Working Together -Resident and Community Engagement Strategy

Maureen Herdman Resident Involvement Manager



Currently...

Currently...

- Two strategies
 - Housing Services Resident Involvement Strategy
 - Consultation and Engagement Strategy

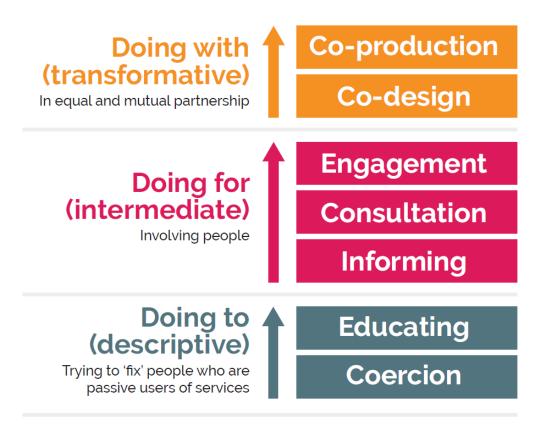
The plan...

One council wide strategy focussing on engaging with Stevenage residents and communities

A council wide 'approach' to engagement



Moving up the ladder



Source: New Economics Foundation (NEF)



What do we need to do?

- Develop our understanding on where we are now and where we want to be
- Move towards a clear approach to engagement and participation – that is agreed and understood by all
- Create an action plan to help embed this approach with staff - including a toolkit for staff
- Ensure this approach enables residents to get involved in helping shape council services and influence decision making.



The Plan

| Activity | Timeline |
|---|-----------------------|
| Set up core staff project team | January/February 2018 |
| Focus group work with staff | |
| Engage with residents | February 2018 |
| Consult key councillors | February 2018 |
| Research and develop a draft strategy and action plan | March 2018 |
| Consult on draft strategy | March 2018 |
| Executive report | June/July 2018 |



Key considerations

- Involving a range of residents
- Encouraging a culture where staff see engaging with residents as part of the day job
- Using communication channels and techniques suited to the audience
- Linking the strategy to: co-operative commitment, 21st Century Public Servant work, Local Government Association (LGA) communications review, LGA New Conversations



Ideas to take forward

- Using the learning from the focus group work to help develop the toolkit
- Should we consider staff 'engagement champions'?
- To maintain focus do we have regular reports to HMAB?
- Is the timetable achievable?
- Your ideas?
- Questions?

