

Engaging Government and Citizens in the UK

Andrew Lee

Chief Executive

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Sustainable
Development Commission

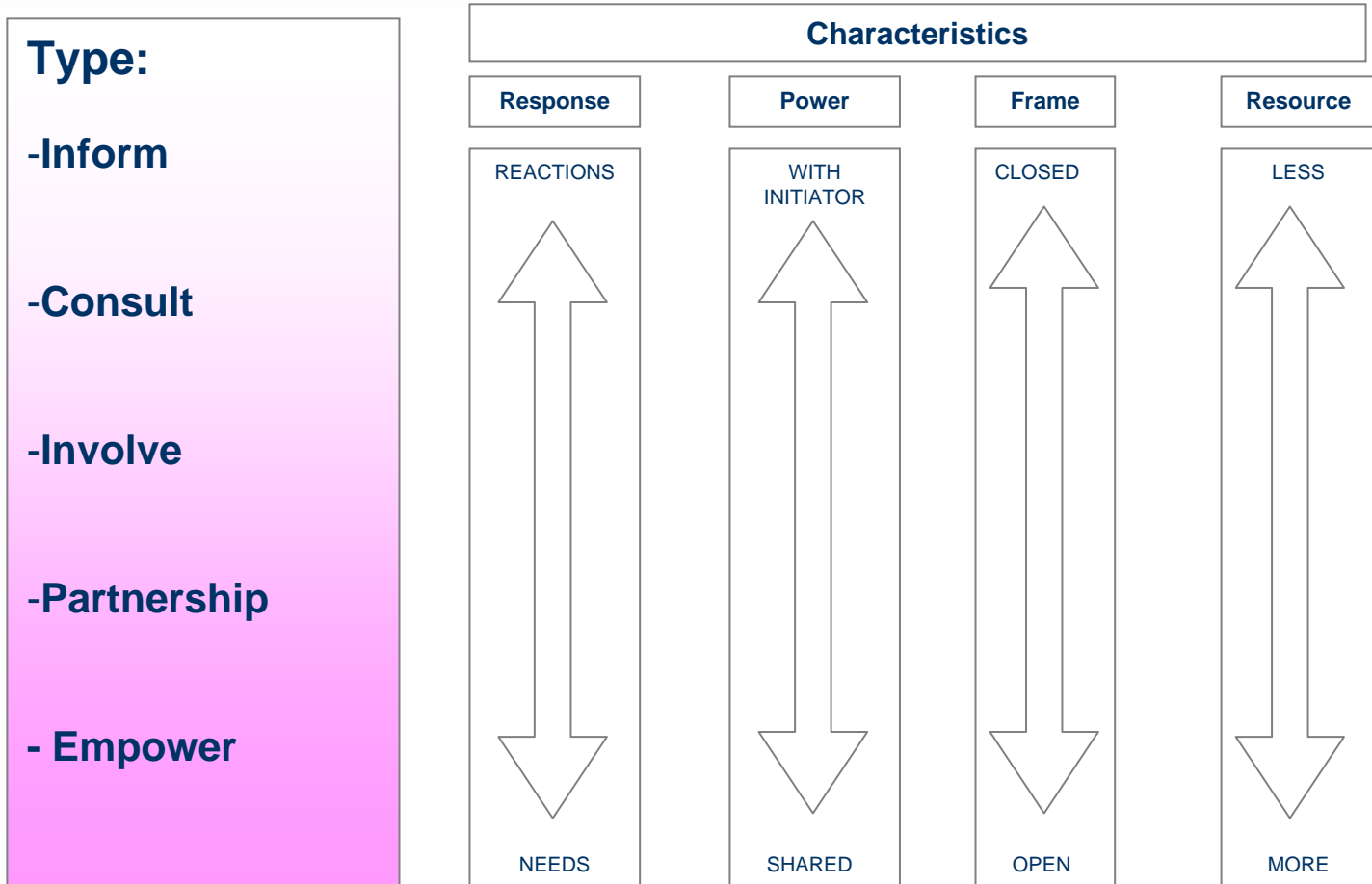
Engagement is...

**Talking with other
people!**

Art not a science



The spectrum of engagement



* NB the *same* methods may be used for *different* aims depending on the framing of the engagement process



The Change we're looking for...

from **D.A.D.** (Decide Announce Defend)
to **E.D.D.** (Engage Deliberate Decide)



Result

Through good governance society
mobilises *itself* to meet challenge of
sustainable development

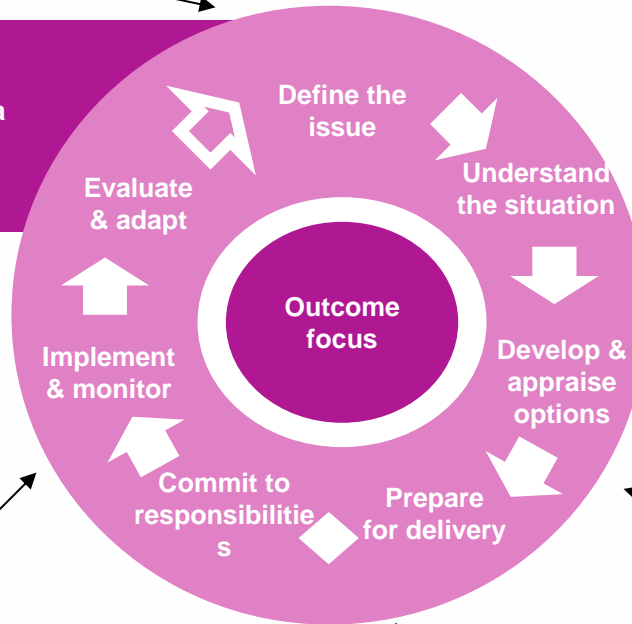


Moving from DAD to EDD : the Policy Cycle

Stakeholders help set broad agenda

Stakeholders provide citizen/user feedback to refine implementation

Stakeholders co-deliverers or empowered at local level



Stakeholders involved in shaping of policies

Stakeholders consulted on detailed proposals

Stakeholders are informed of results



Case Study Tidal Process - Outcomes

"I found myself telling the Minister that I had the sense that the public were fairly positive – that surprised me. Our perceptions inside the Department are wrong and that opens up policy options "

Source: Policy Interviewee Shared Practice, Independent Evaluation

"The most important aspect of the day was open discussion with civil servants who are directly involved in advising government"

Source: Participant Interviewee, Independent Evaluation

"My line on public opinion would in the past have been fairly negative and would have highlighted risks. Now I wouldn't be so negative... This is evidence-based policy-making."

Source: Policy Interviewee Shared Practice, Independent Evaluation

