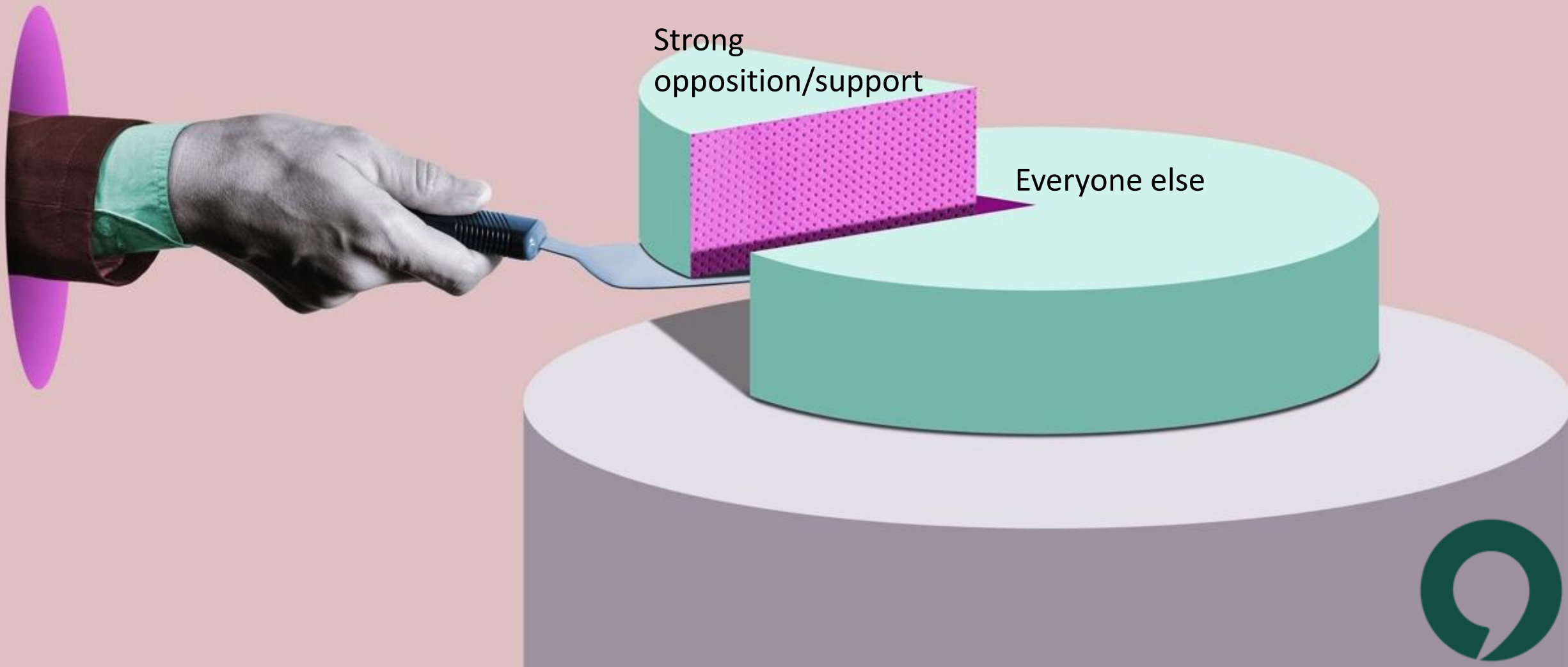
**A statistically valid sample of
1009 survey responses from a
national perspective**



