

Appendix A

Understanding the differences....

Between Communication and Engagement

Communication focuses on what to say and who to say it to, while engagement is more about who to listen to and what feedback you seek to elicit.

Engagement is active, never passive. It requires the participation of both the speaker and listener. It's about dialogue - stakeholders know they have been heard and that their opinions matter.

Understanding the differences between communication and engagement leads to better outcomes for both stakeholders and clients, while confusing the two can have harmful results whereby stakeholders can become disengaged, or worse, feel ignored.

Communication and engagement certainly overlap and, in many ways, complement each other. Effective communication and genuine engagement will see stakeholders become more involved.



Between Engagement and Consultation

The definitions provided below are taken from LCC's Engagement Policy

Engagement

As an activity, 'engagement' is defined as on-going, regular dialogue, it includes simple conversations, but also collaborative approaches to working with our communities and partners. It is generally seen to offer great value in ensuring we make informed decisions, with stakeholders involved throughout the whole process.

Consultation

Consultation is just one element of engagement. Generally we consult where we are legally or ethically obliged to do so, for example when a service or policy change is being considered. Good practice here also helps protect the reputation of the organisation.

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