

**REPORT TO:** CABINET OVERVIEW WORKING GROUP

**DATE:** 19OCTOBER2017

**TITLE:** COMMUNITY ENGAGEMENT STRATEGY – SCOPING REPORT

**LEAD OFFICER:** JANE GREER, HEAD OF COMMUNITY WELLBEING (01279) 446406

**RECOMMENDED** that the Overview Working Group confirms the scope of the review of the Council’s approach to the development of a new Community Engagement Strategy.

**BACKGROUND**

1. The 14 March 2017 meeting of the Scrutiny Committee considered a community engagement toolkit produced by the Campaign Company. This was sponsored by the Local Government Association as part of a national project titled ‘New Conversations’. The aim of the project was to produce a best practice and practical guide to consultation and engagement for local authorities.
2. During the development of the toolkit the Campaign Company undertook considerable amount of consultation with the Council’s stakeholders, the results of which were incorporated into the guide.
3. The Scrutiny Committee recommended that a referral be made to the Overview Working Group with a view to developing a new Community Engagement Strategy which would take into account the toolkit.

The scoping report for the development of a new Community engagement Strategy is set out below.

<b>Review Topic</b>	Community Engagement Strategy
<b>Links to the Council’s priorities</b>	The Strategy will link to all of the Council’s Corporate Priorities
<b>Terms of reference (to include the scope of the review)</b>	<p>To review the Council’s current community engagement activity and to develop a new Community Engagement Strategy and action plan. To achieve this the following activity should take place:</p> <ul style="list-style-type: none"> <li>• To consider what the Council’s objectives for community engagement should be.</li> </ul>

	<ul style="list-style-type: none"> <li>• To reach conclusions for the priorities for community engagement activity over the one to five year time frame.</li> <li>• To take account of and, if appropriate, incorporate the toolkit produced by the Campaign Company, as part of the 'new Conversations' project into the new Strategy.</li> </ul>
<b>Purpose and objective of the review (what the review should achieve)</b>	Produce a new Community Engagement Strategy for the next five years with a clear vision and defined goals which set out the Council's ambitions for community engagement.
<b>Methodology/approach (methods to be used for gathering evidence)</b>	<ul style="list-style-type: none"> <li>• Desktop analysis of best practice, including benchmarking against other councils and other similar organisations.</li> <li>• An Officers Working Group from across all service areas within the Council to be established to develop the strategy.</li> <li>• A full review of the toolkit and other findings produced by Campaign Company.</li> <li>• An assessment of the likely future needs and requirements of the Council its customers and stakeholders .</li> </ul>
<b>Written evidence required</b>	<ul style="list-style-type: none"> <li>• Evidence gained from published presentations and reports.</li> </ul>
<b>Potential witnesses</b>	<ul style="list-style-type: none"> <li>• Portfolio Holder for Youth &amp; Community.</li> <li>• Relevant individuals and groups not already interviewed by the Campaign Company.</li> </ul>
<b>Potential Stakeholder involvement (who are the stakeholders and how will their views be sought)</b>	As above.
<b>Publicity (methods to be used)</b>	Council website, social media, direct e-mail, press releases etc.
<b>Resources (people, expenditure)</b>	Officer time.

<b>Barriers/dangers/risks (any weaknesses or potential pitfalls in the review)</b>	The strategy and any recommendations or actions must be appropriate to the resources available to the Council.
<b>Measures of success (how will the success of the review be measured)</b>	Adoption and implementation of a new Community Strategy.