

# COVID-19: Delivering public consultation online when you can't meet in person



**Camargue's approach combines our skill and expertise in creating project websites with our extensive knowledge and experience in delivering successful public consultation and stakeholder engagement.**

**Our approach is based on four essential principles:**

**1. BE PERSONAL** – Present your project proposals clearly, with a human face to help alleviate the loss of human interaction. Using video and animation to introduce the project and guide people through the process.

**2. BE ACCESSIBLE & INTERACTIVE** – Open up a meaningful dialogue with consultees and your team – this means the smart application of digital channels to create face to face contact online, drawing from:

- **Webinars** – live sessions where the audience is invited to a specific time slot, or pre-recorded presentations, available on demand. Webinars can present the project as a whole, along with further webinars to focus on key issues relevant to the project. Webinars should always be supported with the ability to receive and respond to audience questions.
- **Livechat and hotlines** – talking online to an informed, knowledgeable member of the team to support, answer questions and signpost to information.
- **One to one video** – allowing access to project specialists via bookable slots over the course of the consultation period.
- **Stakeholder group webinars** – private webinar groups organised on request by a representative group, for example, councillors, residents' associations or special interest groups.

**3. BE ENGAGING** – Allow consultees to give their points of view easily online – our approach streamlines and centralises the process, allowing consultees to pinpoint their comment to a map or masterplan; collating and recording important information in real time, creating immediate feedback on project proposals for the developer.

**4. BE TECHNICALLY COMPLIANT** – Work with LPAs to create new ways of delivering public consultation and engagement that are acceptable and meet requirements.

No two projects are the same. That's why we've developed a flexible, adaptable approach that can be tailored to meet the requirements of projects, whatever their size, from TCPAs through to complex NSIP DCOs.

Led by Camargue from start to finish, our approach has been shaped by years of experience in supporting projects, from modest housing schemes to energy and transport NSIPs. It cuts out the need for multiple suppliers, ensuring consistency and cohesion: from understanding the project, disseminating messaging and drafting the website content, right through to managing the digital set up, consultation strategy, engaging with consultees, reviewing feedback and drafting reports.

This approach is needed to mitigate the fact that people cannot meet in person. It is designed to supplement and support the other consultation and engagement activities that can still take place, which would normally be part of a comprehensive programme, including:

- Consultation strategy and feedback process design
- Stakeholder mapping and research
- Brand identity, messaging and narrative
- Consultation materials – brochures, reports, animations and videos
- Consultation promotion – targeted letter drops, advertising, media relations and social media
- Community communication – newsletters, mailings and signposting
- Stakeholder management, communication and engagement
- Statutory obligations – including development of the consultation methodology or SoCC, statutory notices and placement

We know that many developers are exploring how the challenge of not being able to have public events or stakeholder briefings can be overcome.

**If you are in that position, talk to us. We have the knowledge, experience and technical digital capability to create a digital solution that could keep your project moving forward. We can help shape a consultation and stakeholder engagement package that can be discussed with your local planning authority quickly, with confidence and integrity.**

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