

# Community Engagement Action Plan 2017/18

**Purpose:** To continue to improve our engagement with residents and set out how we will do this.



Objective	Ref: CE	Action	Targets	Lead	Timescale	Performance Update (June 2018)	Complete
							Progressing
							Still to do
<b>Inform and Consult</b>  <i>Letting people know what we do</i>  <i>Asking what people think so we can focus and prioritise</i>	1.	FIVE YEAR PLAN OBJECTIVE - The Council to attend 12 festivals and events to improve visibility and keep residents informed as well as providing a continual opportunity for residents to feed into the Council's five year plan and to consult on key priorities throughout the year including Route to the Hills and alternative weekly collections	<p>To speak to at least 250 residents at events in 2017/18</p> <p>Positive feedback from residents that they feel more informed and have a better understanding of what the council does and who their cllr is</p>	Comms	By May 2018 (Ongoing from 2016/17 plan)	<p>12 completed to date with <b>over 600</b> residents spoken to:</p> <ul style="list-style-type: none"> <li>· May 2017 – Great Malvern Food Festival</li> <li>· June 2017 - Welland Dog Show and Fete</li> <li>· June 2017 – Upton Community Responders Day</li> <li>· July 2017 – West Fest</li> <li>· August 2017 – Pickersleigh fun day</li> <li>· August 2017 – Martley Fringe festival</li> <li>· September 2017 – Alfrick Show</li> <li>· September 2017 – Pickersleigh Pop-up shop</li> <li>· October 2017 – Tenbury applefest</li> <li>· October 2017 – Older people's showcase event, Upton</li> <li>· November 2017 – Great Malvern Christmas Festival</li> <li>· March 2018 – Worcestershire Skills Show</li> </ul> <p>Positive feedback from residents has included:</p> <ul style="list-style-type: none"> <li>• Customer survey results (July) included quote 'Compliment - Being able to chat to Claire when she was in Malvern with a table set up just off Church street. She was helpful and quickly understood my problem'.</li> <li>• Pickersleigh resident - 'The Malvern Hills Council stand was very popular and it's great how they were there to advise and help people.'</li> </ul>	
	2.	FIVE YEAR PLAN OBJECTIVE - Promote council services and go out with Councillors to meet residents and businesses in every ward through the Meet your council programme.	To speak to at least 10 businesses/schools/ community groups/ residents in each ward as part of the programme	Comms/Cllrs	Ongoing from 2016/17 plan	<p>Completed 19 MYC days since Oct 2015. Nine days have taken place to date in 2017/18 at:</p> <ul style="list-style-type: none"> <li>• Priory Ward (June)</li> <li>• Wells Ward (July)</li> <li>• West Malvern (July)</li> <li>• Teme Valley (July)</li> <li>• Upton (August)</li> <li>• Ripple (September)</li> <li>• Broadheath (September)</li> <li>• Hallow (October)</li> <li>• Link (March 2018)</li> </ul> <p>Summary of visits made in 2017/18:                      Business visits – 23                      Community group visits – 4                      Primary school visits - 3                      Stand at local event – 2                      Doorknocks – 3                      Older people's home visits – 1                      Drop-ins – 1                      Litterpicks - 1</p>	

