

# Community and stakeholder engagement - Appendix B

ACTION	LEAD	TARGET DATE
<b>INVOLVE</b>	<b>Encourage people from all our communities to get involved</b>	
<b>Broaden Borough Panel and Tenants Panel representation</b>		
Conduct analysis of existing demography compared to available data	Senior Performance and Strategy Officer	Aug-21
Create targeted comms plan to improve representation	Comms and Marketing Manager	Aug-21
Refresh membership each year (seek recommitment and review)	Senior Performance and Strategy Officer	Mar-22
<b>Share insight with our partners and actively involve them in engagement</b>		
Publish and share the results of our engagement activities	Senior Performance and Strategy Officer	Mar-22
<b>Be clear about how and why we want to engage</b>		
Publish community engagement strategy	Corporate Strategy and Engagement Manager	Aug-21
Agree consistent messages to use in all community engagement activity	Corporate Strategy and Engagement Manager	Aug-21
<b>Incentivise engagement</b>		
Where appropriate, offer prize draw entry to participants	Corporate Strategy and Engagement Manager	Oct-21
Create area on ONE telling stories of successful engagement to link back to when promoting engagement	Comms and Marketing Manager	Aug-21
<b>Identify under-represented groups and take action to improve participation in engagement</b>		
Work with Youth Council to encourage young people to take part in engagement activity	Community Partnerships Manager	Mar-22
Undertake ongoing training in targeting younger people	Comms and Marketing Manager	Mar-22
Using data to identify under-represented groups, ensure community engagement activity has actions to include these groups where appropriate.	Corporate Strategy and Engagement Manager	Mar-22
<b>CONNECT</b>		
<b>Connect with our communities so they can help shape our services</b>		
<b>Improve the efficiency of our consultation and engagement activity</b>		
Upgrade Objective and roll out across council for all consultations	Corporate Strategy and Engagement Manager	Dec-21
Promote digital responses to parking consultation and engagement	Parking Services Manager	Jun-21
Publish a consultation and engagement calendar to avoid duplication	Senior Performance and Strategy Officer	Aug-21
<b>Work more collaboratively with our communities</b>		
Conduct a review of our approach to tenant and leaseholder engagement including scrutiny of our planned maintenance	Neighbourhood and Enforcement Manager	Sep-21
Develop a process to ensure we analyse and act on what people tell us	Corporate Strategy and Engagement Manager	Aug-21
Bring our service users into the heart of our service discovery and design through Task and Finish group representation	Governance Services Manager	Mar-22
<b>Ensure we have a consistent approach to using insight to shape services</b>		
Develop a consultation protocol and toolkit to support teams in their engagement	Corporate Strategy and Engagement Manager	Aug-21
<b>Work with partners to help increase people's digital skills and confidence</b>		
Contact Digital Unite and establish community development potential	Community Partnerships Manager	Dec-21
Research and explore other opportunities and/or grants	Community Partnerships Manager	Dec-21
<b>UNDERSTAND</b>		
<b>Be clear about who our stakeholders are, and help them to understand us</b>		
<b>Get a better understanding of our communities and other stakeholders (wants/needs as well as demographics)</b>		
Conduct a borough-wide survey every 3 years	Corporate Strategy and Engagement Manager	Nov-23

Promote use of Borough Panel internally	Senior Performance and Strategy Officer	Dec-21
<b>Coordinate and share the information internally we have about our communities</b>		
Publish anonymised responses and/or summaries to engagement on Winnie	Senior Performance and Strategy Officer	Aug-21
<b>Ensure our communities understand our services and how they are delivered</b>		
Ensure information on our website is accessible, clear, and concise	Web and Intranet Development Manager	Dec-21
Develop key messages for each of the council's priorities	Comms and Marketing Manager	Aug-21
<b>SHARE</b>	<b>Make it easy for people to have a say, keeping up with digital technology to allow access across all platforms</b>	
<b>Create digital spaces where our communities can share ideas</b>		
Investigate potential of an online space where our communities can exchange ideas	Corporate Strategy and Engagement Manager	Aug-21
Continue to encourage community debate on social media in a controlled space	Comms and Marketing Manager	Mar-22
<b>Be clear about how our communities want to engage with us</b>		
Conduct targeted review with young people	Corporate Strategy and Engagement Manager	Sep-21
Conduct review of digital engagement and exclusion	Community Partnerships Manager	Mar-22
Embed self-selection about engagement options as part of Jadu development	Corporate Strategy and Engagement Manager	Mar-22
<b>Use a single system for collecting, storing and sharing the data we collect</b>		
Implementation of Objective	Corporate Strategy and Engagement Manager	Dec-21
Publish and publicise protocol covering use of SurveyMonkey	Senior Performance and Strategy Officer	Jun-21
<b>Invest in technology that makes it easier for people to engage with us</b>		
Make use of digital platform (e.g. email sign-ups?)	Corporate Strategy and Engagement Manager	Mar-22
Explore potential of an online engagement tool e.g. Citizen Lab	Senior Performance and Strategy Officer	Aug-21