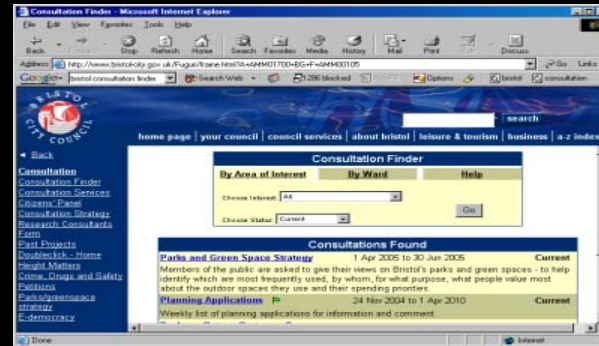


Experiences of econsultation & Lessons Learned



Stephen Hilton

Bristol City Council Stages in e-Consultation

2005

- o Aiming to Stimulate community-led 'ground-up' approaches
- o Experimenting with council-led econsultation approaches
- o Coordinating Information

2000



Bristol's Experience & Lessons Learned

1. Consultation Finder – *all council consultations in one place on the web*
2. Examples of council-led econsultations – height matters, I'm a councillor, petitions, askbristol
3. Some key lessons from the evaluation of the Local eDemocracy National Project



Setting the Scene



About Bristol

- 8th largest city in England
- Population of 400,000
- University city - 36,000 students
- Regional capital of the south west



BRISTOL



About Bristol City Council

Turning the clock back to 2000/1





Remember “Joined-up” policy making?

"This is not only a sports policy ... it is a health policy, an education policy, a crime policy, an anti-drugs policy..."

Tony Blair at the Labour Party conference 2000,



Best Value Requirement to Consult

“Our [The Audit Commission’s] judgements concern how well council’s understand the needs of their communities and how effectively and relevantly they respond to them – not whether they match prescribed models”

Wendy Thompson, LGC, February 2001



Consultation Strategy

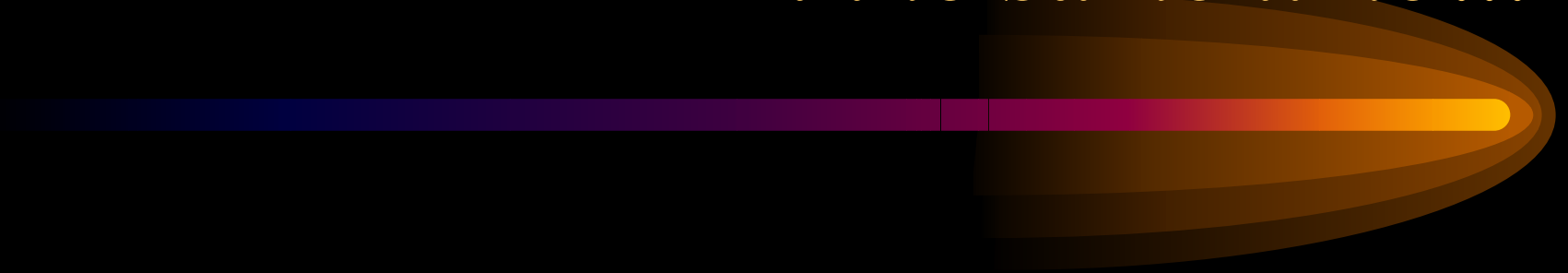
More than twenty five consultations found to be running concurrently when the strategy was being prepared



