



## AGENDA ITEM NO. 10

### Hengrove & Stockwood Neighbourhood Partnership 24th January 2012

**Report of:** Ariaf Hussain, Neighbourhood Development Officer

**Title:** Communications and Engagement Strategy & Action Plan

**Contact Telephone Number:** 0117 922 3218  
ariaf.hussain@bristol.gov.uk

#### 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.

<b>Level Of Involvement</b>	<b>Explanation</b>	<b>Mechanism</b>
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 organizations

**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><b>Neighbourhood Partnership/ Neighbourhood Committee</b></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>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>

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?
	Minutes of NP meeting on BCC website within two weeks of meeting.			
<b>Neighbourhood Forum</b>	<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>Ward Councillors</p> <p>Local Residents</p> <p>Local Stakeholders</p> <p>Service Providers</p>

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?
			Issues template complied and updated by NDO	
<b>Well Being Fund and Panel</b>	<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 organisations 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>

<b>Area of Work</b>	<b>What, when and how often will we do it?</b>	<b>Lead Person - Role/Agency</b>	<b>How we will do it.</b>	<b>Who do we want to communicate and engage with?</b>
<b>Environment Sub Group</b>	<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>	Area Environment Officer (BCC)	Dates and venues for the year to be published on BCC/Community website and distributed at Forum meetings	<p>Ward Councillors</p> <p>Local Residents</p> <p>Local Stakeholders</p> <p>Service Providers</p>
<b>Other Working and Sub Groups</b>	<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)</p> <p>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</p> <p>Local Residents</p> <p>Local Stakeholders</p> <p>Service Providers</p>
<b>Housing Walkabouts</b>	To provide dates and venues of walkabouts to be shared at Forum meetings and Police	Senior Housing Officer (BCC)	Housing mailing to properties where walkabout is being targeted.	<p>Ward Councillors</p> <p>Local Residents</p> <p>Local Stakeholders</p>

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>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>			
<b>Councillor surgeries</b>	To provide dates and venues of local councillor surgeries.	Ward Councillors	<p>Councillor mailing to residents.</p> <p>Promote at Forums and other community events</p>	Local Residents Local Stakeholders
<b>Police Beat Surgeries</b>	To provide dates and venues of Police Beat surgeries.	Beat Manager (Police)	<p>Police mailing to residents.</p> <p>Promote at Forums and other community events</p>	Ward Councillors Local Residents Local Stakeholders

<b>Area of Work</b>	<b>What, when and how often will we do it?</b>	<b>Lead Person - Role/Agency</b>	<b>How we will do it.</b>	<b>Who do we want to communicate and engage with?</b>
<b>Wider resident/stakeholder Engagement and Communication</b>	<p>To identify other opportunities where resident engagement and communication can happen such as: Lunch Clubs Schools – Students Councils</p> <p>Issues collection boxes at local venues</p>	<p>Area Coordinator (BCC) Neighbourhood Development Officer (BCC)</p>	<p>To go to meetings to listen and collate issues.</p> <p>To feedback with progress on issues identified.</p> <p>To target hard to reach groups/communities.</p>	<p>Local Residents Local Stakeholders</p>
<b>Neighbourhood Events/Festivals</b>	<p>To provide technical support to event/festival organisers.</p> <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>	<p>Neighbourhood Development Officer (BCC)</p>	<p>To facilitate an action plan for event/festival organisers</p>	<p>Local Residents Local Stakeholders</p>



<b>Area of Work</b>	<b>What, when and how often will we do it?</b>	<b>Lead Person - Role/Agency</b>	<b>How we will do it.</b>	<b>Who do we want to communicate and engage with?</b>
<b>Technology and Digital Media</b>	To ensure that all websites (BCC/Police/Community) editors are sent information for publishing	Area Coordinator (BCC) Neighbourhood Development Officer (BCC)	Identify the websites and editors.  Establish working relationship.  Provide information of relevant meetings and activities for websites.	Ward Councillors Local Residents Local Stakeholders Service Providers
<b>Publications and Newsletters</b>	To provide information for local publications and newsletters.  To produce a six monthly NP newsheet	Area Coordinator (BCC) Neighbourhood Development Officer (BCC)	Identify local newsletters and send through information.  Produce six monthly newsheet for distribution at meetings and downloadable from websites.	Ward Councillors Local Residents Local Stakeholders Service Providers
<b>Stakeholders communication and engagement</b>	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