



DATA DECISION-MAKING DEMOCRACY DESIGN DISPLAYS EVENTS FORUMS FORMAL INTERACTIVE INTERNET INTERVIEWS LEAFLETS MEDIA MEETINGS NEWSLETTERS ONE-TO-ONE OPEN PARTICIPATORY PARTNERSHIPS PAPERWORK PERFORMANCES PUBLIC QUESTIONNAIRES RESPONSE SHARED SITE STAFF SURGERIES TELEPHONE SURVEYS TELEVISION AND RADIO VISITS WEBSITES WORKING GROUPS

Events

Participation in community Events organised by other organisations such as agricultural shows or other local fairs is described under **Staffed displays**. Events in this context mean the organisation of an Event by forest or woodland staff. Events, e.g. guided walks, forest or woodland shows and open days, provide an opportunity for staff to inform the public about the forest or woodland planning process and to gain an understanding of those who are potential participants in the process and their interests. The gathering of this information may be quite informal. For example, recreation and wildlife rangers can provide regular feedback to the planning team based on the knowledge they have gained from leading public Events. A regularly commemorated date or Event, such as the Tree Council's National Tree Week, is a good time to schedule an Event because it allows you to take advantage of other organisations' advertising. A more formal Event may include various elements such as presentations and displays and may be organised around specific activities such as tree planting. Presentations should include attractive graphics and cover as many issues as possible. Adequate staffing is essential to allow people to discuss issues of concern. It is recommended that special activities are organised for children as well as fun activities for adults to make the Event enjoyable to all.



Events of all kinds can attract different stakeholders to a woodland and be used to canvass opinions

Resources and requirements

Skills

- Graphic design and written communications skills are necessary for preparing good, attractive presentations.
- Excellent speaking, listening and personal communication skills are desirable.

Level of engagement

- INFORMING: ★★
- CONSULTING: ★★★
- INVOLVING:
- PARTNERSHIP:

Strengths

- Useful information can be gathered from activities already organised within the forest or woodland.
- Events build a link between ranger staff skills and the planning team.
- Public attention is drawn to the forest or woodland.
- Events bring fun into participation and are able to engage groups who would not normally attend.
- They provide a variety of information needed by community members.
- Events introduce people to parts of the forest or woodland programme in a way that may encourage them to participate more in the future.

Weaknesses

- Attendance by the public is not assured.
- If poorly organised and presented an Event can have negative impact on the public image of forest or woodland organisation.

Continued overleaf

Weaknesses continued:

- Costs can be expensive.
- Planning and carrying out an Event requires much arranging and/or assistance.
- Depending on the size of the Event, it may require the presence of a large number of staff.

Equipment

- A good facility where displays can be housed in any weather is necessary.
- Numerous staff are needed to ensure that the Event will work.
- A variety of refreshments should be available.

Time

- Considerable preparation is necessary to ensure the success of the Event.
- Planning needs to begin months in advance to advertise the Event and to prepare materials.

Useful sources of information

Books

- Involving communities in forestry through community participation. Forestry Commission (1996). Forestry Practice Guide 10. Forestry Commission, Edinburgh.
- Public involvement guide – a desk guide to public involvement. USDA Forest Service (1998). Northern Region, Public and Governmental Relations.

Web

- Community Woods: www.community-woods.org.uk
- The guide to effective participation by David Wilcox: www.partnerships.org.uk
- The International Association for Public Participation: www.iap2.org

Training

- The Prince's Foundation runs courses on Designing Successful Involvement Events: tel. 020 7613 8500 or www.princes-foundation.org

This toolbox is designed to assist Forestry Commission staff when they are considering which tools they could use to involve the public in the forest and woodland planning process. For more information please visit the website at: www.forestry.gov.uk/toolbox



A forest event including participatory planning as part of the attractions (Reforestation Scotland).