**Bristol City Council
Public Consultation Strategy**

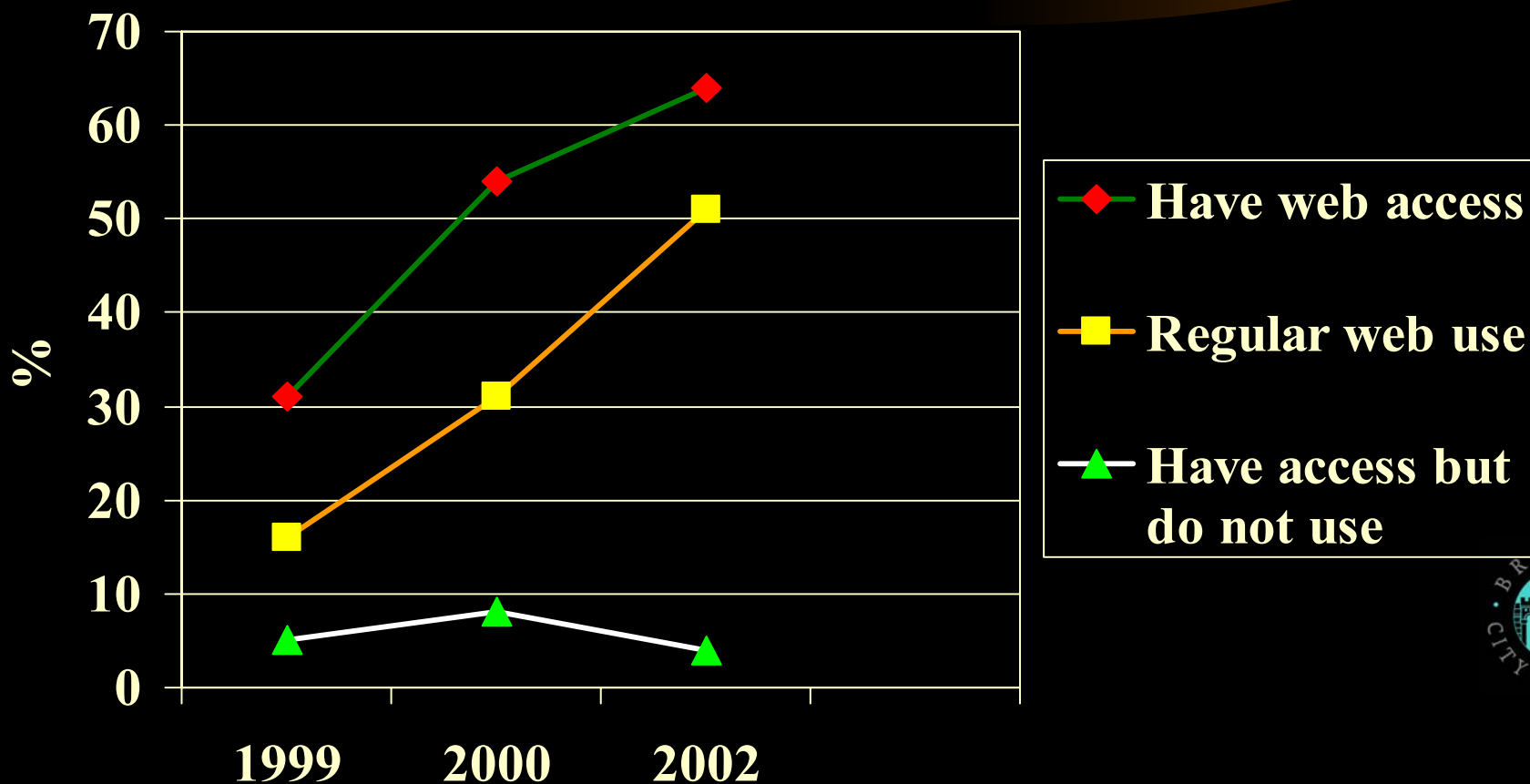
**Agreed in
September 2001**

At the same time...



Growing On-line Opportunity

Growth in Bristol citizens's Web Use



First steps towards econsultation



Bristol City Council's *CONSULTATION FINDER*



- o **All council consultations in one place on the web**

Bristol City Council's

CONSULTATION FINDER AIMS

Make it easier for...

- **Members to find out about consultation in their wards**
- **Officers to check what consultation is planned, what's been done before**
- **Citizens and stakeholders to register interest and to participate**



Consultation Finder Features

- Searchable archive of consultations
- Search by subject, status or ward (postcode to look up ward)
- Find out what consultation is planned, register interest and receive notification
- Take part in consultations on-line
- Read background information on-line
- See results of consultations – find out about decisions made following consultation



Initial Consultation Screen



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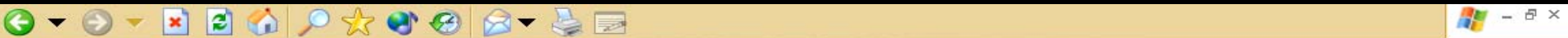
Consultation Finder

By Area of Interest	By Ward	Help
Choose Interest: <input type="text" value="All"/>		
Choose Status: <input type="text" value="Open"/>		<input type="button" value="Go"/>

Consultations Found

What should the council's priorities be?	16 Jan 2004 to 31 Jan 2004	Open
The Council's Corporate Plan is being reviewed and we want your opinion - what are the main things that the council should be focusing on over the next three years?		
Hostels and other Temporary Accommodation	16 Jan 2004 to 13 Feb 2004	Open
The Council is preparing supplementary planning guidance for the development of hostels and other types of development which provides accommodation on a temporary basis.		
Budget Consultation 2004/5	15 Dec 2003 to 31 Jan 2004	Open
The Council is currently considering its budget for next year and the level of council tax.		
Consumer Rights	1 Dec 2003 to 31 Jan 2004	Open
A Citizens' Panel survey investigating what action people take if they purchase faulty goods or services and if they know where they can get help and advice.		
New Gallery at Bristol City Museum	1 Dec 2003 to 31 Jan 2004	Open
The Museum Service are putting in a bid to win some money to re-develop one of the galleries at the City Museum.		
Bristol Compact Consultation Guidelines	11 Nov 2003 to 11 Feb 2004	Open
The Bristol Compact, which is an agreement between local public agencies and the voluntary and		

Search by Area of Interest





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- [Budget Consultation](#)



Consultation Finder

<u>By Area of Interest</u>	<u>By Ward</u>	<u>Help</u>
Choose Interest: <input type="text" value="All"/>		
Choose Status: <input type="text"/>		<input type="button" value="Go"/>

Bristol City and Industrial Museum Survey	18 Feb 2004	Open
To investigate visitors' attitudes towards the City Museum.		
Child protection case conferences	31 Mar 2004	Open
Survey of parents and carers attending child protection conferences.		
School Attendance	31 Mar 2004	Open
A Best Value Review and Select Committee investigation into non-attendance at schools.		
Colston Hall Redevelopment	1 Oct 2003 to 1 Jun 2004	Open
The multi-million dollar refurbishment of Colston Hall is now underway and we wish to consult all Bristol residents about the redevelopment project.		
Prefabs and the Priority Stock Strategy	2 Sep 2003 to 1 Jun 2004	Open
Bristol City Council is expected to agree the way forward for the modernisation and replacement of its worst housing stock at a cabinet meeting to be held on September 2.		
User Satisfaction Surveys 2003/04	1 Sep 2003 to 29 Feb 2004	Open
A government required survey to determine satisfaction levels with all areas of council services and to form Best Value Performance Indicators.		
Tenant Satisfaction Survey 2003/04	1 Sep 2003 to 30 Mar 2004	Open
Annual statutory customer satisfaction survey, where a random sample of council tenants are asked their opinion on a range of issues which directly affect them.		
Double Click - Young Citizens' Panel	1 Jul 2003 to 1 Apr 2004	Open
Double Click is for people under age 19 who live in Bristol. It's a chance to see what other young people in the city are saying and to send your comments straight to the council.		
Fishponds Area Housing Committee Meetings	1 Jul 2003 to 1 Dec 2004	Open
Fishponds Area Housing Committee Meetings are held around once a month for any council tenants in the area.		
Benefits Satisfaction Survey June/July 03	2 Jun 2003 to 31 May 2004	Open

