

# A brief guide for communications and engagement



1

Start the engagement process as early as possible and do so in recognition that ‘engagement’ is as much about active and responsive listening as it is about providing information

2

Set the scene, clearly articulate the key elements of the programme, describe the objectives, explain the reasoning, highlight the benefits, and invite/encourage feedback. Use photographs, illustrations and videos as widely as possible.

3

Use multiple channels of communication to ensure as many people as possible are brought into the fold and have access to their preferred communication approach. Personalise it: for some, WhatsApp and Facebook are best; for others, it’s a knock on the door and a chat.

4

Put face-to-face engagement at the top of the list of communications ‘must-haves’ – ensure informed, trained and knowledgeable resident liaison officers have a recognisable presence on site, even on small, short-term projects.

5

Respect residents by structuring all written communications – letters, scripts, Q&As, video subtitles, etc in a logical, easy-to-understand, accessible manner using flawless punctuation, grammar and spelling.

6

Know your neighbourhood – respect different faith groups, cultures and languages, and accommodate local residents’ needs and interests – celebrate with them if the opportunity arises.