

Audience engagement template

Who am I?

Audience / stakeholder

Reasons I might want to engage

1.

2.

3.

Reasons I might not want to engage

1.

2.

3.

Communication Approach

Inform

Provide information to assist understanding of issues, options or solutions.

Consult

Obtain feedback on proposals and decisions.

Involve

Work directly with, so needs and aspirations are considered throughout.

Collaborate

Partnership development of options and solutions.

Empower

Co-production approach. Or, enable to make decisions and set out proposals, for example through local place plans.

What?

How?

When?

Find more about the different levels of engagement here: [Effective Community Engagement in Local Development Planning Guidance](#)