- All
- Equalities
- Health
- Housing & Homelessness
- Older People
- Planning
- Regeneration
- Satisfaction
- Social Services**
- Spending & Council Tax
- Technology
- Traffic & Transport

Search by Status



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Consultation Finder

By Area of Interest | **By Ward** | **Help**

Choose Interest:

Choose Status:



- All
- Proposed
- Open
- Recently Closed
- Closed**

Consultations Found		
Customer Focus - Join the debate	10 Feb 2003 to 1 May 2003	Closed
Customer Focus is one of the council's key objectives. In the light of this initiative, we want to improve the council's relationship with our customers.		
Mental Health Best Value Review	7 Jan 2003 to 30 Jun 2003	Closed
Stakeholder conferences for users of the mental health service, focusing on meaningful activity and occupation.		
Corporate Plan Review	1 Jan 2003 to 3 Mar 2003	Closed
The Corporate Plan covers Bristol City Council's values, aims and priorities for the coming years. The plan will be reviewed every year in the light of new challenges the council and the city faces.		
Fair Access to Social Care Services for Adults	3 Dec 2002 to 31 Jan 2003	Closed
Formal consultation on revision of Social Services & Health's eligibility criteria for social care services for adults.		
Bristol Partnership - Draft Community Strategy	2 Dec 2002 to 31 Jan 2003	Closed
The Bristol Partnership has been formed to improve services and the quality of life in Bristol through closer joint working between the public, private and voluntary sectors and the communities they serve.		
Access to Council Services	1 Nov 2002 to 30 Nov 2002	Closed
A review of the way people access council services.		
Best and Worst Things about Bristol	29 Jul 2002 to 30 Sep 2002	Closed
A Citizens' Panel survey to assess broad views of Bristol.		
Direct Payments for Older People & Disabled Adults	1 Jun 2002 to 31 Aug 2002	Closed
Direct Payments (DP) is money paid to people instead of services to extend their choice and control after assessment. Social Services & Health is consulting as part of a review of DP.		
Dual Heritage Project Foster Carers	1 Feb 2002 to 31 Mar 2002	Closed
Consulted foster carers caring for children of dual heritage.		
Charges for Non-Residential Social Care		

Take part in an current consultation



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Consultation Finder

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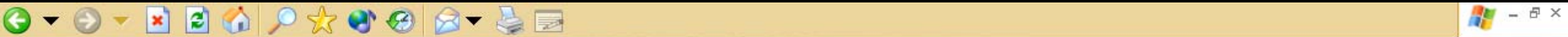
Choose Interest:

Choose Status:

Consultations Found		
Bristol City and Industrial Museum Survey 2004	2 Feb 2004 to 18 Feb 2004	Open
To investigate visitors' attitudes towards the City and Industrial museums and how satisfied they are with the service during 2003.		
Child protection case conferences	31 Dec 2003 to 31 Mar 2004	Open
Survey of parents and carers attending child protection case conferences.		
School Attendance	1 Nov 2003 to 31 Mar 2004	Open
A Best Value Review and Select Committee investigation into non-attendance at schools.		
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Complete on-line survey



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- More Info
- Hear By Right Survey
- Youth Project
- Evaluation
- Bristol drugs survey



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[take part](#)

[results](#)

BRISTOL DRUGS SURVEY

Whether you take them or not, we want to know how you feel about drugs.

[Click here to fill in the survey](#)



* You can complete the survey anonymously and all your answers will be kept confidential.



* The results of this survey are going to be used by the Community Safety and Drugs Partnership to help inform the development of plans for drug services for young people.



Text 2 Talk

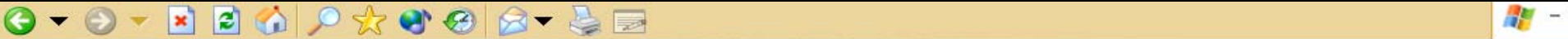
Use your mobile phone to take part in monthly opinion polls on topics such as:

- * public transport

HELP

If you want more information or want to talk to someone about drugs or alcohol, contact details for all local and national services are available by [clicking here](#)

Complete on-line surveys





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- Hear By Right Survey
- Youth Project
- Evaluation
- Bristol drugs survey



BRISTOL DRUGS SURVEY

Any information you give in this survey will be kept confidential and won't be passed onto anybody else. However, if there are any questions you don't feel comfortable answering, please just skip over them.

There are six sections in this survey.
It should take you about 10 minutes to complete.

Section One: Drugs in Bristol

Q1 Generally, how big a problem do you think drugs are in Bristol?

A very big problem Not a very big problem Don't know

A fairly big problem Not a problem at all

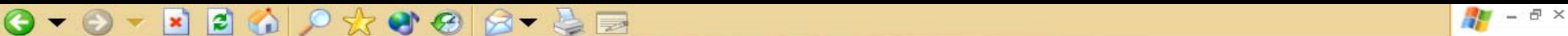
Q2 In your local area, how much of a problem are the following things?

