

Appendix to the Minutes of the November 2014 Town Team meeting

Presentation by Adrienne Westbrook & Emma Smith of My Envolve

- My Envolve undertakes community engagement and consultation projects
- “No decision about me, without me”. “It’s my life, my home, my decision”
- Research showed that:
- The public felt that there were too many different organisations trying to engage with them, but they had no idea what these organisations did, what the organisations were trying to achieve, and whether these aims/goals were appropriate/relevant anyway to those consulted. Very confusing, and the public ended up not caring. The whole process needed to be made *simpler*.
- The public didn’t comprehend what the organisation wanted from them. The process needed to be made more *understandable*
- My Envolve makes engagement/consultation instant by using technology. Face to face canvassing is good, but media technology will reach those hard to reach sectors of eth community, as so many people have smart phones.
- My Envolve engages with people by telling them about what is going on in their backyard. Residents log in using their postcode, to see all the current consultations being carried out by different organisations in one place, and they can choose which ones to respond to according to their interests and concerns.
- The consulting organisations have a chance to upload their logo, provide a title and a brief description about the consultation and what it is hoped to achieve etc. The MoP just completes the boxes, the site does the work in providing the analysis, which can be according to post code, demographics etc. It gives the consulting organisation the information and evidence to help make decisions and to support/justify the decisions once made.
- It also provides for two way engagement – once the MoP has registered, e-mails can be sent to advise of the results and actions consequent upon their engagement and response.
- *This is a free model* – professional organisations eg Wilts Council pay for a professional licence of £399 pa. Parish and town Councils can consult on upto 100 projects per year, with upto 200 responses per project.