

Cn Consult360

About Consult360 from Four

Consult360 is Four's digital community consultation offer. At a time when face-to-face engagement is not possible it creates a space that brings people together to have rich conversations about the future of their community.

We bring together all the tools you need to share ideas and get deep insights, generate useful feedback and communicate changes to build trust and show real influence: websites, social channels, digital advertising, direct mail, training, webinars, video conferences, surveys, analysis and reporting.

But the magic happens when you knit them all together into a bespoke campaign, guided by clear political strategy and deep insight into communities.

We have campaign options to suit your project and budget, from residential blocks and commercial towers, to estate regeneration and strategic land promotion. It is quick and efficient to deploy.

Service overview

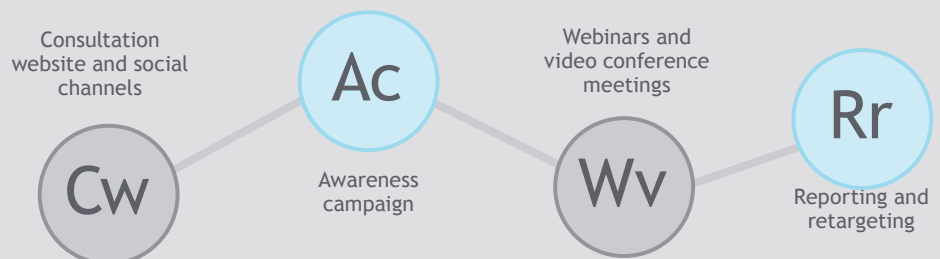
This is not about doing things differently, it is about doing them better.

Today, forward thinking businesses and politicians recognise that successful projects are founded on trust, partnership and delivering social value for host communities. These can only be built through a rich dialogue.

Quality is about who gets involved and how they participate. Diversity is highly valued, yet traditional consultation methods only reach certain demographics.

Digital enables more immediate access to relevant audiences. It also gives us a range of tools to curate a better kind of conversation. The richer the conversation and the more representative the sample, the more reliable and persuasive the evidence that results.

How? A simple methodology, underpinned by a tried and tested toolkit that can scale with your challenge and budget.



1 Consultation website and social channels

We create a project website and social channels - ensuring a rich resource of information is readily accessible online before we start any engagement. This is supported by our contact centre - handling all incoming queries. **Prices start from £4,500.**

2 Awareness campaign

We use newsletters and direct mail, plus targeted digital advertising to reach out to the whole community - including younger people, families, keyworkers and other 'hard to hear' groups. **Prices start from £6,000.**

3 Webinars and video conference meetings

We use webinars, video and phone conferences to replace exhibitions and stakeholder meetings. We provide demonstrations, training and preparation for your project team. Screen share allows project architects to present the project, whilst moderated debate ensures people have their say. **Prices start from £9,700.**

4 Reporting and retargeting

All the way through the campaign we are capturing data on how many people have seen, engaged and responded. Our analysis and reporting can inform scheme design and is presented in our Statement of Community Involvement.

Feedback becomes the raw material for the post-submission stage of the campaign - building positive sentiment and showing how comments have shaped the scheme. **Prices start from £2,500.**

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Our toolkit

As an integrated agency we have access to a broad set of skills and tools.

We put these together to create a bespoke campaign that is right for you, your scheme and your budget. Most importantly it is delivered by an integrated team of specialists who work on digital campaigns, media buying, creative design, web design, PR and public affairs.



Direct mail



Online and social adverts



Website



Facebook group



Contact centre



Webinars and video conferences



Social listening, digital insights and online surveys

Key team members



Ralph Scott

Managing director, public affairs

Ralph leads a specialist public affairs team with decades of experience working with local government. This is the team that gives your consultation campaign strategic direction founded on deep political and community insights.



Tonia Savchenko

Chief executive, PACE

Tonia leads on digital innovation at Four with a team of 100+ experts across the fields of data, digital, social, creative and media. These are the tools that drive the Consult360 platform, ensuring your consultation reaches the right audiences and using the data from every interaction to build a robust evidence base for decision making.

Other products from Four

Bc Brand champions	Ev Events creation and management	Sc Social content and assets	An Animation	Mt Media training
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Cv Corporate video	Aw Awards
Pt Presentation training	Im Issues management	Bw Brand workshop	Po Podcasts	Pe Penetration testing

Companies we have worked with

BARRATT LONDON	Berkeley Group	catalyst
CIT	Galliard Homes	grainger plc
GROSVENOR	Newham London	THE ART OF REAL ESTATE
Shaftesbury	swan somewhere to feel at home	TRANSPORT FOR LONDON EVERY JOURNEY MATTERS

Contact

If you would like to find out more please email campaigns@fourcommunications.com