



Staffed displays

Staffed displays differ from stand-alone displays in that they include people who are present to interact with interested passers-by. They need to be targeted to community events where people go and expect to be spending time browsing and talking to people. They do not generally work well in, for example, shopping malls, because people are not there to discuss forest or woodland management. Displays as part of local agricultural shows or community events are more likely to attract people who have an interest in the display material. Staff displays are also more likely to be successful in small communities where many people know each other and are more inclined to talk. Careful advanced planning of the display material is essential to make the display effective.



Yurt used for Staffed displays and discussions as part of Forest Design Process in Coed Y Mynydd District.

Resources and requirements

Skills

- Good writing, graphic design and personal communication skills are all needed to make this form of engagement effective, though they need not all be possessed by the same person.

Equipment

- Photographic equipment, poster materials, display easels or boards and standard office printing equipment are all necessary.
- A system for recording people's responses is recommended.

Level of engagement

INFORMING: ★★

CONSULTING: ★★

INVOLVING:

PARTNERSHIP:

Strengths

- Direct personal interaction with community members provides an additional perspective on public attitudes.
- Displays may reach people who are not reached by other involvement means.
- They are a good way of sharing information with public and raising awareness of the planning process.

Weaknesses

- If location or display design is poor a great deal of time may be taken up for little response.
- A large number of personnel may be needed if the display is continually staffed.
- Staff manning the displays must be prepared to deal with the more hostile members of the community.

Time

- Time requirements for preparation are similar to **Unstaffed displays**.
- Allocate as many days or half-days as are available for personal interactions at community events.
- Appropriate shows and events are often outside normal office hours and staff may need to arrange for extra time.

Useful sources of information

Books

- Creating involvement. Environment Trust Associates (1994). Local Government Management Board, London.
- Public involvement in environmental permits: a reference guide. US Environmental Protection Agency (2000). Available from: www.epa.gov
- Reference manual for public involvement, 2nd edn. J. Barker et al. (1999). Lambeth, Southwark and Lewisham Health Authority, London.



A Staffed display can encourage a response to forest plans (Inverness 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