

# Community Engagement and Consultation Strategy 2021-2024 Delivery Plan



**1**

**Involved communities**

We are **passionate** about our communities

We will strengthen local democracy and decision-making processes to ensure participation is inclusive for all sectors of our community.

We will...	So that	When	Overall lead	How we will measure if we've been successful
Follow strength-based community development principles – exploring what is already available in communities through different agencies and wrapping these around the individual	Staff and councillors encourage and help support communities to engage. Have the skills to understand the needs of their communities.	Ongoing	Community Development Team	Increase in examples of communities working with the council to deliver services
Establish an engagement leads network to share best practice, deliver consistency and ensure a reduction in duplication	We can ensure a consistent approach across all services and include all the relevant stakeholders	March 2022	Community Engagement Team	Quarterly meetings with appropriate actions agreed and delivered
Provide training for staff and partners in community led strength-based community development approaches	Staff, partners, and councillors have the tools they need to engage with communities effectively and efficiently	March 2022	Community Engagement and Community Development Teams	Long term improvement in engagement with our communities
Establish a consultation hub e.g., Engagement HQ where we can promote opportunities to gather views, ideas, and insights in a single place.	It makes it easier for communities to find opportunities for involvement.	December 2021	Consultation and Research	Increase in number of people using the consultation hub
Actively promote registration to our consultation hub through our communication channels		Ongoing	Consultation and Research	Aim to have 1,000 new members of Engagement HQ a year
Present feedback from engagement and consultation activity in a clear 'we asked, you said, we did' format.	There is feedback when communities have helped to shape our policy.	December 2021	Consultation and Research	An agreed format for 'you said we did' developed by the end of 2021' with all consultations including a feedback section from 2022

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Strengthen our engagement with our business community by continuing to support and engage with various networks including, the Business Improvement Districts, Local Enterprise Partnership, the Chamber of Commerce and various sector networks including digital and engineering.	We continue to listen and engage with the business community	Ongoing	Economic Development Team	To engage with at least 250 businesses per year
Continue to stream all public committee meetings post COVID 19 and further promote this amongst our community.	We continue to improve transparency of the decision-making process.	March 2022	Democratic Services	A continual increase of people viewing council committees online.
Explore options and associated costs for introducing a 360 immersive experience of council meetings.	People can have the full experience of a committee meeting from locations convenient to them.	March 2023	Democratic Services	This tool being set up and used

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**2**

**Inclusive communities**

We treat everyone with **respect**

We will champion inclusive communities and work with our partners, including the voluntary sector, to make this happen. We will use the best, most appropriate methods to engage with our residents, businesses and visitors.

<b>We will</b>	<b>So that</b>	<b>When</b>	<b>Overall lead</b>	<b>How we will measure if we've been successful</b>
Develop our internal and external engagement networks. E.g., Dorset Integrated Care System, Youth Participation, Resident Involvement	We extend our engagement research and target seldom heard groups	Ongoing	Community Engagement and Development Team	Increase in our networks that take part in our consultation and engagement activities
Extend Community Equality Champions Network - internal and external community front facing staff and community representatives that support community engagement amongst ethnically diverse communities	We extend our engagement research and target seldom heard groups	Ongoing	Community Engagement and Development team	Increase in numbers in our networks and that take part in our consultation and engagement activities
Partnership with Dorset Race Equality Council (DREC) to deliver our equality and diversity objectives, inform council services, decisions, and Equality Impact Assessments (EQIA) to ensure representation.	We can ensure we consider the views of our diverse communities before making decisions about policies and changes to services.	Ongoing	Community Engagement Team and Policy and Performance	Quarterly grant agreement monitoring and evaluating
Work with DOTS Disability who provide opportunities for disabled people (with a range of impairment types), unpaid carers and older people to inform council services, decisions, and Equality Impact Assessments. DOTS Disability will monitor the diversity of disabled people involved in DOTS Consultations to ensure the widest representation possible.	We can ensure we consider the views of disabled people (with a range of impairment types), unpaid carers and older people before making decisions about policies and changes to services.	December 2022	Consultation and Research Team	12 consultations are carried out each year.
Develop and extend area/neighbourhood community forums/celebrations /events across the area	We can create effective dialogue with our communities and create opportunities for them to be	Ongoing	Community Development Team	Increase in active forums across BCP

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	included in all areas from policy to service delivery			
Establish and promote consultation points in libraries	Consultation and engagement opportunities are available to those in the community who would prefer to respond using a paper format.	Ongoing	Library Service/ Consultation and Research Team/ Community Engagement and development Team	All libraries have a 'have your say' notice board.
Conduct annual residents' surveys which will include community engagement questions	We can regularly measure how involved our community feels and whether they think we act on local concerns.	December 2021	Consultation and Research Team	First BCP residents survey to be completed in 2021
Monitor the profile of respondents to our consultations.	We can look to improve the representativeness of our consultation activity and improve engagement with any communities we seemingly may not be reaching	March 2022	Consultation and Research Team	A monitoring system for consultation profiles is in place by March 2022

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**3**

**Transparent  
with our  
communities**

**We have  
integrity**

We will strive to engage and consult with our community in ways that work for them. We will share outcomes of engagement activity and responses will influence our decision making. We will admit when we make mistakes.

