

Appendix B

Community Engagement & Consultation Strategy – Consultation Plan

This report sets out how the Council will undertake a robust and fit for purpose consultation programme for the development of a Community Engagement & Consultation Strategy for BCP Council.

It is essential that the consultation programme is meaningful and comprehensive, providing interested parties with detailed, accessible information on the proposal and providing a choice of methods for providing their views.

BCP Council is committed to asking everyone with an interest in the services that the Council provides, including residents, community groups, partners and staff, to consider proposals and share views so that they can be taken into account when the Council makes decisions.

A key challenge for councils is how to engage and consult with members of the community who often avoid mainstream engagement methods. It is for this reason that we have included a wide range of communication processes and channels within our consultation plan.

The minimum consultation period required is 30 days (one month), however we are adopting a 13-week period for the consultation on the Community Engagement & Consultation Strategy. The consultation period will commence on Monday 13th January 2020 and close on Sunday 12th April 2020, subject to approval by Cabinet.

The consultation will provide information on the proposed Community Engagement & Consultation Strategy principles (Appendix A) and ask people how much they agree or disagree with them along with other which is shown below:

Consultation questionnaire

Through the Consultation we are also seeking views on:

- Respondents levels of engagement with groups, forums, Cllrs, the Council etc over the last 12 months;
- Respondents views on their ability to influence decisions affecting their local area;
- Respondents views on being involved in decision-making processes;
- How their involvement in the decision-making process could be improved;
- Respondents views on their local community;
- Respondents views on local groups and forums;
- The way in which people like to engage (face to face, social media, Council publications, email etc)

The full questionnaire will be available as an online snap survey, and easy read version and as hard copies as required. Alternative formats (large print etc) will be available upon request.

Once the consultation has been completed the results will be used to complete the full Community Engagement & Consultation Strategy which will go to Cabinet for approval in July 2020.

Communication methods

Consultation should always be appropriate to the scale, scope and nature of the project being completed. Effective consultation that is meaningful and genuine depends on all stakeholders being sufficiently well-informed about the project, having clear, concise information, the opportunity to convey their perspectives and their concerns, and developing confidence that their perspectives are being reflected in the final design of the scheme. This consultation has been designed to allow the community to be involved in co-designing the final Community Engagement

& Consultation Strategy by seeking their views in advance of writing the strategy, rather than writing the strategy and then seeking views on it.

Consultation will be taking place using the following methods:

- BCP Council website
- Social media
- Engagement sessions
- Email to local community groups (this includes a number of harder to reach groups)
- Via Community Development workers
- Press releases to local media/press
- Posters and information in local venues such as cafes, libraries, pubs etc.
- Drop in sessions
- Communications via LCD screens in council buildings
- Written papers and presentations where appropriate
- Community Development approaches to directly engage with individuals 'where they are' rather than waiting for them to come to us- for example sofas on street corners and events in every ward in the Borough (see below for example)

Ward activity

Using the Muscliff area as an example of how we would undertake consultation, we would do the following:

8am-9am Muscliff School drop-off

9:30am- 10:30 am Muscliff Park (dog walkers, pentanque club, café, pre-school nursery, community centre users)

11am- 1pm Mallard Road retail park

3pm-4pm Epiphany School pick-up

4:30pm- 5:30pm Stour Valley- Kingfisher Barn

6-8pm Castlepoint

We would seek views from ward Councillors and the community around suggested locations for engagement and Councillors would be welcome to join staff when the events take place in their wards. Events will take place during the week, at weekend and in the evenings to ensure accessibility. We will be using a BCP branded serving tea and coffee to act as an incentive/conversation starter to encourage people to engage with the consultation.

Stakeholder engagement

It is important that particular groups of stakeholders are effectively targeted with communications and given every opportunity to share their views.

The following groups will receive direct communications about the proposal to request their views:

- All existing area forums and SNT panel
- Elected Members and local Members of Parliament
- Stakeholders, Partners & Community Groups, statutory consultees
- Specialist representation groups (Access Dorset, People First etc)
- BCP Council Staff

Further communication will be sent to a database resident email addresses with information and a direct link to the consultation questionnaire. Internal consultation will take place via Directors Strategy Group to encourage information to be passed through to staff for their input and involvement.

Consultation Overview

Consultation method	Dates etc
Consultation material in all libraries across BCP	13 weeks of the consultation
Information on the Council webpage	Consultation tracker
BCP Council Social media	At regular intervals throughout the 13 weeks
Information to stakeholders	At start of consultation and then again at 9 weeks
Request attendance at area forums and SNT panels:	Dates tbc
Boscombe Forum	
Ensbury Park & Wallisdown forum;	
North Bournemouth area forum;	
Pokesdown Community Forum;	
Southbourne Forum;	
Throop, Muscliff, Strouden, Townsend and Holdenhurst forum;	
Westbourne forum;	
Westcliff forum;	
Winton forum	
Hamworthy SNT	
Poole Town & Oakdale SNT	
Canford Health & Creekmoor SNT	
Newtown & Branksome SNT	
Rossmore & Alderney SNT	
Broadstone, Merley & Bearwood SNT	
Ward events:	Dates
Alderney & Bourne Valley	February 2020
Bearwood & Merley	February 2020
Boscombe East & Pokesdown	January 2020
Boscombe West	January 2020
Bournemouth Central	January 2020
Broadstone	February 2020
Burton & Grange	March 2020
Canford Cliffs	February 2020
Canford Heath	February 2020
Christchurch Town	March 2020
Commons	March 2020
Creekmoor	February 2020

East Cliff & Springbourne	January 2020
East Southbourne & Tuckton	January 2020
Hamworthy	February 2020
Highcliffe & Walkford	March 2020
Kinson	January 2020
Littledown & Iford	January 2020
Moordown	January 2020
Mudeford, Stanpit & West Highcliffe	March 2020
Muscliff & Strouden Park	January 2020
Newtown & Heatherlands	February 2020
Oakdale	February 2020
Parkstone	February 2020
Penn Hill	February 2020
Poole Town	February 2020
Queens Park	January 2020
Redhill & Northbourne	January 2020
Talbot & Branksome Woods	January 2020
Wallisdown & Winton West	January 2020
West Southbourne	January 2020
Westbourne & West Cliff	January 2020
Winton East	January 2020

Consultation costs:

Programme	Responsible	Details	Costs
Online consultation questionnaire hosted on consultation tracker	Insight team	Snap survey	£0
Promoted through council e-newsletters, social media, press release, etc, video with the leader, display material in libraries	Communications team	Promoted through council e-newsletters, social media, press release, etc, video with the leader, display material in libraries (approximate)	£1,500
Consultation material-	Insight team communications team	posters, library notice boards, fliers, questionnaires, survey boxes, easy-read version	£3,540
Roadshows	Communities team	Purple armchairs	£700
		Van hire for 12 weeks	£9,500

		Consumables for roadshow	£150
Data entry	Outsourced to MRG	£1,750 per 1,000 Postal returns	£1,750 £700
Report writing	Communities team Insight Team		£0
Promotion to stakeholders	Communities Team Insight Team	Extensive stakeholder list held	£0
Attend various meetings throughout consultation	Communities Team	Existing staff resource	£0
postal survey by age, sex, gender and ethnicity	Outsourced	5,000 circulated with a 20% response rate= 1,000 returns	£10,850
Total			£28,690