



Why feed back to communities?

Not knowing what happened next will lead to frustration and dissatisfaction, particularly amongst those who have directly participated in or supported any involvement activity. Closing the 'feedback loop' is therefore essential when undertaking any involvement activity i.e. – you should always let people know the outcome of their participation and what difference it has made. This will help to maintain trust and contribute towards local people feeling like they are listened to and their views are valued.

Who do I need to feed back to?

The **first step** in providing any feedback is to inform internal staff, particularly front line staff about the findings from any involvement activities as well as let them know the actions to be taken as a result of the findings. This could be achieved, for example, via summaries on the intranet, articles in internal magazines and through staff briefings.

The **next step** is to feed back the results of involvement activities, and resultant collaborative actions with partner agencies, using existing channels – and also taking into account their internal communication channels with staff.

Finally the **last step** is to feedback to communities. When providing feedback to communities it may be worth using the principle of 'you said, we did' or 'you said, we didn't because.....' Let the people who took part in your involvement activity know the results of your project, what you propose to do next in response to what they have told you or the reasons why you haven't been able to follow-up on their requests. It is vital that the findings from involvement activities are reported correctly and not misrepresented in any way.

How should I feed back?

Feedback to communities can take many forms; including face-to-face contact with residents for example, via public meetings, through informal contact with frontline staff or via online or printed summary materials such as leaflets or posters. Other suggestions include using local newspapers, newsletters, and broadcasts on local radio.

Some people like to provide tailored feedback to all residents who have participated in involvement activities, for example through individually tailored letters to all research respondents. It's entirely up to you if you choose to do this. What's most important is that any feedback given is designed to suit the audience it is targeting. For example, young people may be more receptive to feedback online, or involvement about sensitive topics such as people's social care might be better done face-to-face.

Early on in any planning of involvement activities, it's worth considering the format of final reports in order to use these as tools during the feedback stage. For example you could give feedback to internal staff and partners using executive summaries (which contain the key messages) and bespoke dynamic online reporting tools (which can be used to tailor analysis of results).

TOP TIP: using the Involve tool is one important way in which you can feed back to people that took part, as well as more widely. So as well as logging what you're planning to do, remember to update your entry with details of what happened and what difference the work made.