



Leaflets

Leaflets or simple flyers can be distributed widely in public places such as shops, libraries or town halls. They can also be disseminated as inserts in community newspapers, usually at a lower cost than either direct mail or display advertisements. Leaflets are probably taken more seriously when distributed through local newspapers. Carefully targeted Leaflets allow you to compose a simple message and reach a specific audience. In some cases, they can include a public comment form. They can be used to update communities on the progress of the planning process as well as initially inviting people to participate, depending on the size and location of the community.

Resources and requirements

Skills

- Good written communication skills and graphic design skills are essential.

Equipment

- Standard office writing and printing equipment are needed.

Time

- Leaflets are not particularly time-consuming to generate or distribute, but some lead-in time is necessary for design and editing.

Useful sources of information

Books

- Community participation in Local Agenda 21. J. Bishop (1994). Local Government Management Board, London.
- Creating involvement. Environment Trust Associates (1994). Local Government Management Board, London.
- The guide to effective participation. D. Wilcox (1994). Partnerships Books, London.
- Public involvement guide: a desk guide to public involvement. USDA Forest Service (1998). Northern Region, Public and Governmental Relations.

Web

- The Guide to Effective Participation by David Wilcox: www.partnerships.org.uk
- The International Association for Public Participation: www.iap2.org

Level of engagement

INFORMING: ★★

CONSULTING: ★

INVOLVING:

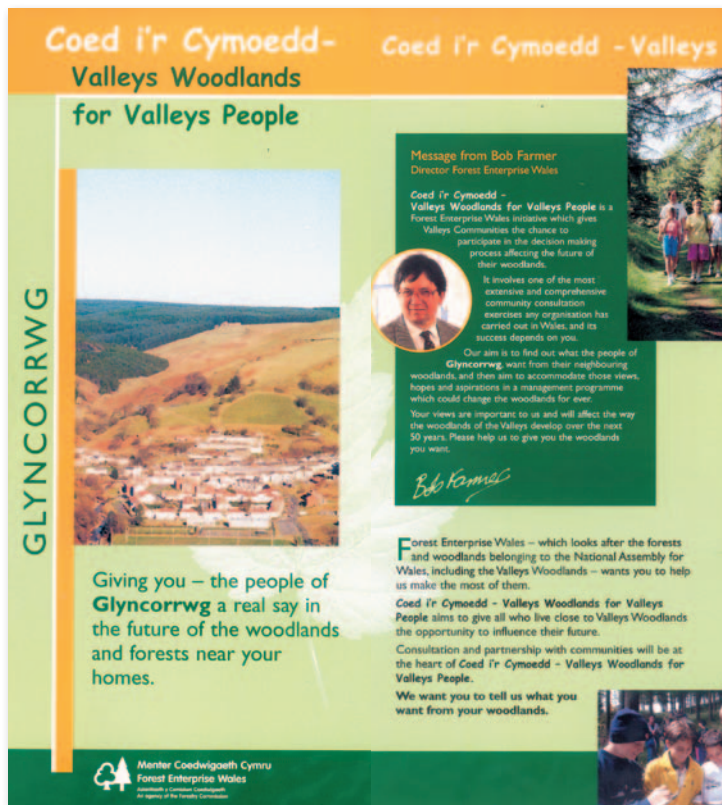
PARTNERSHIP:

Strengths

- Leaflets and inserts are inexpensive ways of disseminating information or announcing meetings or workshops that are entirely under your own control.
- Leaflets are easily distributed within a community.
- Good graphic design can catch the attention of potential participants.

Weaknesses

- Good design skills are required for the Leaflets to be effective.
- Leaflets do not usually reach all potential participants.
- They can be 'lost' among many other promotional Leaflets.
- The level of influence on public can be difficult to assess as there is no guarantee that the material will be read.



A bilingual Leaflet encouraging people to have their say on their local woodlands (Coed Y Cymoedd Forest District).

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