

copper

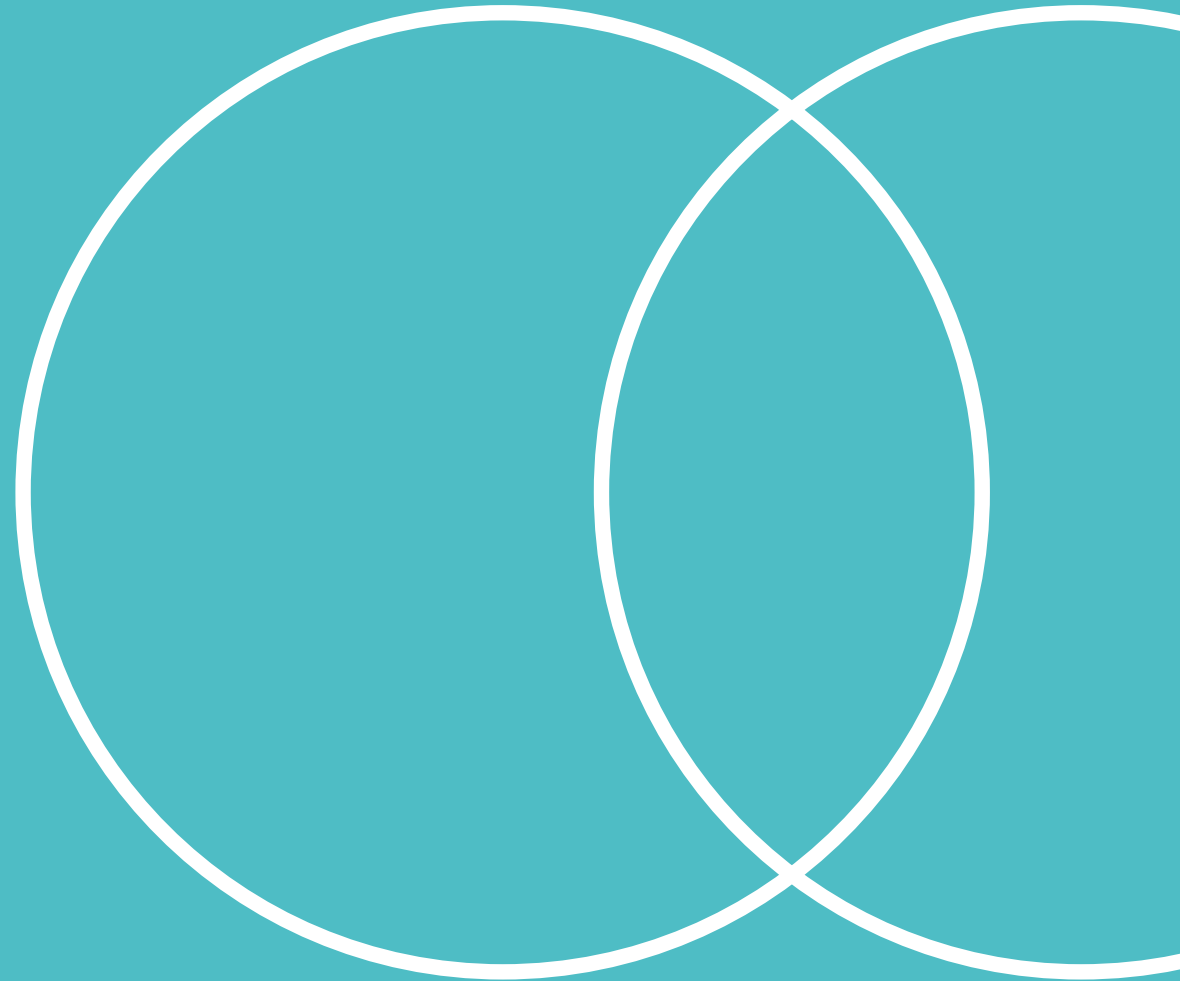
Co:design

with Copper

Putting communities at the
centre of placemaking

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Our approach

There is a growing demand for greater consideration of community voices in major decision-making. Today, many people raise concerns that projects are not being planned 'for' them, but done 'to' them.

A lack of genuine consultation can lead to plans being developed without proper consideration of the experience of local people. Public exhibitions and meetings are par for the course but can sometimes feel like tick-box exercises to communities who are ultimately the end-users of new buildings and infrastructure.

