



Connecting cities
Building successes



PARTICIPATIVE PLANNING METHODS



Useful Participative Planning methods /
tools for SURE Local Support Groups

Getting Information to the Public /tools and methods

This list below sets out a range of methods and tools which could be applied in a city context to enhance social innovation, presenting the main characteristic of each approach. Before choosing a social innovation method it is essential to review the local circumstances, assets, power dynamics and fitting to the local participative planning process.

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SURE: Fostering diversification of local economies by using innovative Socio-economic methods of Urban REhabilitation in deprived urban areas

1. Open house / Street Stall

Brief Description / Used for

Open house event allows those promoting development initiatives to present them to a wider public and secure reactions, feedbacks, and new ideas. It is more than an exhibition, but less interactive than a workshop, rather a self-guided short workshop, which is not restricted by determined workshop time. Anyone can drop in when the place is open and add his comments. The venue (room or a public square on the spot) is arranged with a number of displays on the proposals and options using a variety of interactive and creative display technique, also giving and gathering information and ideas from the public. (Stages for example: Entry desk, Participant data, Comments on the proposals, Goals and actions needed, Draw your own vision)

When to use?

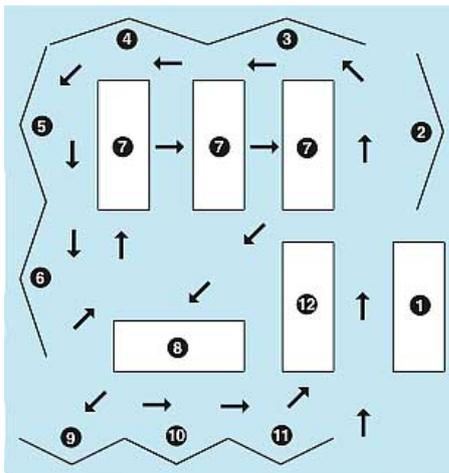
Open house events can be organised at any stage of the design and development process.

Suitable participants

Local residents, designers, architects who prepare the displays, staff (volunteers or professionals) who give information or instructions at the display stages for the public.

Time Requirements

From one day or evening to a few days long event



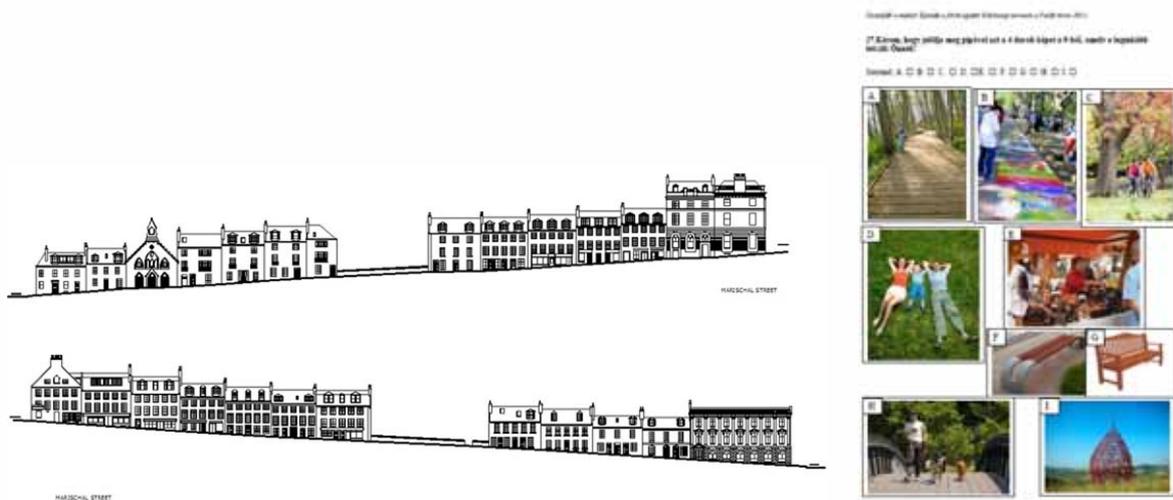
2. Exhibit and display

One way to inform the public and stimulate people to participate in your public participation program is to set up exhibits or display in public spaces that get lots of traffic, such as in a major shopping mall, or at a major community events such as street fairs, or sporting events.



Jigsaw display: Exhibit where local groups prepare different parts of a plan or proposal which are then assembled as a whole.

Visual Preference: It is a technique used to develop an understanding of people's environmental preferences. It could be a questionnaire or an exhibit exploring variations in spatial character. People are asked to rate variations', photographs, streetscapes (evaluation montage), add their comments in order of their preference.



