

Timing the Consultation – a variation on A Good Day to Bury Bad News

Timing the consultation can be critical too!!.

Most consultations need to run for six weeks or perhaps eight.

Start your consultation period at the beginning of December and you can guarantee a poor response.

No-one is interested in planning or administration in the run-up to Christmas and no body will respond during the two weeks over the Christmas period.

A second good choice is the second week in July.

All the elderly people (who tend to be difficult and respond) will almost certainly be away.

The youngsters from 16 to 25 will be busy either with exams, the end of the academic year or away on holiday.

The remainder of the population of young parents and people in employment will be planning their holidays and will almost certainly be away for at least two weeks of the consultation period.

When they get back from holidays, there is the inevitable post-holiday depression, coupled with the inevitable financial fallout, together with all the harassment of getting back to work and getting the children back to school.

No time for planning scrolls

Another good choice.