



Uttlesford District Council

Chief Executive: Dawn French

Public Engagement Working Group

Date: Monday, 19th March, 2018

Time: 6.00 pm

Venue: Committee Room - Council Offices, London Road, Saffron Walden,
Essex CB11 4ER

Chairman: Councillor M Lemon

Members: Councillors A Dean, P Fairhurst, M Felton, S Harris, B Light and
J Redfern

AGENDA PART 1

Open to Public and Press

1 Apologies for Absence and Declarations of Interest

To receive apologies for absence and declarations of interest.

2 Minutes of the Previous Meeting

3 - 4

To consider the minutes of the meeting held on 1 February 2018.

3 Review of the NLGN exercise results

To review the results of the NLGN exercise and discuss 'What type of Council are we?'

4 Existing Public Engagement Methods

5 - 12

To receive the report outlining the Council's existing Public Engagement methods.

For information about this meeting please contact Democratic Services

Telephone: 01799 510369 or 510548

Email: Committee@uttlesford.gov.uk

General Enquiries

Council Offices, London Road, Saffron Walden, CB11 4ER

Telephone: 01799 510510

Fax: 01799 510550

Email: uconnect@uttlesford.gov.uk

Website: www.uttlesford.gov.uk

**PUBLIC ENGAGEMENT WORKING GROUP held in the COUNCIL OFFICES
LONDON ROAD SAFFRON WALDEN at 6.00pm on 1 FEBRUARY 2018**

Present: Councillor M Lemon (Chairman), B Light and J Redfern

Officers present: D French (Chief Executive), R Auty (Assistant Director – Corporate Services), D Barden (Communications Officer) and A Bochel (Democratic Services Officer).

Also present: David Evans

PWG10 APOLOGIES FOR ABSENCE AND DECLERATIONS OF INTEREST

Apologies for absence were received from Councillors Dean and Fairhurst.

PWG11 MINUTES

The minutes of the meeting held on 19 September 2017 were received and signed by the Chairman as a correct record.

PWG12 PRESENTATION AND FACILITATED DISCUSSION LED BY DAVID EVANS, FOUNDER OF THE CAMPAIGN COMPANY, AUTHORS OF THE LOCAL GOVERNMENT ASSOCIATION NEW CONVERSATIONS GUIDE

The Chairman welcomed David Evans to the meeting.

David Evans gave a presentation about the Local Government Association New Conversations guide. He said it was a useful resource and ought to help the working group. Relevant topics raised included the problem of the lack of trust that the public had in government, the difference between consultation and engagement, how to evaluate engagement, and the importance of digital technology.

Members discussed the importance of involving a range of people in public engagement, including councillors, officers and the public themselves.

The Chief Executive said officers would look into how the Council was currently engaging with the public and report to the next meeting.

Members said local forums had been one method previously used as a means of public engagement, but that these had tended to attract the same small group of people on a regular basis.

David Evans said Next Door was a social media platform which allowed people to keep up to date with what was happening in their local area. Both individuals and the Council could make accounts.

Councillor Redfern left the meeting.

David Evans said to consult effectively, the Council should align three core functions: to lead (strategy), to speak (communication) and to engage (to listen).

Members discussed how to measure the success of attempts to engage the public, including the cost of a project versus the value received from it.

The Chairman thanked David Evans for attending and said the meeting had been useful for the working group.

PWG13 **DATE OF NEXT MEETING**

The Chairman said a member workshop had been scheduled at the time of the working group's next meeting on 6 March 2018. He proposed moving it to another date.

It was agreed that the Democratic Services Officer would canvass availability and rearrange the date of the next meeting.

The meeting ended at 7.30pm.

Committee: Public Engagement Working Group

Date: 19 March 2018

Title: Public Engagement Report

Author: Daniel Barden, Communications Manager Item for information

Summary

1. This report summarises key public engagement methods currently used by the Council.
2. The purpose is to provide information which can be used as basis for discussion around any alternative public engagement methods the Council may wish to adopt.

Recommendations

3. None

Financial Implications

4. There are no direct financial implications arising from this report.

Background Papers

5. None

Impact

- 6.

Communication/Consultation	This report covers communication and consultations methods used by the Council
Community Safety	This report covers the engagement methods of the Communities Team, including Community Safety
Equalities	None
Health and Safety	None
Human Rights/Legal Implications	None
Sustainability	None
Ward-specific impacts	None

Workforce/Workplace	None
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Situation

7. The Public Engagement Working Group was established to investigate and recommend new ways for the Council to engage with the public.
8. This report was requested by the working group and summarises the key ways in which the Council currently engages with the public.
9. It provides an overview of the engagement activities across the Council, as well as the frequency of the engagement and the target audiences.
10. The report takes into account the widest possible definition of public engagement. It includes the methods through which the Council provides information to residents and also the opportunities for residents to respond, for example, via public consultation within the *Uttlesford Life* magazine.

