



Always search the [Involve](#) tool first to find out what has already happened or is being planned

Then...

### Stage 1: Determine the aims and scope of the public involvement

The first step is to develop some overall **aims** for the involvement. How will involving the public add value to the theme or project you are working on? How will evidence from the involvement inform decision-making and service delivery? What are your statutory duties? When **scoping** the public involvement, think about how and what the public are able to influence and how you will present information to the public in an honest and transparent way. Are you consulting on options for the future? A proposed new service model? Involving communities directly in the running of local services? Be clear about what the public can influence – if nothing is realistically up for grabs, is your involvement worthwhile?

### Stage 2: Identify your budget and resources

High-quality public involvement can be expensive and time consuming. Identify what **budget** you have available for your project and the **human resources** you have available. Your overall research aims developed at stage 1 may need to be amended to fit with available resources.

### Stage 3: Plan who you need to involve (stakeholder mapping)

Be very clear who your involvement is relevant to and needs to involve. **Stakeholder mapping** may identify groups such as service users, the general public, population groups within the general public (e.g. disabled people, people living in Dewsbury), businesses, the voluntary and community sector and local councillors. Statutory consultations often require many different stakeholders to be engaged with. It is important to map out the groups that you will need to engage with.

### Stage 4: Identify Involvement methods for engaging with each stakeholder

There is no 'one size fits all' approach to public involvement. Different **methods** collect different types of data and information, and give the public different degrees of influence over decision-making. Also, different members of the community may have particular preferences or needs. Your choice of involvement methods need to be a balancing act of meeting your overall aims, being within your budget, collecting the type of data or information you need, and using accessible methods suitable to your stakeholders' needs.

### Stage 5: Create an implementation plan and approach to project management

Some basic **project planning**, task allocation and identification of timescales helps to get your involvement started and gives a focus for the work. The council's framework for successful projects can be used, which identifies key issues such as identifying a project board, project manager, project team, work packages and an overall project timetable. You may at this stage need to outsource some aspects of your involvement.