	<i>Very big problem</i>	<i>Fairly big problem</i>	<i>Not a very big problem</i>	<i>Not a problem at all</i>	<i>Don't know</i>
People doing drugs on the streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People selling drugs on the streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discarded needles or other litter from people doing drugs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drug-related crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do drugs cause any other problems in your local area?	<input type="text"/>				

Progress

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View Results of Consultation



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Consultation Finder

By Area of Interest	By Ward	Help
Choose Interest: All		
Choose Status: Closed		Go

Gaol Ferry Bridge

Consultation Overview Closed

In 2004 the Gaol Ferry Bridge will be 70 years old and it is the 200th anniversary of the digging of the New Cut which it crosses over. Help choose the new colour of the bridge!

[Read background papers](#)

Who was consulting?	And why?
Environment, Transport & Leisure	We plan to celebrate this throughout the following year and hope that local communities and businesses will want to get involved. We would like interested parties to participate by feeding back to us.
Who did they want to consult?	
General Public	
When did the consultation take place?	
Start Date: 23 Oct 2003	End Date: 31 Oct 2003
What response did they get?	
More than 1000 leaflets were handed out to rush-hour commuters at the Gaol Ferry Bridge on 23rd October 2003. Members of the public were also invited to respond via an online poll on the council website. Over 500 responses were received.	
What were the findings?	
Nearly two-thirds of people (61%) voted for the bridge to be painted in the Victorian red and linen colour scheme. The bridge will receive its new coat of paint in spring 2004.	
More detailed findings.	
Contact Information	
Marketing and Operations Team 0117 9223099 Email: research_promotions_mops@bristol-city.gov.uk	




Links to web sites

Bristol City Council - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address <http://www.bcc.lan/Fuguri/frame.html?A+AMM07200+BG+F+AMM00106+AMM01703+AMM07102> Go Links




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Panel Reports
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Panel Questionnaires
Bristol's E-Revolution

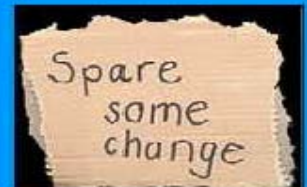




Bristol Citizens' Panel
Reports

Listening to Local Communities

We present on this page our latest reports from the Bristol Citizens' Panel, together with instructions on how to access previous panel reports.

