

CONSULTATION SUPPORT SERVICES

CASE STUDY: Glasgow City Council achieves
community engagement virtually



EXECUTIVE SUMMARY



CLIENT:

Glasgow City Council (GCC)

BRIEF:

To deliver a series of online events supporting public and stakeholder consultations around Glasgow's transport future as part of GCC's Connecting Communities programme.

THE CHALLENGES:

Sharing information, ideas and insights from transport specialists, stakeholders and the local communities virtually.

THE SOLUTION:

Three national and regional conferences plus two stakeholder discussion sessions.

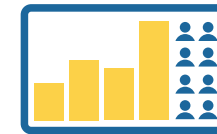
THE RESULTS:



Successful consultation



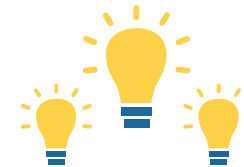
1000+ event participants



8 polls held
150 poll responses
294 captured chat comments



100+ key stakeholder groups attended



Rich dataset of views & ideas shared



Closer relationships forged



Accessible to all



Feedback taken on board

BACKGROUND

Glasgow City Council (GCC) aims to tackle social, economic and health inequality by creating an active and healthy public realm, supporting city centre regeneration and implementing liveable neighbourhoods. As part of this overarching strategy, GCC is working on the following transport-related plans and strategies.

- A Glasgow Transport Strategy to update the existing Local Transport Strategy 2007-09
- A new City Centre Transformation Plan
- A new Liveable Neighbourhoods Plan and
- A new Active Travel Strategy

To gather views from stakeholder organisations and the public and to inform plans for Glasgow's Transport Future, GCC decided to conduct a large-scale public engagement exercise under the title 'Connecting Communities'.



THE CHALLENGES

1 This highly political policy landscape required a robust engagement plan targeting many audiences on several core transport elements.

2 Engagement needed to focus on sharing information, ideas and insights, building stakeholder engagement and securing community buy-in to challenges and objectives.

3 Covid-19 meant further challenges given that face-to-face interactions were impossible.



THE SOLUTION

Glasgow City Council (GCC) partnered with Landor LINKS to develop and deliver a series of online awareness-raising and networking events over a six-week period between September and October 2020.

GCC prepared a [Public Conversation brochure](#) outlining the issues it hoped to tackle, and on which views were sought prior to the events.

Three public online conferences were organised on the theme of Transport, People and Place, introducing projects and activities relevant to Glasgow and its public conversations. These events also showcased inspirational international best practice relevant to GCC aims. All events were recorded and the recordings and written transcripts were produced and made available either publicly or privately according to GCC's requirements.

Landor LINKS sourced, briefed and managed speakers for the awareness-raising events, managed the technical platforms and generated audiences of more than 350 delegates for each event.



Sep - Oct
2020



The events programme

- **'Glasgow: A New Vision for Transport and our City'**: 90 min online national conference
- **'Glasgow: A New Vision for Transport, People and Place'**: a 90 min online national conference
- **Connecting Communities: Town Centre Action Plan**: a 90 min online regional stakeholder conference

[View the recordings here >](#)

COMMUNITIES CONNECTED

These events were followed by two virtual invitation-only stakeholder discussion sessions, attended by the emergency services, community councils, transport operators and accessibility groups. They offered a virtual reception area, a plenary room and breakout rooms to discuss a range of issues, as well as networking areas, opinion polling and information capture.

To comply with GCC's accessibility policies and ensure that all stakeholders were included, online technology provided subtitles and the events were timed to suit audience availability.

Landor LINKS supplied all event feedback, comments, data and post-event analytics to GDPR standards for GCC's Public Conversation report.



100+ Key stakeholder groups took part:



RESULTS



Entire consultation was very successful ... providing a rich dataset of views & ideas, ... which are helping to inform the development of plans and provide a mandate for these going forward.

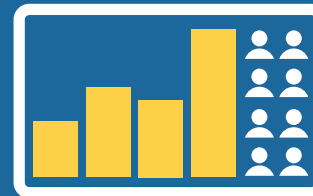
GCC



National events attended by **600+ live attendees** & recordings watched by **400+**



More than **100 key stakeholder groups** attended the series of events



8 live polls held
150 poll responses
294 captured chat comments

FEEDBACK



The consultation was very successful, and I thank Landor LINKS for organising and managing the online networking events and two key stakeholder discussion sessions on our behalf. Not only did the events help to raise the profile of the Public Conversation but they also contributed to the rich dataset of views and ideas which the Council is now taking on board in the development of the new transport plans and strategies in 2021.

We were very pleased with the engagement achieved and the virtual platform worked really well to engage with stakeholders, delegates and communities from across and beyond Glasgow.

Derek Dunsire, Group Manager – Liveable Neighbourhoods
Neighbourhoods, Regeneration & Sustainability
Glasgow City Council



It's easy to share a view online, we had access to a lot of information thanks to GCC, and we know that our feedback from these workshops have been incorporated into the main Public Conversation report.

Stakeholder attendee

LEARN MORE



[Glasgow: A new vision for Transport](#)



[Glasgow City Council: Summary Report](#)



[Landor LINKS – Our Consultation Support Services](#)



[Landor LINKS: Glasgow City Council Consultation YouTube videos](#)




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We listen. We connect. We build. We deliver.

