

# Policy-Making

## Engaging citizens in policy making



One-week professional development workshop  
27 to 31 July 2020



ACCREDITED  
BRITISH ACCREDITATION COUNCIL  
ACCREDITED SHORT COURSE PROVIDER

PAI is accredited by the  
British Accreditation Council  
for Independent Further and Higher Education

## ***“The UK scores particularly well on public consultation.”***

International Civil Service Effectiveness Index 2017,  
Blavatnik School of Government, Oxford University,  
and the Institute for Government, UK

### **About the workshop**

This one-week workshop focuses on the importance of public participation and consultation techniques in policy-making on an international, national and local level. It explores the drivers of public participation and will cover the different participation and consultation models that other countries, multilateral organisations and institutions around the globe are using. You will hear about the legal principles underpinning participation and how these can be interpreted. You will have the opportunity to develop practical skills that will give you a clear idea of how to incorporate lessons learnt back in your own country and to improve public engagement in policy-making.

The UK is considered to be leading the way in public participation and engagement and has many valuable lessons to be shared.

Consultation has become more and more embedded within the UK's legislative system, its policy-making structure and even within its culture. In a consultation exercise, power remains firmly in the hands of those who mount the exercise. The truth, however, is that consultation is about holding a dialogue and encouraging a debate. It is about making choices and listening to people discuss the pros and cons of various options.

Consultation has become a policy buzzword in recent years but it has a long and rich history, because at its very core lies people's willingness to connect and cooperate. There are numerous political, social, economic, environmental and technological drivers shaping the need for more public involvement in policy-making. People are expressing their values and political identities in new ways, facilitated by increasing interconnectedness. Expectations of public participation are also changing.

### **Who is it for?**

Our workshop is aimed at public engagement/consultation professionals working for a wide variety of bodies in the public, private or third sector, as well as public and private sector leaders and managers who are responsible for public policy programmes at any level, whether organisation-wide or within departments.

### **How participants will benefit**

During the week you will:

- Understand about consultation drivers, the essentials of public consultation in policy, participation models and much more
- Explore the opportunity to collaborate with a London local government organisation in order to experience for yourself what others are doing in the area of public participation and consultation and the challenges they face
- Share current you practice in consultation techniques
- Work on group exercises to develop practical skills.

### What the workshop will cover

The workshop will explore the Government-citizen relationship and how citizens' rising expectations for greater involvement in policy-making can be met. Stakeholder management, engagement techniques and the use of social media as management tools and to disseminate public policy information will feature prominently.

### Programme outline

	AM	PM
<b>Day 1</b>	Welcome and introductions Essentials of public consultation in policy-making: listening and learning, influencing, fairness and impacts	Participants' informal presentations Examples from around the world: what do others do – Aarhus, World Bank, EU
<b>Day 2</b>	Drivers of public participation and engagement – added value: <ul style="list-style-type: none"><li>• Empowerment and accountability</li><li>• Changing technologies</li><li>• Democratic deficit</li></ul> Consultation models	Stakeholder management: selecting the right dialogue methods Engagement techniques, including group exercises: stakeholder mapping, questionnaires, focus groups and online consultation
<b>Day 3</b>	Formal consultation: <ul style="list-style-type: none"><li>• Legal principles</li><li>• "Gunning" principles</li><li>• Legal obligations</li></ul>	<i>Visit to a London local government organisation</i>
<b>Day 4</b>	Social media: why and how it can be integrated into public policy dialogues	Social media practical techniques: how to manage it and the risk Analysis and digital mapping
<b>Day 5</b>	Public engagement in planning and infrastructure The way forward: lessons learnt	Review, feedback and scope for follow-up Presentation of certificates of attendance

We reserve the right to change the programme as necessary.

### How to apply

Please complete the PAI application form online via our website: <https://public-admin.co.uk/booking-form/>

You can also complete our hard copy application form. Please contact us at [pai@public-admin.co.uk](mailto:pai@public-admin.co.uk) to obtain a copy. Once completed return to Amanda Anderson, Programme Manager, at the same email address.

If you would like to discuss this workshop, any of our other international workshops or our consultancy services, please contact Claire Cameron, Director.

We also have extensive experience of designing tailor-made training (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

### Language

The workshop is conducted in English. You will need to have a good working knowledge of the language.

### Location and arrival arrangements

The workshop is based in central London. We can arrange travel to and from one of the London airports into central London if you let us have your flight arrival details in good time. The cost of airport transfers is included in the workshop fee.