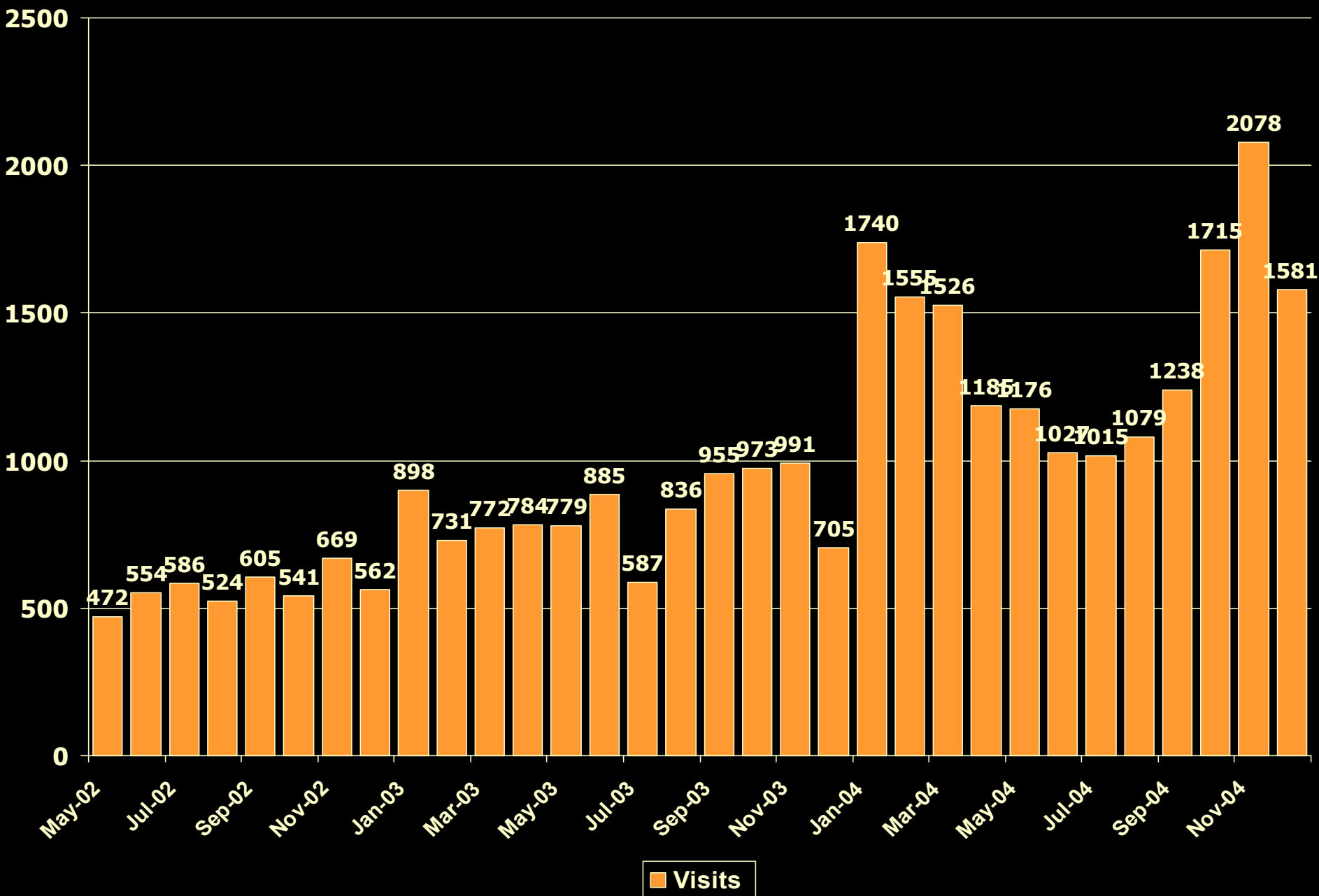
Latest Panel Reports

		
Spare Some Change - Begging in Bristol	The E-Communications Revolution	Best and Worst of Bristol
Attitudes and beliefs about begging including views on giving money directly to people who beg or to an authorised collection box scheme.	A Citizens' Panel survey which explores the use of the Internet and other new technologies in Bristol.	Citizen's Panellists were asked to list the best and the worst things about living in Bristol for the latest update of this key indicator.
June 2002, Adobe pdf, 206 kb	February 2003, Adobe pdf, 568 kb	November 2002, Adobe pdf, 349 kb

Access the files by clicking on the title of the report or the picture above.

Local intranet

Visits to Consultation Finder



2 - Examples of Bristol econsultations





Search input field with 'search' button

Browser navigation and toolbar including Back, Forward, Stop, Home, Search, Favorites, Refresh, Mail, Print, Address Bar, and various icons.

- Height Matters
- Statement
- Involvement
- Planning Document
- Tall buildings -
- eDecide

- Bookmarks
- Thumbnails
- Comments
- Signatures

Height Matters?

The future of tall buildings in Bristol

May 2004

'Height Matters?' is a series of events being promoted by Bristol City Council and the Architecture Centre to encourage people to join the debate on tall buildings in Bristol. Events are planned to coincide with Bristol City Council publishing its draft supplementary planning guidance on tall buildings.

Broadmead, Harbourside and Temple. This interest in building tall is likely to increase.

The last significant era of building high (1950s-70s), has generally left a legacy of poor quality tall buildings, often unloved by their occupants and too dominant in the urban landscape.

Thus, there is a need for better policy guidance to



The Big Question

Height Matters

Key Features

- Consultation on proposed tall buildings policy – policy advice note
- April 04 – June 04
- Range of e-consultation / participation tools used – survey, forum and “eDecide”
- Offline and Online working together





Height matters? - the future of tall buildings in Bristol

The Big Question

A new wave of tall buildings is being constructed in major cities in this country and in other parts of the world. As a large UK and European city, this renewed interest in building tall has reached Bristol with new proposals for tall buildings in our city, particularly in the city centre's main regeneration areas; Broadmead, Harbourside and Temple. Broadmead, Harbourside and Temple. This renewed interest in building tall is likely to increase.

The last significant era of building high (1950s-70s), has generally left a legacy of poor quality tall buildings, often unloved by their occupants and too dominant in the urban landscape. Thus, there is a need for better policy guidance to ensure the mistakes of this period are not repeated with any future tall buildings.

The big question therefore is '**How should we respond to this renewed interest in tall buildings in Bristol?**' This survey has been designed to help you think through some of the issues.

This survey will take about 10 minutes to complete

Progress

Reset

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Online survey

- Bristol's largest online survey to date – 85% online response / 643 respondents

e-Decide

- A deliberative polling tool
- Interactive tool which presents both sides of the debate, challenging people's beliefs
- Used as a pre-consultation tool to encourage more informed consultees
- 367 consultees used e-decide



Are you quite certain?

Since few matters are black or white, eDecide will challenge your opinion and present both sides of the debate to encourage more informed consultation.

You will be presented with 5 more arguments, each one prompted by your answer but arguing the opposite point of view. Only your last choice will be recorded as your view on this issue. At the end of the process you can view the votes cast and participate in an important survey. You can also as register to join a focus group.

Bristol is not the place for tall buildings

Many people believe that Bristol, particularly the centre area of the city, is not suited to tall buildings. The city's last flirtation with tall buildings in the 60s and 70s has largely created awkward blocks which detract from a low rise city providing a backdrop for our many spires and monuments.

“Bristol like Edinburgh, Dublin and

your responses

Should new tall buildings be built in the central area of Bristol ?

✓ Choice - Yes

e-petitions

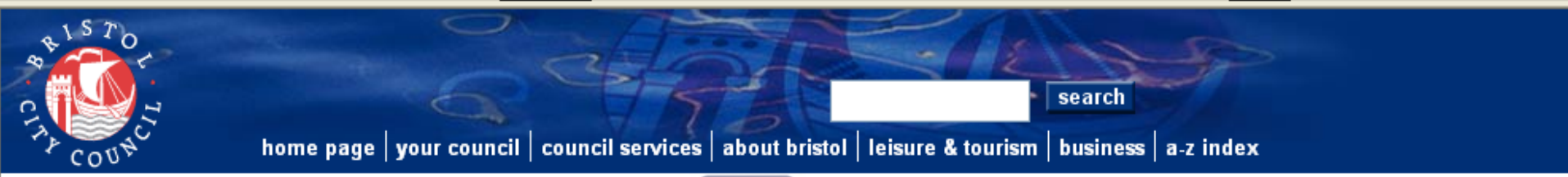
- Bristol City Council & Kingston upon Thames, first to use e-petitioner
Previously used by Scottish Parliament
- Developed by Tele Democracy Centre at Napier University
- Part of Local eDemocracy National Project



E-petitioner – Key Functions

- Anyone can use petitioner to gather support
- Provides background information, photos, links
- On and offline petitions listed in one place
- Discussion forum can contain comments for and against each petition
- Allows citizens and decision-makers to weigh up both sides of the argument
- Tracks progress – encourages feedback





Bristol e-Petitioner



- About e-Petitions
- List Petitions
- Conditions of Use
- Petition guidance

To view a petition click on a subject below.
 To view archived petitions, select the year from the drop-down list and then click 'Go'.