We will...	So that	When	Overall lead	How we will measure if we've been successful
Support communities to access council information through e newsletters, social media, Engagement HQ, Livestreaming, BCP Council website.	Local people have clear messaging and therefore find it easier to be involved and feel that they make a difference	Ongoing	Communications, Consultation and Research and Community Engagement Teams	Increase in the % of people who say they feel informed about BCP Council.
Create a Community Engagement Toolkit for all staff that provides step by-step practical advice for staff on how to select and use the most appropriate engagement tools.	Staff, partners, and councillors have the appropriate tools they need to engage with communities effectively and efficiently. Communities will understand the standards they can expect	March 2022	Community Engagement and Consultation Teams	Numbers of staff, partners and Councillors using the toolkit
Improve our messages to our residents so that they are more accessible and targeted.	Local people have clear messaging and therefore find it easier to be involved and feel that they make a difference	Ongoing	Communications and Community Engagement Team	Increase in the % of people who say they feel informed about BCP Council
Ensure all services carrying out consultation and engagement activity are equipped to prepare and deliver a Community Engagement & Consultation Plan (CECP) effectively	There is consistency in the delivery of consultation and engagement activities across the Council	Ongoing	Consultation and Research Team Community Engagement Teams	A Consultation and Research Framework is published on the BCP intranet.  A community engagement toolkit is created
Establish permanent spaces for involvement (digital and physical)	Local people know what and how they have influenced decision making through digital and physical means	December 2021	Consultation and Research Team	Increase in use of these spaces
Share results of consultation and engagement activity and be open about what we have been able to do because of the feedback we have received.				Increase in % of people who agree the Council acts on concern of residents.

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**4**

**Keeping it simple for our Communities**

**We embrace innovation**

We will use plain English in our communication materials. We will strive to make our engagement interesting, relevant and to the point. We will keep up with digital technology to keep you informed.

<b>We will...</b>	<b>So that</b>	<b>When</b>	<b>Overall lead</b>	<b>How we will measure if we've been successful</b>
Ensure consultation literature will be in Plain English, we will aim to make documents as clear and concise as possible	Our communities have adequate clear information to base their opinions on when taking part in BCP Council consultations.	Ongoing	Consultation and Research Team	Increase in the % of people who say they feel informed about BCP Council.
Ensure there is a clear call to action on consultation material			Communications	Increase in the % of people who say they feel informed about BCP Council.
Pilot the use of a range of engagement techniques on Engagement HQ, including ideas walls, location comments, online forums, pulse surveys etc	We can try out new ways of gaining opinions.	March 2022	Consultation and Research	Five consultation and engagement activities undertaken using new engagement tools.
Identify initiatives with partners to improve communities' access to digital and improve their skills.	Local people are aware of digital services and are supported to use them.	Ongoing	Community Engagement and Development Teams	Number of projects supported in the digital exclusion realm increased

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**5**

## Collaborative Communities

We take **pride** in what we do

We will work with our communities to develop plans to address issues such as the climate emergency. We will work to ensure everyone knows what their role is so that we can all take pride in making a difference.

We will...	So that	When	Overall lead	How we will measure if we've been successful
Set up a central register of community stakeholder and residents' groups which is updated every quarter	We can make sure we are communicating engagement opportunities to established groups within the community.	March 2022	Community Engagement	Register set up by the end of 2021
Community Development Officers (CDO) to support communities across the top 20% deprivation areas in BCP	Communities are seen in a strengths-based way able to be supported in delivering their own solutions	March 2022	Community Development	CDO recruited and in place to deliver objectives
Work with our partners Community Action Network to deliver shared objectives to support community groups and communities	Communities are supported and empowered to deliver their own solutions	Ongoing	Community Engagement	Increase in the number of partnership working initiatives across BCP delivered
Continue to work with our partner organisations as part of Our Dorset Sustainability and Transformation Plan	We can ensure a joined-up engagement approach for the transformation in health and wellbeing.	Ongoing	Consultation and Research, Community Engagement	Establishment of Dorset Integrated Care System and monitoring systems
Meet with our Town and Parish Council representatives four times a year.	We can have an on-going dialogue of information and engagement.	Ongoing	Chief Operations Officer	Meetings arranged and attended
Work with our community centres so they can thrive as places for people to meet	Communities have local places to meet, learn, and address local needs e.g., loneliness and isolation	Ongoing	Community Development Team	Community Centre feedback
Support community and voluntary sector groups through the continued delivery of the BH Coastal Lottery.	Voluntary & Community sector organisations supported	Ongoing	Community Engagement Team	Monitoring and evaluation of grant giving after each panel
Work with the Urban Regeneration Company (URC) to support the development of their engagement strategy, aligning BCP Council's engagement principles within the regeneration projects.	The URC and BCP Council's engagement principles are aligned.	October 2021	Urban Regeneration Company	An URC engagement strategy is developed that follows BCP Councils engagement principles.

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