PRIVATE DEVELOPER

What is the POTENTIAL ADDED VALUE of investing in a public engagement process?

(A) Improved chance of receiving planning approval
(B) Minimized risk of unexpected delays and extra costs
(C) Widely appreciated and qualitative end product
(D) Positive branding

DEVELOPER’S OBJECTIVES

1. Profit gaining
2. Shareholder satisfaction
3. Risk minimization
4. Product delivery
5. Product quality
6. Customer satisfaction
7. Brand building

RESPONSIBLE

WHO should be responsible for the engagement process?

The executing party should be able to:
Communicate with large groups (without specific planning knowledge)
Present the developer’s plans and retain useful feedback from the public
Invest adequate time and resources
Mediate between the wishes and needs of the developer and the civic sector
Find representatives for the entire community

TACTICS

PRIVATE-CIVIC RELATIONSHIP

WHAT are the most important relational aspects?

1. Willingness to cooperate
2. Acceptance and respect
3. Open mindedness
4. Mutual trust
5. Transparency
6. Information sharing
7. Flexibility
8. Creativity
9. Commitment and dedication
10. Consciousness of interdependencies
11. Win-win attitude

PRIVATE DEVELOPER

Leading actor
Financially involved
Responsibilities & Tasks

Civic sector
Wish to be involved
No financial involvement
Dependent on other actors

Information
Relational aspects

TIMING

What is the right TIME to start engaging the public?

(A) Start early in the process
(B) Continue the engagement throughout the process
(C) Preferably from Initiative until Construction

EXTENT

What is the most effective LEVEL of involvement?

(A) A range of levels should be offered
(B) Depending on the civic sector’s needs
(C) Recommended to lie between Informing and Involving

TIMING

Initiative
Early design
Late design
Construction
Application
Use

EXTENT

None Inform Consult Involve Collaborate Empower