View:

Subject:	Principal Petitioner:	Closing Date:	Status:
e-Petitions			
Oppose ID Cards and centralised accumulation of data on citizens	Dave Gould	30 June 2005	Collecting Signatures
Working with local businesses and shops to reduce waste packaging	Gerald Rosenberg	09 May 2005	Collecting Signatures
More comprehensive conditions for striptease entertainment venues	Bristol Women's Forum	25 April 2005	Collecting Signatures
More Halal certified food stalls	Farhan Shah	03 April 2005	To Be Submitted



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Petition Details

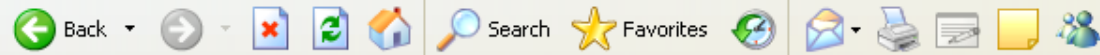
Petition title: *Pedestrian bridge between Wapping Wharf and Canon's Marsh*
Raised by: *Cllr Roy Tallis*
Date raised: *04 January 2005*
Corresponding issue: *Transport*
Number of discussion comments: *14*
Number of signatures: *355*
Recent signatures: *Marjukka Grover, North Somerset*
Sarah Hills, South Gloucester
Aston Carter, Clifton
Hugh Grant-Peterkin, Cotham
Yaara, Horfield
[View all of the signatures](#)

Petition Progress

Sorry, we do not have any feedback information on this petition at the moment.

[about e-petitions](#) | [list e-petitions](#) | [view/sign petition](#) | [background information](#)
[discussion](#) | [view signatures](#) | [petition progress](#) | [tell a friend](#)

RSS 



search

Pedestrian bridge between Wapping Wharf and Canon's Marsh Raised by: Cllr Roy Tallis on 04 January 2005

We the undersigned residents of and visitors to Bristol urge the City Council to invite proposals for a pedestrian bridge spanning the docks from the Maritime Museum to Canon's Marsh. Such a bridge would have a major beneficial impact on the communities south of the river Avon and visitors to Bristol wishing to include the ss Great Britain in their tour.



Post a comment

Here are some of the comments added so far. To read more, just click on the comment you want. If there is a + sign before a comment, you can click on it to see the replies.

-	The proposed ID Cards scheme will connect every bit of data held about us on computers eg phone, int.....(read more...) (7)	Dave Gould 01/04/2005 15:52
↳	Dave - you over estimate how easy it is for different databases to talk to each other. I'm sure we'.....(read more...)	James 14/04/2005 15:43
↳ ↳	I agree with James. I'm of the opinion that if you haven't got anything to hide, you haven't got an.....(read more...)	Sarah 15/04/2005 10:48
↳ ↳ ↳	Hi Sarah, If you have nothing to hide, please post up your FULL name, a photo, phone number, home a.....(read more...)	Dave Gould 16/04/2005 05:12
↳ ↳	James - I have a degree in Computer Science and this is how I first heard about the dangers. It i.....(read more...)	Dave Gould 16/04/2005 04:30
↳ ↳ ↳	The Spanish ID is little more than a laminated photo. This is totally different from what is being(read more...)	James 18/04/2005 15:47
↳	Simply I agree	Lolly Walsh 17/04/2005 16:42
↳ ↳	With Dave Gould i mean	Lolly Walsh 17/04/2005 16:43

Conditions of Use for e-Petitioner discussion

Jump to

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- Local News
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- Election 2005
- National Sport
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 - Quick Crossword
 - Email the Editor
 - Buy a Copy of the Paper
 - Buy a Photograph
 - Place an Advert
 - Contact a Journalist

LATEST: [Shipman's suicide 'not preventable'](#)

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JOIN OUR CAMPAIGN TO REOPEN RAILWAY LINE

11:00 - 31 January 2005

It is surely crazy that the last few miles of the Bristol to Portishead branch line lie rusting while thousands more houses are being built in Portishead, and commuters on the A369 get ever more frustrated. Now I read that MP Dr Liam Fox is to raise the issue in the House of Commons ("Cut congestion with train link", Post, January 24).

Maximum public support for this issue is essential if anything is to get done. If any reader wishes to help support the campaign for the reopening of the line, there is a petition running on the Bristol City Council website (www.bristol-city.gov.uk/item/epetition). Just click on "ist petitions".

The campaign to reopen the line, the Portishead Heritage Rail Project, also has a

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Petition Progress

This petition was presented to Cabinet on 21 September (agenda at: <http://www.bristol-city.gov.uk/Fuguri/frame.html?A+AMM01902+BG+F+AMM00103>) for discussion during item 7: Strategy for the provision of public toilets in the street scene.

