

## THE SUCCESSFUL ENGAGER: a draft attributes framework for public engagement



### Communication

- can speak and write clearly for non-specialist audiences
- is able to make engaging presentations using props and av resources
- is confident using a range of media to communicate with the public
- listens to, respects and values inputs from others
- can provide effective facilitation of discussions
- manages conflict and achieves resolution

This document presents a first draft of an attributes framework for public engagement. Having reviewed a number of existing frameworks, and work underway across the Beacons for Public Engagement project, we are proposing a generic framework which identifies three broad areas where a successful ‘public engager’ needs to be effective. We are currently consulting on this framework, and a revised version will be published in June 2010.

In parallel, we are developing a practitioner’s toolkit, which details a host of practical techniques and approaches which can be deployed by anyone wishing to engage with the public. An outline is provided on the following page. It is intended that the different toolkits are cross referenced with the skills and attributes listed here.

### People-focus

- is sensitive to needs, interests and values of audiences
- conducts research to understand particular audiences
- is aware of different learning styles
- is aware of issues of diversity and inclusion
- identifies key stakeholders and ensures their inclusion
- responds positively to the expertise of other professionals

### Reflection

- identifies social, political and ethical issues in their own areas of expertise
- welcomes feedback
- gathers feedback on activities and reflects on self as practitioner
- shows evidence of learning from evaluation
- is able to recognise when to call on professional support
- can empathise with opinions which conflict with their own

## Public Engagement - Practitioner toolkit

This toolkit will be delivered online, with downloadable resources. It will be continually updated with new materials. It will include case studies, practical guides and downloadable resources. Some content will be specially commissioned. Where excellent and relevant resources already exist we will link to these.

### Categorising the tools

We are currently planning to categorise the resources using the following headings, reflecting the different purposes and skills required for different types of engagement.

#### Cross cutting skills and techniques

- Evaluation
- Understanding ethical and social issues
- Partnership development and management
- Audience development
- Using audience research
- Working with minority groups
- Working with young people
- Project management

etc

#### Inspiring learning and involvement

- Better presentations
- More involving formats – including café scientifiques etc
- Working with schools
- Sci art projects
- Festivals
- Exhibitions
- Working with broadcast media
- Using new media (blogging; social media; designing interactivity etc)

etc

#### More specialised engagement techniques

- Involving users in research projects
- Co-inquiry projects
- Lay advisory groups
- Consultation exercises
- Deliberative democracy (citizens juries etc)

etc

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