



**Horfield and Lockleaze Neighbourhood Partnership  
Thursday 3<sup>rd</sup> March 2016**

**AGENDA ITEM NO. 6**

**Title:** Communication & Engagement Plan

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- 1- Communication :** For discussion
- 2- Engagement Plan:** For discussion

**1.0 Communications – Bristol City Council and Neighbourhood Partnerships: Overview - October 2015**

Further to the last city-wide event where we received feedback about how we can raise the profile of Neighbourhood Partnerships, the Neighbourhood Management Service has been working with the BCC Communications Team to clarify what can be done centrally and citywide to support the NP's and what is better done by NP's locally.

<b>Bristol City Council – citywide support for all NP's</b>	<b>What could/should be done locally?</b>
We can raise the profile of NP's in general terms - key messages of getting involved locally, finding things out and connecting with people with shared concerns or interests. We can also promote the things that are fixed or known such as annual calendar of dates of meetings and contact details and we can provide a go to place for key documents.	Local NP's know the local context and are in the best position to communicate with local people about local things. This cannot be done centrally. Different NP's have prioritised this differently and have different assets available to them. How NP's choose to do this is up to them. We do think there are some basic ingredients which all NP's should be looking towards and we are keen to understand how we can support this to happen. NP's can use the Neighbourhood Budget to support communications.

<b>Online presence</b>	
<p><b>BCC Website</b> Ensure information about NP's is accurate and up to date with timely information about forthcoming meetings with appropriate web-links (e.g. community-run NP website).</p>	Some NP's have their own websites maintained by the wider membership. Locally run websites can really help to illuminate the work of the NP, the people involved and show the NP in the context of the local area.
<p><b>Facebook</b> By March 2016 our aim is that all Neighbourhood Officers and Neighbourhood Partnership Coordinators will be able to communicate with NP Facebook pages using a professional page of their own. Some NO's or NPC's may be providing admin support to NP Facebook or Twitter pages but the key issue is that BCC staff are clear about when they are communicating on behalf of/in the name of the NP and when they are a BCC officer.</p>	<p>IMPORTANT Ideally all NP's have a Facebook page. Some NP's already have their own very successful pages. We appreciate this may feel daunting for some people -- <i>What support would your NP need to set up and run a Facebook page?</i></p>
By Jan 2016 Neighbourhood Management Service (NMS) will have a Facebook page which will link up all the NP Facebook pages and give a city-wide overview and provide a channel for 'citywide' communication.	
<p><b>Twitter</b> By Jan 2016 there will be a NMS Twitter account which will be used to promote and support the work of the NP's and for citywide communications.</p>	IMPORTANT really can help to raise the profile of the NP. Do you have someone locally who could be the Twitter person for the NP?
<b>Paper</b>	
General NP promotion leaflet - Produce a city-wide leaflet about NP's aimed at people new to NP's to be used at citywide and local events where we are looking to spread the word and encourage people to join in.	Where NP's are looking to run a campaign, put out a publication outside of the remit/skills of the NO or NPC a budget will need to be identified or the publication could be produced by a member of the NP.
Summary of the NP Plan – leaflet for each NP area	
Meeting dates and contact details - Produce a publication in March with good local flavour giving meeting dates for the year ahead and contact details for each NP. It is still to be decided if this will be one publication, three (one for each of the areas North/ South/ East Central) or 14.	All NP's must agree their basic meeting schedule – NP meetings and forums or open meetings by December 2015 so that venues can be booked and publicity ready by mid-March for 2016-15.
Forum/meeting posters and one off events which can be designed by the NMS or where a specific budget has been identified.	Neighbourhood Officer resource or budget identified by NP.
<b>Other</b>	
<b>Press and PR</b> – We will raise the profile of NP's through regular news stories in key citywide publications.	Make available good stories.

<b>Campaigns</b> - Corporate communications will support key citywide NP campaigns over the year which will promote the NP's raise the profile of a specific issue and/or present a call to action . The priorities will be determined by the NP Plans. This will start in Jan 2016 with a general awareness raising campaign.	NP contributions to the campaigns – stories, voices and people willing to get involved.
<b>General</b> – As a service we are looking to improve our communications systems. We will be looking to upgrade our information storage and retrieval systems so we can make better use of online software including text messaging systems.	NP's are encouraged to develop a communication plan for the area you serve. This doesn't have to be a complicated piece of work but is about the NP thinking about how and with whom it communicates with and what can be done locally to make sure more people know about the NP.
<b>Helpful products</b> – Make available a range of useful products such as pop up banners which can be used anywhere in the city.	
<b>Radio</b> – links have been made with Ujima and BCfm radio stations and training is being made available for NP members.	What does your NP want to tell the people of Bristol or the people in your area? BCfm and Ujima are keen to hear from NP's.
<b>Photos</b> – develop a catalogue of good quality photos of NP activity and the people involved.	Take advantage of good photo opportunities. Photos are really important for good communications and this is often the most challenging part of communicating a good story.

*Please have a chat in your NPs and feedback through your Neighbourhood Partnership Coordinator.*

## **2.0 Engagement Plan**

### **2.1 Neighbourhood Partnership Plan refresh - methodology**

*End of February*

- Gather data
- Design survey
- Start to engage Council officers and outside agencies

*March*

- Marketing - Social media campaign, promote on community noticeboards, Online survey, doorknocking targeting as-yet unengaged areas of the Neighbourhood Partnership, parks users, school pick up time surveys, school assemblies.
- Complement other campaigns in the area
- Residents and partner agencies will be asked to support this engagement
- Continue to engage Council officers and outside agencies

*April*

- Continue with marketing to be complete ready for:

- Working Groups meetings for each category to pick out 1 key issue for each of the next 3 years, with a few minor issues to work on for 2016-17

*May*

- Final consultation Forums

*June*

- Finalise for approval at the Neighbourhood Partnership meeting.

## **2.2 General engagement**

*Forums*

- Hold Forum review with police and councillors and key residents
- Doorknocking/ Leafleting in the streets in the immediate vicinity of the meeting to inform residents and gather views on the key focus of the Forum, in May this will be the NP Plan refresh
- Marketing - social media, community noticeboards, email contact list, targeted marketing depending on the key focus – in May this will be key community group leaders

## **2.3 Engagement for specific projects**

Specific projects in the NP Plan will have their own engagement process. For the following quarter, these will be listed as Next Steps in the Neighbourhood Partnership Plan update.