The decision reached was:

1. That the policy, as set out in paragraph 5 of the report of the Director of Neighbourhood and Housing Services, particularly the British Toilet Association's Standard, be adopted for the proposed core provision of public toilets in Bristol.
2. That public consultation be undertaken on the toilets being recommended for closure
3. That officers explore the potential for providing automated public conveniences (APC's) in key locations through an advertising arrangement with a private sector provider
4. That the Cabinet receive a report, benefitting from local consultation, equalities impact assessments, and in-depth feasibility studies, to enable final decisions to be made for public toilet provision in Bristol.

**I'm a
Councillor**
Get me **out of here**

I'm a councillor...

- Used to support Local Democracy Week 04
- Aimed at young people in schools – 245 participants in 6 schools
- 6 councillors, including Executive Members answered 257 questions from young people
- Two councillors voted-off each week
- Winner became “Youth e-Champion”





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DAY 138.04166666667
Fri 18 Feb

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Cllr Peter Abraham



Cllr Lesley Alexander



Cllr Claire Cook

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Cllr Helen Holland



Cllr Gary Hopkins



Cllr Sue O'Donnell



Cllr Roy Tallis

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Gimmick or Good Practice?

- Certainly gimmicky – borrows from successful TV show format
- But a gimmick that worked well during Local Democracy Week
- Attractive format for young people, engaged with them and livened-up citizenship classes
- Good outputs for investment, media interest, buy-in from elected members etc

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Experiences

James, aged 13, said: "This is the first time I have ever asked a councillor a question. I am surprised, they are all much nicer than I expected. I definitely plan to vote when I am older."



Councillor Claire Cook
Became a Youth Champion
Shortly to undertake a blog

3 - eDemocracy National Project. Lessons from Evaluation



Expert Evaluation Group



- Multi-disciplinary approach - technologist, political scientist and experimental psychologist
- Independent from Project

Top-Down
Evaluation

Young
People's
Research

Citizens
Research

Local Authority
Research

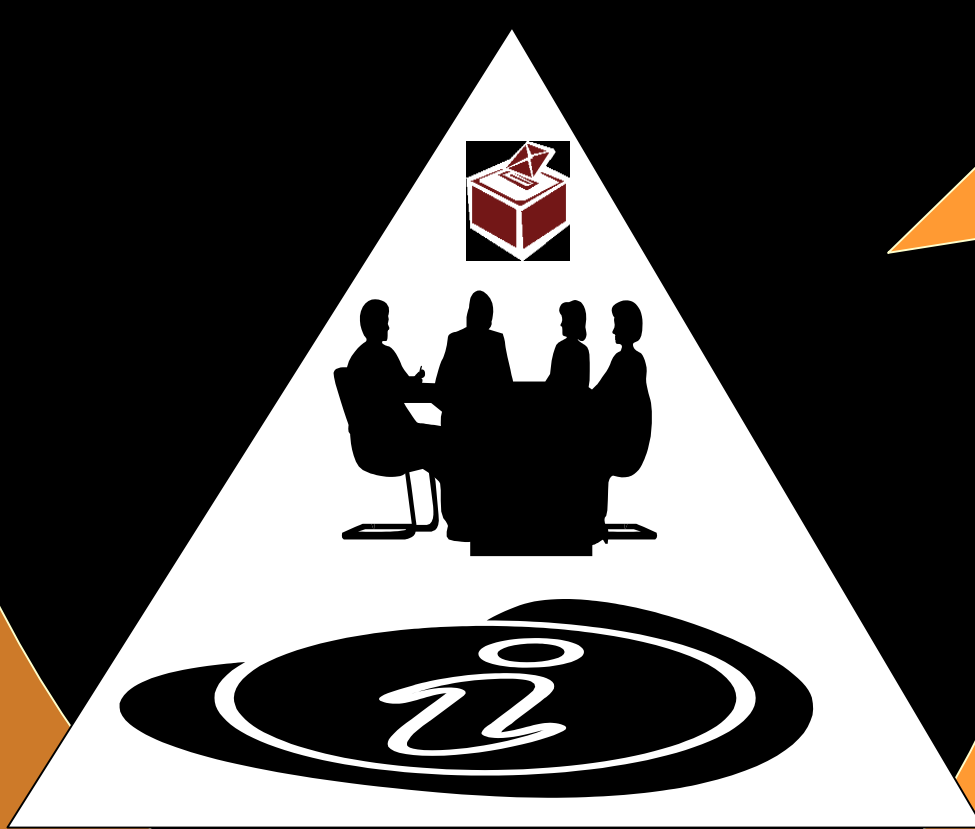
Ground-Up
Evaluation

**Structure of
Evaluation
& Research**

Participation

Consultation

Information



Multi-Method Research & Evaluation

- Semi-structured interviews with stakeholders on 'key dimensions' of the projects
- Observation and user-testing
- Field tests with members of the public, using computers in public libraries
- Online discussion and usage statistics from e-democracy tools and web servers
- Online questionnaires
- Review of project documentation

What Works... to achieve what?

- “Technologists too often assume that government is just another machine to be fixed”



- Evaluation involves more than the question of “what works”, for that begs the more interesting question: “**What works to achieve what?**”

Two Key Questions to Emerge

- How can eDemocracy strengthen existing democratic relationships between members, officers and citizens?
- Can the conscious creation of **online networks** invigorate the democratic characteristics of local government?

