



AGENDA ITEM NO. 7

Greater Brislington Neighbourhood Partnership 23rd January 2012

Report of: Ariaf Hussain, Neighbourhood Development Officer

Title: Communications and Engagement Strategy & Action Plan

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RECOMMENDATIONS

That the Neighbourhood Partnership notes the Communications and Engagement Strategy and the associated Action Plan.

Introduction:

This Communication and Engagement Strategy sets out how the Neighbourhood Partnership will ensure effective communication and engagement about the Neighbourhood Partnership work areas and sub groups with all key stakeholders.

The strategy will be delivered through a detailed action plan (Appendix One).

This will be informed by:

- the need to engage stakeholders at every stage, promoting understanding, ownership and buy-in to change and the need for change
- the need to communicate the aims and objectives, position, progress and direction of travel of the individual Neighbourhood Partnership work areas and sub groups.

Definition:

Communication and engagement can mean different things to different people. The terms cover a wide range of activities, all of which aim to enable people to influence decisions that may affect their lives, the services and facilities they use and rely on, or the jobs they do and how they do them. They are two-way processes that involve informing, listening and responding.

The first step to properly engaging with people is to communicate with them. Similarly, you cannot properly communicate with and inform people without making the effort to engage and consult with them.

Good communication and engagement should form the basis of everything that we do. It plays a major part in helping us deliver our corporate, directorate, and service objectives. We want to ensure partner agencies, employees, residents and service users have the opportunity to comment and be involved in the planning, prioritising and monitoring of our services.

Aims and Objectives

The objectives of this strategy are to:

- promote the Neighbourhood Partnership and its sub groups,
- ensure communication channels are effective and appropriate
- promote best practice in communication and engagement
- encourage two way communication

Levels of communication and engagement

Consultation and engagement can take a number of forms. It may be a one off exercise or extend over a period of time. The table below outlines the different types available.

Level Of Involvement	Explanation	Mechanism
Information	Providing information to people who use our services, underpins all other levels of engagement	Community Festivals and other community events, Leaflets, Websites
Consultation	Seeking the views and opinions of people who use services, and those who don't, to inform changes.	Forums, sub groups, focus groups, specific meetings, questionnaires, website
Deciding together	People are given the information, opportunity and the power to choose.	Consultation on specific projects and options for delivery
Acting together	Working in full partnership with people to make informed decisions.	Neighbourhood Partnership and working groups
Supporting independent Community initiatives	Empower people to have a voice with a minimum role in setting their goals.	User led organisations

Communication and Engagement Action Plan: 2012 – 2015
Review Period: Annual

Appendix One

Area of Work	What, when and how often will we do it?	Lead Person - Role/Agency	How we will do it.	Who do we want to communicate and engage with?
<p>Neighbourhood Partnership/ Neighbourhood Committee</p>	<p>Meetings will be held quarterly at different locations across the two-ward area.</p> <p>Papers will be available to NP members at least 5 working days before the meeting</p> <p>Papers will be available for view and/or download by anyone else interested at least five days prior from the BCC website</p> <p>Agenda setting and brief meeting with ward councillors prior to each NP meeting</p> <p>Minutes of NP meeting on BCC website within</p>	<p>Area Coordinator (BCC) Democratic Services Officer (BCC)</p>	<p>Meeting dates for year agreed at NP meeting</p> <p>Email and/or hardcopy of papers sent to NP Members</p> <p>Hardcopy of papers made available at NP meeting</p>	<p>Ward Councillors NP Members Local Residents Local Stakeholders Officers preparing and presenting reports</p>

	two weeks of meeting.			
Neighbourhood Forum	<p>Meetings to be held quarterly at different locations across the ward.</p> <p>To invite and support the attendance of appropriate service providers at Forum meetings</p> <p>To ensure collation of all the issues raised at Forum meetings</p> <p>To ensure publication of issues raised on appropriate websites (Police and BCC)</p> <p>To provide feedback through 'You said, We did'</p>	<p>Neighbourhood Development Officer (BCC)</p> <p>Beat Manager (Police)</p>	<p>Dates and venues for the year to be published on BCC/Police/Community website and distributed at Forum meetings</p> <p>NDO to produce poster to promote Forum at least four weeks prior to Forum.</p> <p>Police to distribute hardcopy of poster to local venues and though 'keep me informed' at least two weeks prior to meeting</p> <p>NDO to distribute poster through BCC mailings at least two weeks prior to meeting</p> <p>Issues template compiled and updated by NDO</p>	<p>Ward Councillors</p> <p>Local Residents</p> <p>Local Stakeholders</p> <p>Service Providers</p>