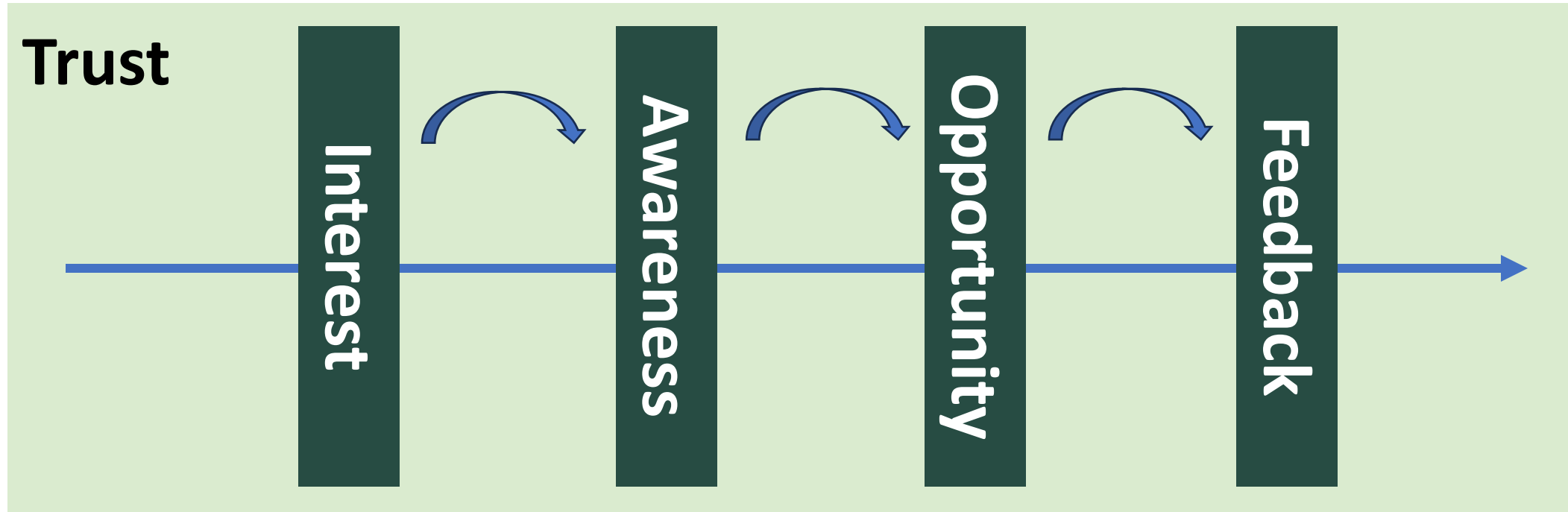
Specially convened Focus Groups



Core conclusions



Barriers to participation exist

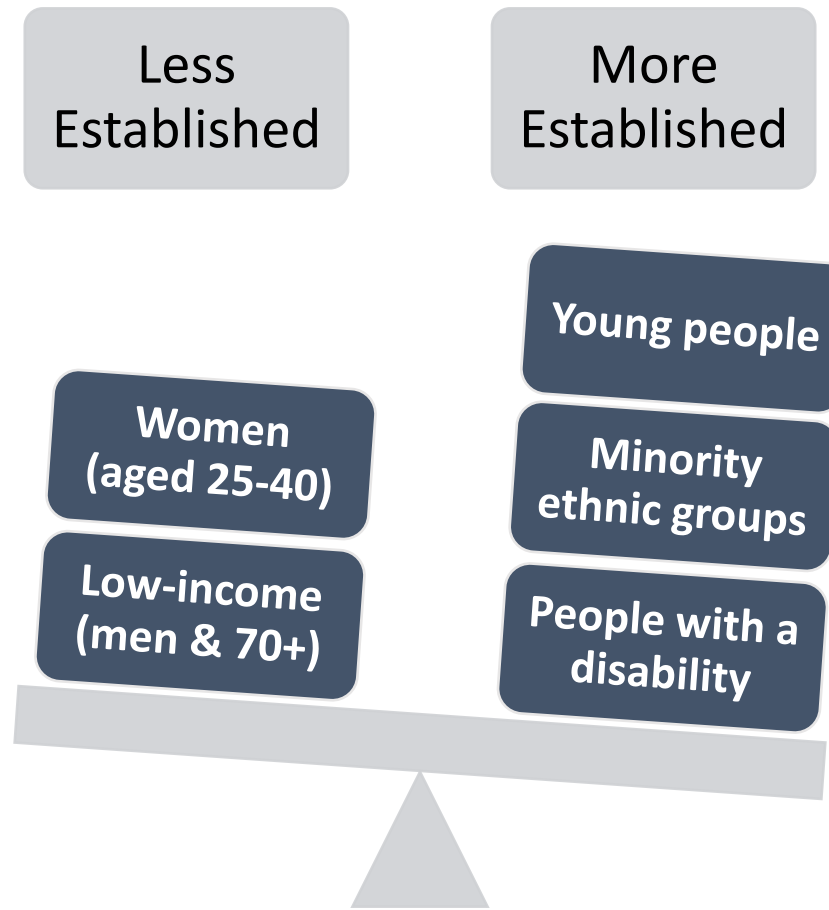


People are removed from the process at each stage – allowing perspectives at the extremes to dominate and reducing inclusion.