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	3.	Continue to develop the council's engagement webpage to include an engagement calendar of forthcoming consultations, projects and events the council will be attending; feedback we receive and actions we take plus support and guidance on how residents can get involved in decision making	Aim for at least 100 views of the webpage in first quarter of going live.  Evidence that resident feedback is considered and helps to inform and shape our service delivery.	Comms	Ongoing from 2016/17 plan	Soft launch of webpage in August 2017, with link from home page <a href="http://www.malvern hills.gov.uk/have-your-say">www.malvern hills.gov.uk/have-your-say</a>  Social media campaign and promotion took place in January 2018.	Complete
	4.	Continue to embed community engagement in MHDC's business planning and performance management frameworks and ensure that extensive and varied consultation takes place on the Council's five year plan priorities.	To engage with at least 150 residents on our five year plan priorities, through a variety of methods including viewpoint, focus groups and events.	Comms	Ongoing from 2016/17 plan	Commenced social media campaign to promote the year round online survey and to feedback to residents on how we used their feedback from 2016/17 consultation. Focus groups and focussed consultation took place in Sep/Oct. Over 460 residents, councillors and partners took part in our 2017/18 consultation on the five year plan.	Complete
	5.	Approach all primary schools in the district to offer a visit from a local councillor to include topics such as democracy and also raising awareness of the affects of littering and the importance of recycling to support the move to alternative weekly collections in 2018.	At least 10 Primary schools to be visited (all to be offered a visit).  Each school to be asked to complete a feedback form – how beneficial are the visits.	Comms/Cllrs	By May 2018	12 visits made, focussing on citizenship and democracy: <ul style="list-style-type: none"> <li>· Wells</li> <li>· Rushwick</li> <li>· Abberley</li> <li>· Eldersfield Lawn</li> <li>· St Josephs</li> <li>· St Matthias</li> <li>· Bayton</li> <li>· Tenbury</li> <li>· Astley</li> <li>· Grove</li> <li>· Grove</li> <li>· St James'</li> </ul> Feedback: <ul style="list-style-type: none"> <li>• 'Thank the Councillors for the wonderful and insightful assembly.'</li> <li>• Of those who returned feedback forms, all said they would invite us back and rated the visit as 'good'.</li> <li>• We received one comment regarding the length of the assembly class plan, which we shortened as a result of this feedback.</li> </ul>	Complete
	6.	Approach all youth clubs and secondary schools in the district to offer a visit from a local councillor to raise the profile of the council and to listen to the views of young people, feeding into the district's youth forum and youth newsletter.	At least four secondary schools/youth groups to be visited (all to be offered a visit). Each school / group to be asked to complete a feedback form – how beneficial are the visits.	Comms/Cllrs	By May 2018	All five high schools offered a visit in 2017/18.  Four separate school visits made to date at Tenbury, Chase and Chantry (on two occasions).  Schools not asked to complete feedback forms on these occasions because we were consulting on our Bigger Picture survey, to give young people a voice in the district (see CE13), which includes questions on how the council	Progressing

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						should consult with young people going forward.	
	7.	Approach all sheltered housing and older people's homes to offer a visit from a local councillor to raise the profile of the council and to listen to resident issues	At least four centres to be visited (all to be offered a visit). Each to be asked to complete a feedback form – how beneficial are the visits.	Comms/Cllrs	By May 2018	Visited two homes to date.	
	8.	Deliver three business briefing session throughout the year to keep businesses informed on key business and economic issues affecting the district	Hold three briefing sessions, starting in June 2017	EcDev	By May 2018	Three briefings held in June and September 2017 and March 2018.	
	9.	Continue to engage with residents through the Rural Communities Programme's doorknocking project, speaking to residents on their doorsteps about the services available to them in their local community and listening to any issues faced, with a report to the local Parish or Town Council.	Aim to knock at least 90 doors per doorknock.  6 doorknocks to take place in 2017/18.	CST	By May 2018	Seven doorknocks held and 548 doors knocked in: <ul style="list-style-type: none"> <li>• Upton-upon-Severn – Two doorknocks.</li> <li>• Powick – Two doorknocks.</li> <li>• Longdon – Two doorknocks.</li> <li>• Woodbury</li> </ul>	
	10.	District Councillors to support the five year plan priority to 'build stronger and healthier communities' by promoting the activities offered by the council including walking groups, bikeability and balanceability.	To actively promote the Council's 10 sport and health programmes in rural areas to their local community, including parish councils.	Cllrs (via CST)	Ongoing	8 (planned) programmes and three new ones held to date. Working with Council's wellbeing officer to ensure the details of these are shared with members in order to support promotion of activities. Across the year there were 483 participants against a target of 382.  Programmes held to date include:  Couch to 50K women's cycling Couch to 5K running group Walking for Health (Croome) Balanceability at Upton Explorer Social prescribing Letterboxing Active Travel School  With additional activities including:- 3 school visits as part of the Active Schools project 10 patients seen as part of the social prescribing project 83 children engaged as part of the letterboxing rubber stamp design competition.	
	11.	Work with partners to host a Flood Awareness event in Upton Upon Severn to engage with residents about how they can reduce the impact of flooding (previously held in Tenbury in 2016)	Deliver Flood Advisory Event in Upton (including Severn Stoke) in July 2017	CST	By July 2017	Hosted Community Responders' Day in Upton Upon Severn on 30 <sup>th</sup> June 2017, The council worked with the Flood Advisory Services and other partners in attendance included West Mercia Police, HW Fire and Rescue Service, Worcestershire County Council, Environment Agency, Severn Trent Water, National Flood Forum and UK Flood Barriers  The one day event provided the opportunity for residents	

