

## Appendix 2 Committee Model Working Group

### DRAFT Communications and Engagement Strategy

#### 1. Key Principles of Engagement

- **Integrity:** Intentions must be honest, and with a genuine willingness to listen and be influenced
- **Visibility:** There should be a real effort to make all of those who have a right to participate aware of what's going on
- **Accessibility:** There needs to be reasonable access, using appropriate methods and channels and catering for hard-to-reach groups
- **Transparency:** Things submitted need to be made public and data disclosed, unless there's a specific reason to make them exempt
- **Disclosure:** All relevant material and context should be disclosed by the council, and in return residents should disclose the full range of local opinion
- **Fairness:** Assessments and interpretations of consultations need to be objective. Decisions need to be representative of the spread of opinion
- **Publication:** Participants have a right to receive feedback on the final output, and on the eventual outcome of the process

#### 2. Purpose/Scope of the Strategy

This Communications and Engagement Strategy aims to set out an approach that supports the design and delivery of a new Committee Model System of governance for Bristol City Council. This document should be used to understand the communication and engagement approach taken and not be read as a detailed delivery plan of all engagement and communications activity.

Through the delivery of good quality communications and engagement, we aim to ensure the following principles are maintained during the process:

- inform: provide information to stakeholders
- consult: obtain feedback from stakeholders
- involve: provide opportunities for stakeholders to engage with the process
- collaborate: enable collaborative working across stakeholders
- empower: support decision makers to achieve informed and deliverable outcomes

### **3. Communications Objectives**

Objective 1 – Create opportunities to inform and engage stakeholders on the process and decision making of the CMWG.

Objective 2 – Deliver timely, accessible and relevant information to identified audiences across a range of channels.

Objective 3 - Encourage and promote opportunities to engage with the open consultation processes to ensure a high volume of responses with a particular focus on often less heard from groups.

Objective 4 – Support the launch of a new system of governance in May 2024 and encourage early take up of new public engagement processes.

### **4. Stakeholders**

A full list of identified stakeholder groups is contained in Appendix 1 of this Strategy. Each stakeholder group represents individuals or organisations known to have an interest in the process to deliver a new system of governance. A smaller number of stakeholders will have critical roles in the delivery of this project.

Each stakeholder group has a designation that identifies the relative influence and interest of that collection of stakeholders. This designation is used to signify the level of engagement necessary with each group and informs the frequency and level of detail required to meet each group's needs. Where possible and appropriate, each group is segmented into sub-groups, differentiated by several characteristics that make each sub-group distinct from others. This is to identify the most effective communication channels to utilise in engaging with each stakeholder group.

Stakeholders identified as being under-represented in consultation processes are designated accordingly to ensure particular consideration is given to the engagement needs of these groups.

### **5. Communications and Engagement Approach**

The communications and engagement approach has been developed alongside an assumption that the development and delivery of a new governance system will proceed in multiple phases. These phases/steps are detailed below.

1. Establish proposals to consider – engage with expert stakeholders for advice and guidance
2. Engage wider stakeholder group with draft proposals to obtain early feedback
3. Shape draft proposals into one proposed approach
4. Undertake public consultation on a single draft proposal
5. Produce a final proposal
6. Seek decision on final proposal

Communications and engagement activity will be scheduled to coincide with the above milestones. **Each milestone/phase will be supported by an individual comms plan that details the activity to undertake to deliver the outcomes of each stage, and these can be found at Appendix 3 to 6.** Key dates during periods in between phases will be identified to ensure regular communication of progress is made to relevant and appropriate stakeholders.

## 6. Timescales and Overview of Activities

	<b>Timescale</b>	<b>Purpose</b>	<b>Activities – examples only, to be confirmed</b>
<b>Phase 1</b>	Sep – Dec 2022	Preparation for Full Council and early public engagement	<ul style="list-style-type: none"> <li>- Community engagement meetings with the Community Development Team</li> <li>- CMWG webpage</li> <li>- Inbox for residents to email in views</li> <li>- Promotion of the CMWG and the opportunities for public engagement</li> <li>- Report to OSMB – October 22 TBC</li> <li>- All Member briefing – October 22 TBC</li> <li>- Full Council report – December 22</li> </ul>
<b>Dec-Feb</b>	<i>Planning and writing key design principles post Full Council input, finalising phase 2 of the comms strategy and engagement</i>		
<b>Phase 2</b>	March – May 2023	Full city-wide consultation	<ul style="list-style-type: none"> <li>- Community engagement meetings with the Community Development Team</li> <li>- Member engagement TBC</li> <li>- Focus groups</li> <li>- Inquiry day</li> <li>- Surveys</li> <li>- Community outreach</li> </ul>
<b>June-Sep</b>	<i>Building the new model using outcomes from the consultation and finalising phase 3 of the comms strategy</i>		
<b>Phase 3</b>	October - December 2023	Engaging with the public on the confirmed system	<ul style="list-style-type: none"> <li>- Community engagement meetings with the Community Development Team</li> <li>- Member engagement TBC</li> <li>- Survey</li> <li>- Budget Review</li> </ul>
<b>Jan</b>	<i>Feb 2024 final constitution to be submitted to Full Council and finalising phase 4 of the comms strategy</i>		
<b>Phase 4</b>	Feb 2024 – May 2024	Launch	<ul style="list-style-type: none"> <li>- Intensive programme of promotional activities to publicise new ways of working</li> </ul>

## **5. Monitoring and Evaluation**

To ensure communications and engagement activity evolves to meet the needs of all stakeholders, it's important that the impact of all activity is monitored and evaluated to extract learning to feed back into the comms process. To achieve this, all communications activity has a monitoring method identified at its outset and the information generated is evaluated periodically. A range of tools will be used to obtain this information; a full breakdown can be seen in Appendix 2.

## **6. Available Resources and Budget**

The following officers are available to support the Communications and Engagement Strategy:

- Member Development Officer
- External Communications Manager
- Head of Democratic Engagement

All costs for consultation and engagement activities should be met from existing budgets.

## **7. Appendices**

Appendix 1 – Stakeholder List – TO BE AGREED

Appendix 2 – Monitoring and Evaluation Tools – TO BE AGREED

Appendix 3 - Phase 1 comms plan, including the draft outline for the community engagement events – TO BE AGREED

Appendix 4 – Phase 2 comms plan – TO BE AGREED

Appendix 5 – Phase 3 comms plan – TO BE AGREED

Appendix 6 – Phase 4 comms plan – TO BE AGREED