Building a platform to overcome barriers

Identifying seldom heard groups



Seldom heard as a majority?

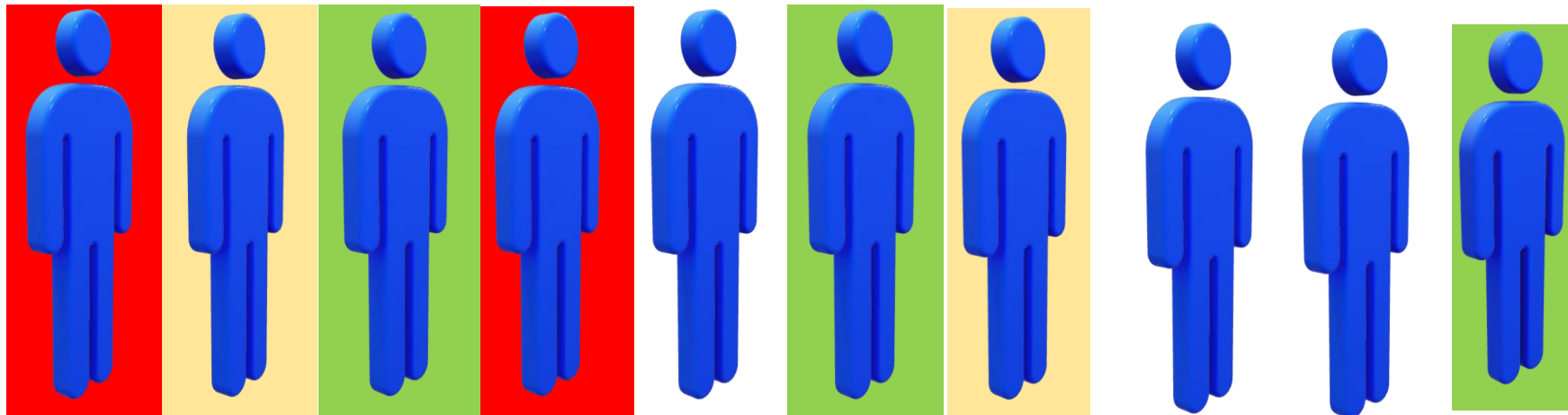
Broadening consultation responses beyond polarised groups

Organised
Opposition

Women aged
25-40

Low-income
men

The General Public



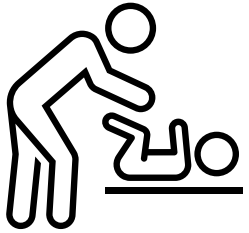


Moving beyond generic stakeholder/audience mapping



Generating interest

- Understanding differing perspectives.
- Aligning targeted messaging for a project to Group interests.



Parent concerned about their children's futures.



Person with a disability especially concerned about access.



Person on a low income concerned about the cost of energy.



Awareness Raising

Choosing the right channels



Awareness Raising

Getting the balance right



Only 21% of respondents said social media was an important means of raising awareness.

32% said they had heard about a consultation via social media.



Awareness Raising

Getting the balance right



74% of respondents
said post was an
important means of
raising awareness.

Only 32% said they had
heard about a
consultation via the
post.



Awareness Raising

Spotting the Opportunities



Addressing opportunity gaps



Office based/homeworkers
more likely to respond to
consultations.

**How to maximise convenience
for others?**



Addressing opportunity gaps

Ensuring access



Testing materials with a screen reader



Hosting targeted focus groups.



Building face-to-face opportunities in communities.