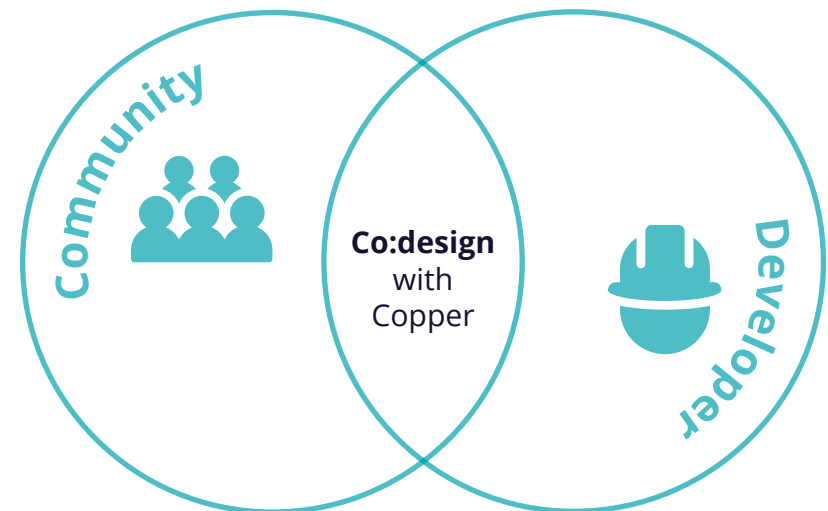
The 'Co-design with Copper' approach creates a platform for active participation in the design process for a project, and includes residents and key stakeholders in the early stages of the masterplanning process to incorporate local knowledge and gain local buy-in and support for a development. By following this process, a project will proactively build community advocacy and a sense of empowerment, strengthen the relationship with stakeholders and make the development an integral part of the local area before it's even built.

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Digital first

To continue to ensure communities are at the centre of the placemaking during the Covid-19 pandemic, the complete 'Co-design with Copper' programme can be undertaken digitally.

For more information, please contact james.gore@copperconsultancy.com



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Timeline

Co-design need not create delay to projects – in fact, by reducing the risk of challenge at a later stage, it can speed the overall planning process. Depending on the scale of the project, Copper's Co-design programme can be carried out in anywhere between three and six months, from preparation to completion.



Preparation

- Stakeholder mapping
- Publicity planning
- Materials developments
- Logistics



Planning

- Involvement of technical teams
- Identifying topic areas
- Creating presentation content



Reporting

- Gathering feedback
- Agreeing actions
- Following up with participants



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Public workshops

No two workshops are the same, but by taking a consistent approach Copper can maximise the value to projects. From setting clear ground rules to providing firm but fair facilitation which enables all voices to be heard, Copper helps create constructive dialogue between communities and developers. Public workshops are a key element of our co-design approach.

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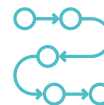
Promotion

Through a combination of paid-for advertising and use of established communications networks, Copper recruits participants from communities with the biggest stakes in a project. By offering a fresh spin on traditional planning approaches and by communicating in clear, jargon-free language, new and 'hard to reach' audiences can be brought into the conversation.



Materials

Background materials could include indicative drawings, short summaries of key components of developments and estimated timescales for delivery. Copper will work with project teams to ensure all materials are clear and accessible to a non-technical audience. There must be sufficient information to enable meaningful feedback without presenting participants with a fait accompli.



Format

Participants drop in to different activity stations at which they can discuss aspects of the project with relevant experts from the team. Discussions are focused on what local people like and dislike about the area and their priorities for future development. Feedback will not only help shape the project but will also inform how its objectives are communicated.



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Specialist stakeholder workshops

In addition to the public workshops, Copper can also facilitate topic-specific sessions to bring together experts and interest groups to focus on particular aspects of a development. Topics are tailored according to a project's priorities and focus, but can range between everything from environment to education. The specialist workshops always follow the public sessions to enable consideration and discussion of wider issues raised to identify potential solutions.



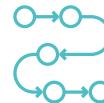
Promotion

Through engaging in early conversations with local government, business networks and community groups, Copper ensures participants with the relevant expertise are invited to share their input and local knowledge. These can be everyone from councillors, local business owners, education representatives and community leaders – all depending on the nature and focus of the project.



Materials

In addition to the background materials used during the public workshops, Copper will work with project teams to complement these with technical materials that are relevant to the topics of the specialist workshops, and addresses the key points where input from attendees is requested.



Format

Unlike the public workshops, the stakeholders invited to the specialist workshops will be asked to RSVP and attend at a specific time. The agenda for the day can include presentations from project representatives on their expertise, such as environment, transport, education or utilities. Copper can also support the team in identifying local advocates for the project to speak to encourage conversations around the development from different perspectives. Group discussions are facilitated throughout to ensure local views and expertise is captured and incorporated to the plans.



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Project team's role



Sharing project-specific information

Copper works with technical teams to gather technical information about a development and work with technical experts to identify potential questions and prepare responses.



Presenting the results

Copper supports technical teams to analyse feedback and show how it has been incorporated into plans, clearly demonstrating how the public has helped to shape the development.

Copper's role



Connecting communities with projects

Throughout the co-design programme, Copper acts as a bridge between the project team and the community, facilitating conversations and collaboration between the two. With Copper's support, local voices and feedback are captured and incorporated as the project plans develop.



Engagement beyond workshops

Copper's engagement and facilitation support goes beyond the actual co-design events, and can help nurture relationships and trust between stakeholder and developers before and after these are completed. Through considered stakeholder engagement, Copper builds a platform for conversations with community groups, politicians, residents and local businesses. This ensures long-term connections with the community that will stay strong beyond the planning stages of a development, with its progress building on community support and acceptance.





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