

# 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, 21<sup>st</sup> 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?