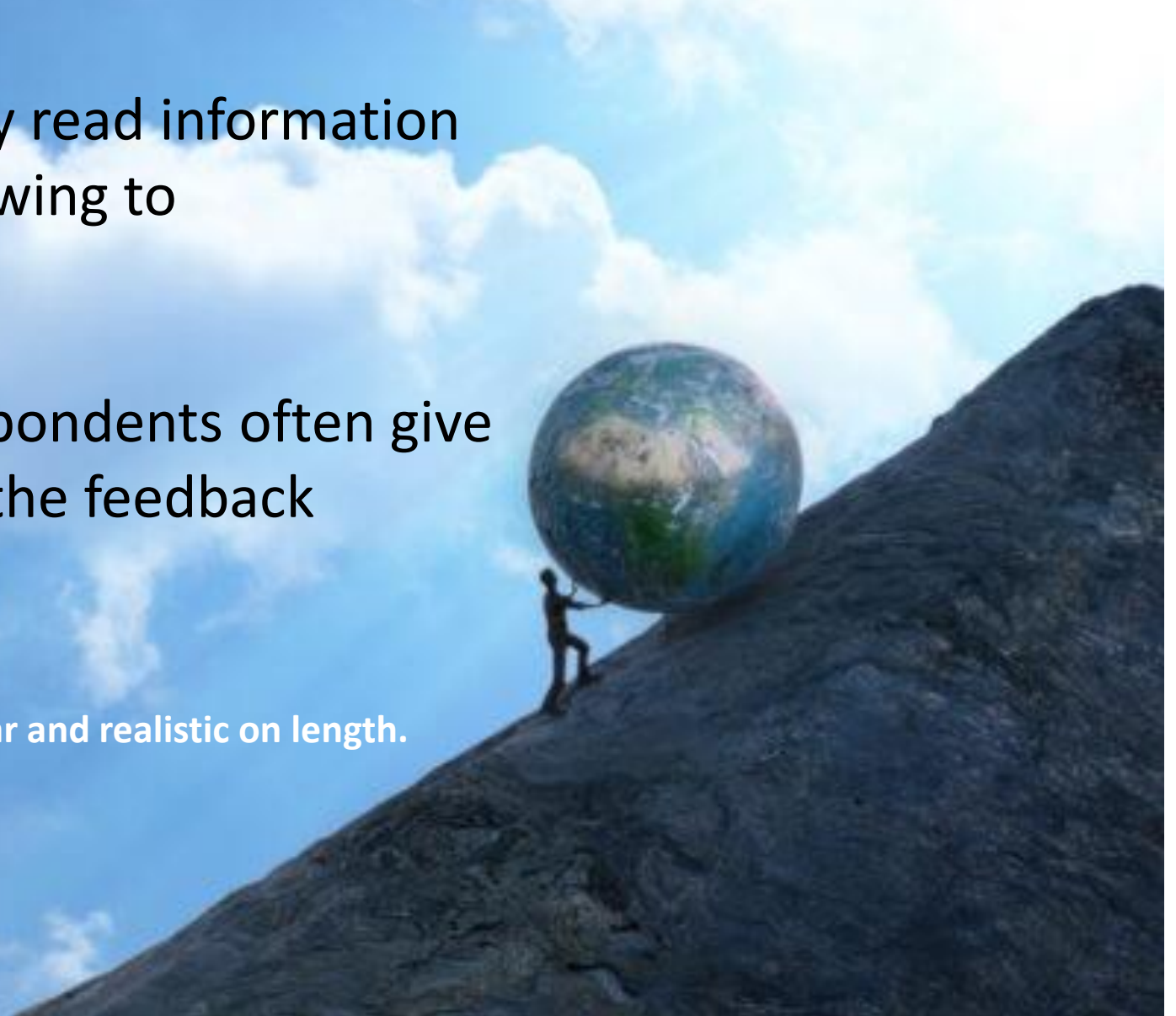
Make feedback convenient

- 43% of respondents said they read information but did not leave feedback owing to inconvenience.
- Focus Groups noted that respondents often give up if it is not clear how long the feedback surveys goes on for.

Ensure feedback surveys are kept short. Be clear and realistic on length.

Provide sufficient channels for feedback.

Close the feedback loop to build trust.





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