The Research Context

- In depth research with young people
- YouGov survey of citizens
- Mori research with Local Authorities



Research with Citizens

- Young People want the opportunity to speak up on issues which affect them (72%) but...
- Half (52%) say they are not interested in politics
- Once familiar with the idea, the vast majority of citizens (79%) feel e-Democracy is something that Governments should pursue



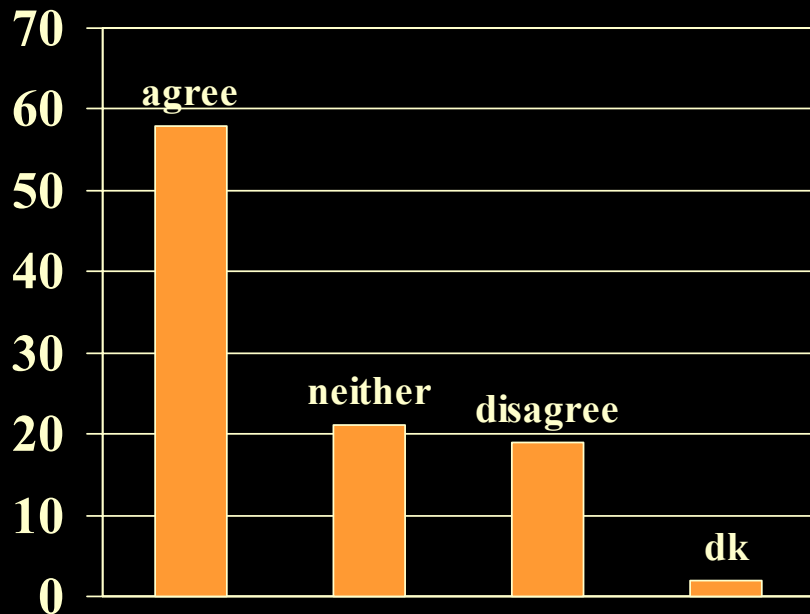
YouGov – Research with Citizens

- But two-thirds of those defined as currently having ‘low-level political interest’ do not want more involvement in local issues... why?



e-Democracy is about Trust & Confidence

**My council doesn't care
what I think**



- Building trust in online citizen-government relations is a key element of e-democracy

MORI research with Local Authorities

- 55% of authorities plan to have written eDemocracy strategy in place by September 05
- There is a significant gap between what is available offline and what has been made available online – space for quick wins
- Activity is top-down (council-led) rather than focused on developing “community capacity”
- Interesting positive association noted between investment in eDem and higher performance-rating in CPA!



Projects included

- Epetitions
- Online Citizens' Panels
- Local Issues Forums
- Cross cutting issues and partnerships
- Website for fifty plus
- Work with BBC ICAN
- Webcasting
- Young people's perceptions of various approaches
- Micro-Democracy



Limited Time for Implementation - Scale of Activity in First 2-3 Months

- Epetitions – 19 petitions, 1200 signatures, 74 discussion comments
- Issues Forums, 260 comments from 161 people
- Online Citizens' Panel (Bristol), 735 users, 495 comments
- Website for fifty plus, 1000 registered users, 90 visits per week
- Work with BBC ICAN – 10,000 registered users during first two years, 14 campaigns started in LA pilots

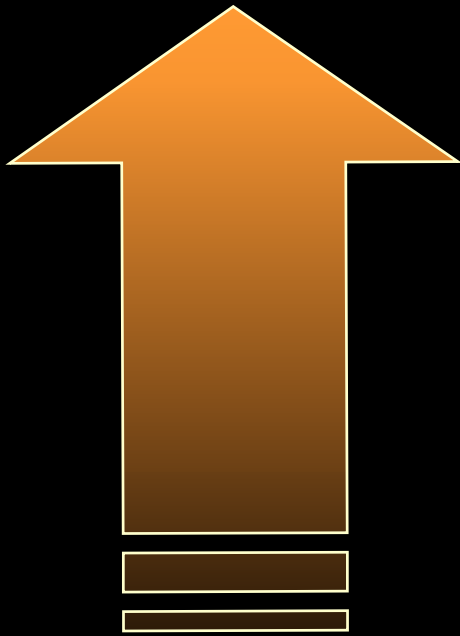


Key Messages from Across all of these Approaches

- Join it up
- Take a leap - try something different
- Be inclusive
- Invest in online promotion and outreach
- Actively Moderate
- Keep it simple
- Work with trusted intermediaries
- Develop networks – social capital

Where Next?

2010



2005

- Identify and work with those who have real enthusiasm for econsultation / participation
- Train community moderators
- Identify how we can work with trusted partners – BBC etc
- Explore how we can stimulate conditions for ground-up participation (e-innovations project)



But ... Don't Over-Promise!

- “iCAN ... restores my faith in humanity. It just makes me realise that there are some fantastic people all around the country who really believe in helping other people, working with other people and who are really passionate and committed to what they do”

iCAN Worker

- “I suppose it is better that it is there than not”

Citizen



Research & Evaluation Outputs

- What Works, literature review (available now)
- Baseline survey of Councils (available now)
- eMethods Guide and Context Report (June)
- Evaluation of council-led ‘top-down’ approaches (June)
- Evaluation of community focussed ‘ground-up’ approaches (June)
- Evaluation of Young People’s Perceptions of eDemocracy (June)
- Comparative study of changes in citizens’ perceptions (June)
- eDemocracy video –visual Exec Summary (June)



Links and Contacts

- e-Petitions
 - <http://www.bristol-city.gov.uk/item/epetition.html>
- Ask Bristol
 - <http://www.askbristol.com>
- Bristol City Council
 - <http://www.bristol-city.gov.uk>
- Local e-Democracy National Project
 - <http://www.e-democracy.gov.uk>
- Stephen Hilton, Consultation Manager, Bristol City Council:
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