### Fees

The fee for the workshop will be £2,350. It includes tuition, travel to and from the airport in London<sup>1</sup>, presentation material and other documentation. It also includes an Android tablet for you to use during the workshop and take home with you for future reference and follow up. We also provide a light lunch and refreshments during each working day as part of the fee.

### Other costs

Airfares and daily travel to and from the workshop venue are not included. Our workshops are non-residential and you are responsible for your accommodation costs. We can help you with booking hotel accommodation so please let us know if you would like us to advise you or make a reservation. We suggest that you should allow approximately £160 per day for a modest standard of hotel (for example, three-star), local travel in the UK, meals (apart from a light lunch on working days) and other incidental expenses.

### Value Added Tax

We do not have a charge UK Value Added Tax (VAT) if you can provide written confirmation from your government or its accredited representative that you are "employed by the government in furtherance of its sovereign activities". In all other cases, we will have to charge VAT (currently 20%) in addition to the fee.

### Ways to pay

You, or your government agency, can pay by bank transfer or by cheque, made payable to Public Administration International. We accept payment by credit or debit card but there is a surcharge for this way of paying. Please contact us if you would like to pay by credit or debit card.

### Discounts

We offer a 10% reduction on the full tuition fee if we receive payment no later than 28 days before the first day of the workshop. If we receive payment after that, we will charge the full tuition fee.

### Cancellation

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation. For cancellations received up to 29 days before the start of the workshop we will refund the tuition fee, minus a charge of £200 to cover our administration costs. For cancellations received within 28 days of the start of the workshop, we will charge the full tuition fee. If you have paid the tuition fee and have subsequently been refused a visa to enter the UK, we will refund the tuition fee, minus a charge of £200 to cover our administration costs, providing you send us the original letter from the British High Commission/Embassy confirming refusal of a visa and providing you have not entered the UK.

### Substitutions and transfers

If you have booked a place on a workshop and are not able to attend, we will accept an appropriate substitute at any time without penalty, but our normal terms and conditions will apply. Also, it is possible to transfer to a future workshop, but only one transfer is permitted. Please get in touch with us and we will advise you about transfers.

*Please see our website for our full terms and conditions. If you prefer a hard copy of our full terms and conditions, please let us know.*

<http://www.public-admin.co.uk/terms-and-conditions-for-booking/>

### Insurance

We advise you to arrange travel and health insurance cover before you leave your home country.

---

<sup>1</sup>Travel to and from the airport in London and on scheduled visits in the programme are provided at cost.

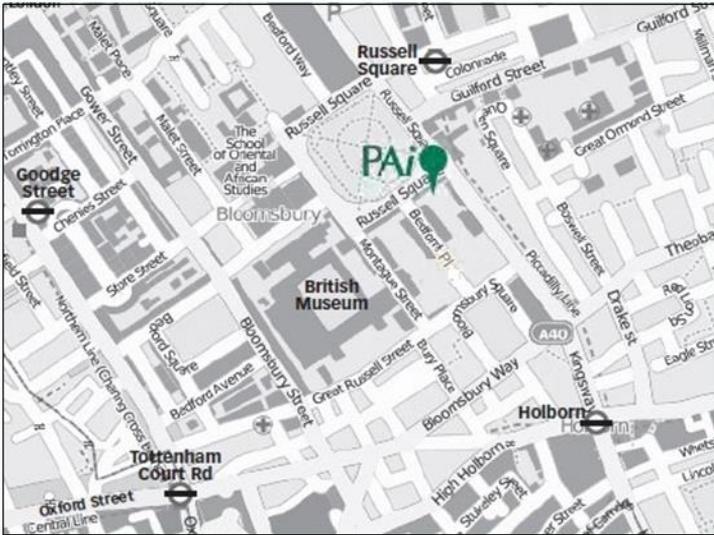
### Who we are

PAI (Public Administration International) specialises in management consultancy, training and development services for organisation in, and associated with, the public sector. We provide advice and support for governments going through political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. Our key objectives are promoting good governance and good practice. This workshop is one of a range of specialist UK-based professional development workshops designed to meet the needs of public services worldwide.

### We pride ourselves on our:

- High quality, practical advice and support for our clients
- Professionalism and integrity
- Ability to offer excellent value for money
- Sound experience and track record internationally
- Networks and partnerships across the world
- Flexible, collaborative approach
- Friendliness and focus on putting people first.

### Where we are



### Public Administration International

56 Russell Square London WC1B 4HP UK

T: + 44 (0) 20 7580 3590 F: + 44 (0) 20 7580 4746 E: [pai@public-admin.co.uk](mailto:pai@public-admin.co.uk)