Current public engagement methods

WHAT	PURPOSE	FREQUENCY	TARGET AUDIENCE
Local Councils' Liaison Forum	Opportunity for parish councils to talk directly to UDC about matters concerning them	2-3 times a year	Parish councils as grassroots representatives of their community
The Parish Planning Forum	Opportunity for parish councils to talk directly to UDC about planning matters	2-3 times a year	Parish councils as grassroots representatives of their community
Council, Cabinet and Committee meetings	Official forum for members of the public to ask questions or voice opinions	According to committee table	Residents, businesses, partner agencies and all other interested parties
Member surgeries	Opportunity for residents to talk to their ward members on issues concerning them or their community	Varying, arranged by individual members	Residents within each members' ward
Customer services	To provide a platform for members of the public to speak to officers on a face-to-face/conversational/email or other basis	Daily	Residents, businesses, partner agencies and all other interested parties
Multi-agency information trailer/roadshow	Opportunity for housing tenants and leaseholders to get face-to-face advice and support from the council and a range of partner agencies	Once a month (Mar-Sept) at a different venue each time, plus attendance at other community events	Council housing tenants and leaseholders

Tenant Forum	Opportunity for tenants and leaseholders to have a voice on the housing services supplied by the council	Six times a year	Members of the Tenant Forum as elected representatives of council tenants and leaseholders
Tenant Regulatory Panel	Opportunity for tenants and leaseholders to scrutinise housing services and make recommendations for improvements	Bi-monthly	Members of the Tenant Regulatory Panel on behalf of council tenants and leaseholders
Multi-Agency Centre (MAC)	To provide accessible, face-to-face, free advice and support. Delivered by a wide range of public services	Once a fortnight	Residents who need additional support and advice on issues such as dealing with debt, budgeting, benefits, housing and eviction, domestic abuse, and support with mental illness
Local Community Meetings	Opportunity for the public to speak to the police and community safety partners about issues affecting them or their community	Quarterly (one meeting held in the north of the district, and one held in the south)	Members of the public
Drinks with Community Links	New initiative – opportunity for residents to speak informally to members of the Community Safety Partnership about community safety issues	‘Pop-up’ / ad-hoc at venues across the district	Members of the public
‘Safety Natters’	To provide sheltered housing residents with an opportunity	Monthly at various sheltered	Sheltered housing

	to speak informally to council-funded Police Community Support Officer, and Community Safety Officer about community safety issues	housing sites	residents
Community Safety events (e.g Crucial Crew, Roadster)	To deliver safety messages to school pupils on topical issues, 'hidden harms' and road safety for young drivers. Events are interactive and informative	Annual	Year 6 pupils (Crucial Crew); 16-17 years olds (Roadster)
Citizens Panel	To gauge public satisfaction with council services, seek views on policy, community matters, public preferences etc	Bi-annual	Group of 500 residents selected by an external agency to reflect the demographic make-up of the disitric
Website focus group	To provide members of the Citizens Panel with an opportunity to comment on aspects of the council website	Annual	Citizens Panel
1Life customer forum	Opportunity for users of the leisure centres to have their say on the services provided and the way they are provided / run by 1Life with input from the council	Quarterly	Customers of the three leisure centres in the district (Lord Butler, Gt Dunmow, Mountfitchet Romeera)
Consultations & surveys	Opportunities for the public to voice their opinions on a range of issues, decisions and initiatives e.g the Local Plan / budget and priorities / Housing	Varying	Residents, businesses, tenants/leaseholders, staff and external stakeholders including neighbouring councils

	Star Survey etc		and statutory bodies
Public exhibitions	Opportunity for people to find out more and speak to the council about a particular topic or project e.g Local Plan	Varying	Residents, businesses and external stakeholders including neighbouring councils and statutory bodies
Training sessions & workshops	To provide opportunity for people to learn more about, discuss, and exchange ideas on particular themes and projects e.g Dementia Friends sessions	Varying	Residents, businesses, staff and external stakeholders including neighbouring councils and statutory and voluntary agencies
Campaigns	Opportunity for the council to promote and engage with the community on a particular initiative or service e.g Responsible Dog Awareness, Love Essex anti-litter	Varying	Residents, businesses, staff and external stakeholders including neighbouring councils and statutory and voluntary agencies
Business breakfast	To foster relations with the business community, build networks, and discuss business-related issues	Annual	Members of the business community
Private Sector Landlord Forum	An information and support event to foster relations with the private sector landlord community, build networks, and discuss and support landlords on related issues	Annual	Landlords within the private sector, including those with only one or two properties in their portfolio
Youth Council	Opportunity for young people to have a voice on council	6-8 times a year	Young people aged 13-19 elected from each

	policies and decisions, and topical local issues		secondary school in the district and representing the views of other young people
Wellbeing events (the 'Winter Warmers')	To provide informative, interactive sessions full of advice on staying safe and well during the winter months	Annual, held at different venues	People over 60
Local Strategic Partnership conference	Opportunity for council and partner agencies to discuss topical issues affecting local communities	Annual	Partner agencies
TuckIN	Local businesses encouraged to be part of the scheme in order that they can offer healthy eating options for consumers	Ongoing project	Food businesses, members of the public
Social Media	To communicate informally, instantly and in a two-way manner with the public, and to engage with an audience that the council may not be able to reach through traditional communications	Used daily (M-F, 9am-5pm, 7 days a week in times of particular need eg during bad weather)	Facebook and Twitter users including residents, businesses and partner organisations
<i>Keep me posted</i> e-newsletters	Opportunity to provide news and information on a range of council services that are of interest to subscribers (information sharing with option to give feedback)	Once a month per topic – 3 or 4 newsletters a week	Subscribers which includes residents, businesses, partner agencies, staff, members, parish councils
Publications	Opportunity to provide	Varying	Residents and

	<p>information on council services and service-specific news and events. Publications include Uttlesford Life, Housing News, WOW newsletter, Taxi Chat (information sharing with options to give feedback)</p>		<p>businesses (Uttlesford Life); council tenants and leaseholders (Housing News); sheltered housing residents (WOW newsletter) ; members of the taxi trade (Taxi Chat)</p>
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