<p>Well Being Fund and Panel</p>	<p>To promote the Well Being Fund throughout the year.</p> <p>To have a quarterly well being panel meeting.</p> <p>To support applicants with advise on completing the application form.</p> <p>To provide feedback on application form to unsuccessful applicants.</p> <p>To send monitoring and evaluation form to successful applicants for completion.</p>	<p>Area Coordinator (BCC) Neighbourhood Development Officer (BCC)</p>	<p>Promote the fund at Forum meetings, community events, target local organsiations through mailings and one to one meetings.</p> <p>Provide deadline dates on website and hardcopy material</p>	<p>Ward Councillors Local Residents Local Stakeholders Service Providers</p>
<p>Environment Sub Group</p>	<p>Meetings to be held at different locations across the ward.</p> <p>Agreed actions to be shared on BCC website and 'You said, We did'.</p>	<p>Area Environment Officer (BCC)</p>	<p>Dates and venues for the year to be published on BCC/Community website and distributed at Forum meetings</p>	<p>Ward Councillors Local Residents Local Stakeholders Service Providers</p>

<p>Other Working and Sub Groups</p>	<p>To be set up and serviced as agreed from NP/Forum meetings</p> <p>To be facilitated and supported in a timely fashion to feed into NP/Forum timescales</p> <p>To provide feedback through appropriate mechanisms as agreed with working/sub group</p>	<p>Area Coordinator (BCC) Neighbourhood Development Officer (BCC)</p>	<p>Meeting dates agreed and venues booked.</p> <p>Notice of meeting sent.</p> <p>Any papers for meeting sent prior to meeting date.</p>	<p>Ward Councillors Local Residents Local Stakeholders Service Providers</p>
<p>Housing Walkabouts</p>	<p>To provide dates and venues of walkabouts to be shared at Forum meetings and Police surgeries.</p> <p>To ensure collation of all the issues.</p> <p>To forward non-housing issues to AC/NDO for distribution to relevant statutory provider for appropriate action.</p>	<p>Senior Housing Officer (BCC)</p>	<p>Housing mailing to properties where walkabout is being targeted.</p>	<p>Ward Councillors Local Residents Local Stakeholders</p>

Councillor surgeries	To provide dates and venues of local councillor surgeries.	Ward Councillors	Councillor mailing to residents. Promote at Forums and other community events	Local Residents Local Stakeholders
Police Beat Surgeries	To provide dates and venues of Police Beat surgeries.	Beat Manager (Police)	Police mailing to residents. Promote at Forums and other community events	Ward Councillors Local Residents Local Stakeholders
Wider resident/stakeholder Engagement and Communication	To identify other opportunities where resident engagement and communication can happen such as: Lunch Clubs Schools – Students Councils Issues collection boxes at local venues	Area Coordinator (BCC) Neighbourhood Development Officer (BCC)	To go to meetings to listen and collate issues. To feedback with progress on issues identified. To target hard to reach groups/communities.	Local Residents Local Stakeholders
Neighbourhood Events/Festivals	To provide technical support to event/festival organisers.	Neighbourhood Development Officer (BCC)	To facilitate an action plan for event/festival organisers	Local Residents Local Stakeholders

	<p>To invite and support the attendance of appropriate service providers.</p> <p>To identify and facilitate any possible support for event/festival organisers</p>			
Technology and Digital Media	<p>To ensure that all websites (BCC/Police/Community) editors are sent information for publishing</p>	<p>Area Coordinator (BCC) Neighbourhood Development Officer (BCC)</p>	<p>Identify the websites and editors.</p> <p>Establish working relationship.</p> <p>Provide information of relevant meetings and activities for websites.</p>	<p>Ward Councillors Local Residents Local Stakeholders Service Providers</p>
Publications and Newsletters	<p>To provide information for local publications and newsletters.</p> <p>To produce a six monthly NP newsheet</p>	<p>Area Coordinator (BCC) Neighbourhood Development Officer (BCC)</p>	<p>Identify local newsletters and send through information.</p> <p>Produce six monthly newsheet for distribution at meetings and downloadable from websites.</p>	<p>Ward Councillors Local Residents Local Stakeholders Service Providers</p>

Stakeholders communication and engagement	To promote and support stakeholder communication and engagement such as: Linkage Stakeholder meetings	Area Coordinator (BCC) Neighbourhood Development Officer (BCC) Stakeholders	Share information as to activities at NP/Forum/other community meetings	Ward Councillors Local Residents Local Stakeholders Service Providers
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