3. Feature story / Media interview/

Feature story is a news story that is written or narrated by a reporter rather than just an announcement based on your news release. It is worth getting a journalist who is interested in the issue, giving him information about it and offers a hook to the story that increase the story's human interest value. Journalist also can be invited to the local workshops or participatory meetings. In the case of visual medium an interesting visual material should be identifying that could be included in the story to attract spectators.

4. Information repository

It means to give the public access to the studies, meeting report and background documentation used during the set up of the Local Action Plan. This usually requires setting up an information repository in public spaces (such as public library, or on a Website) where documents can be stored and are available for public viewing.

5. News conference / Field trip for the press

News conference is an event to which you invite the media and at which you make an announcement or give a briefing of the project. A more exciting way of press conference is the press field trip, where the project site is roamed and presented for the press representatives in a creative and attractive way.

6. News release / media kit/

One way to help reporters is to prepare a media kit that provides a summary of the key information they might need it. News releases are typically one to three pages in length and make an announcement about an upcoming event, the most important information and it is often written with a hook. Be sure to include a contact person name, if the media needs more information.

7. Social advertisement

Social targeted advertisement is one sure way to make an announcement or present information to the public in newspapers, on radio, or on television. The state channels usually have short free advertisement gaps for NGOs and social initiations.

8. Newspaper supplement

Special insert or section of a local newspaper (pressed or online) which can be used to cover local planning issues (LAP). Effective way of communicating to large numbers of people and generating public debate. Particularly useful for presenting proposals from community planning events, attaching a short questionnaire or introducing a local planning award.

9. Local „Celebrity” involvement

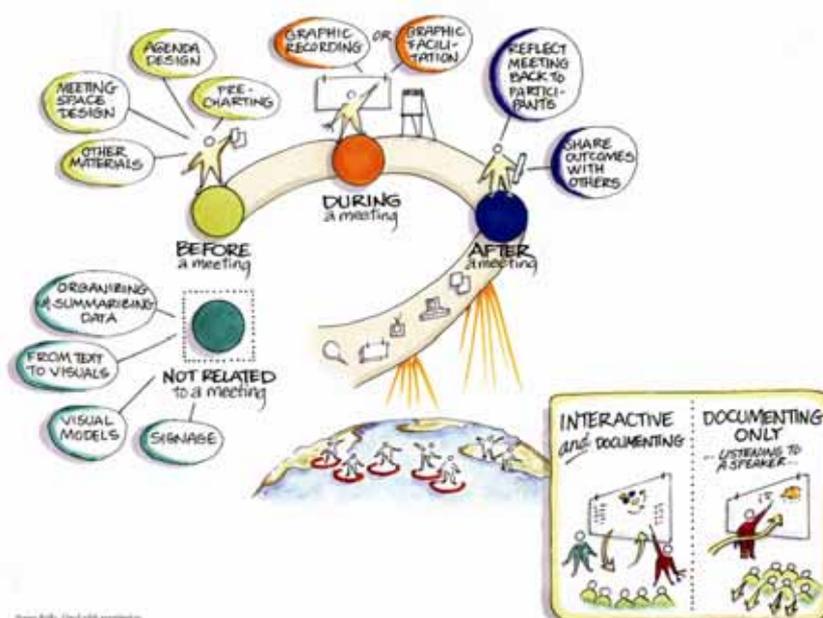
Request a popular local celebrity (singer, writer...) of the planning area or of the city to be the „mother” or „father” of the Local Action Plan (site) and to promote the initiation in order to indicate public participation and media interest.

10. Marketing Project portfolio / Marketing Value Map

City marketing is an important tool to „sell” the product of the local public participation process, the so-called Local Action Plan. It could be useful to publish a short but attractive marketing project portfolio for potential investors, which contains the main common goals and framework of the Local Action Plan concerning the project site. The PPP process also could result in a city marketing or tourist map of the LAP site containing attractive community elements, services and other local values revealed during the public participation process.

11. Graphic recording

Graphic recording involves capturing the words, messages and moods of meetings or event, or to sum up the results of a community survey, in a lively, eye-catching drawing artwork form, usually with the help of a graphic recorder artist. The results can be published.



12. Before and after technique

Photos, drawings or computer simulations showing a place before and after development has taken place from the same viewpoint. One of the most effective way of helping people understands proposals. The technique can be applied on the planning site in different outdoor places or in an exhibition room. It can generate a lively night public event /Community activity/ for example using a technique called "light painting" to show a design planning conception in real by using the before and after technique.