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						and businesses to recall memories and share experiences from the floods in June 2007, but also to share best practice and learn about the latest projects and property level protection. Over 100 people attended and received flood prevention information.	
	12.	Work with local service providers to host a Showcase of Services for Older People event in Upton upon Severn (previously held in Tenbury in 2016)	Host Older People's Showcasing Event in October 2017	CST	By November 2017	Older People's Showcasing Event took place on 10 Oct 2017.	
<b>Involve and Devolve</b>  <i>Working together to develop and deliver local solutions</i>  <i>Helping people take control</i>  <i>Improved community pride and volunteering</i>	13.	FIVE YEAR PLAN OBJECTIVE - Develop a youth forum to give young people a voice on key issues in the district	<p>To promote the youth forum to every secondary school and youth club in the district via a youth newsletter in summer 2017.</p> <p>Evidence of improved local governance and building leadership capacity e.g. through young person testimonials.</p>	Comms/CPG	By April 2018	<p>Youth newsletter distributed to schools, youth groups and via .gov in July to promote the youth forum. Also promoted in resident newsletter (distributed June 2017).</p> <p>Lack of take-up so adopted a new approach (CE6)</p>	
	14.	Continue to develop the council's Local Democracy Day programme in October 2017 to include a question time with councillors – working with local secondary schools to increase awareness of local politics and provide an opportunity to develop democratic skills in debating and questioning.	<p>Aim to engage with at least 25 young people during the day.</p> <p>Each school / group to be asked to complete a feedback form.</p>	Comms/DS/CPG	By November 2017	<p>Local Democracy Day took place on 11 October 2017 with 12 local members and 45 students (from our five high schools) taking part.</p> <p>Each student was asked to complete a feedback form.</p> <ul style="list-style-type: none"> <li>70% rated the event as good, 30% rated as excellent</li> </ul>	
	15.	Offer seven work experience placements to local schools to match their work experience weeks, including an element of engagement in each placement e.g. seeking views on what we are developing for young people including the youth forum and newsletter	<p>To provide at least seven work experience placements.</p> <p>Evidence of seeking young person's views when on placement e.g. testimonials</p>	HR/Comms	By June 2018	11 placements were provided by MHDC in 2017/18 with five including an element of engagement.	
	16.	Continue to improve the Council's relationship with Parish and Town Councils by publishing a newsletter and holding a forum twice yearly, keeping them informed and involved in the Council's practices, providing advice and support and hosting skills workshops as and when requested	<p>Aim to engage with at least 20 Parish and Town Council reps at Forums.</p> <p>Aim to increase readership of parish newsletter to at least 20.</p> <p>Evidence of improved local governance and building leadership capacity e.g. through parish council testimonials.</p>	Comms	Ongoing from 2016/17 plan	<p>Parish Forum took place on 23 October. Topics included planning, speeding, health and wellbeing and fostering.</p> <ul style="list-style-type: none"> <li>36 Parish cllrs/clerks and 8 district cllrs in attendance</li> <li>16 feedback forms submitted:</li> <li>8 rated as good, 4 as excellent. 4 rated as average (one asking for more time for discussion)</li> </ul> <p>April 2018 forum – listening to feedback we adapted the programme and the event became a Parish takeover with discussion tables and networking.</p> <ul style="list-style-type: none"> <li>22 Parish cllrs/clerks and 5 district cllrs in attendance</li> </ul>	

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						<ul style="list-style-type: none"> <li>14 feedback forms submitted</li> <li>7 rated as excellent, 6 as good and 1 as average.</li> </ul> <p>Newsletter: Jan 2018 – 33% Open rate (202 total opens) 2% click rate June 2017 – 56% open rate (228 total opens) 26% click rate</p> <p>Also produced a welcome leaflet template and offered to print the first 120 copies for P&amp;TCs. Five councils accepted the offer (March 2018)</p>	Complete
17.	FIVE YEAR PLAN OBJECTIVE - Work with Parish and Town Councils to support them to identify and tackle local issues and to strengthen community wellbeing using the Rural Communities Programme (RCP) village self assessment tool.	Five parish/town councils to be supported. Improved local governance and building leadership capacity	Comms	By May 2018	Target not met. Two workshops have taken place to date: <ul style="list-style-type: none"> <li>Martley – working with eight local residents on the RCP tool to identify any gaps in provision and to make recommendations.</li> <li>Welland – working with ten local residents.</li> </ul>	Progressing	
18.	Continue to support national initiatives that encourage community participation such as Great British Spring Clean and continue to develop the quarterly community litter-squad	Increase number of resident volunteers on the council's Community Litter squad to at least 12+.  Evidence of improved community pride and volunteering e.g. resident testimonials.	Comms/Cllrs/ CPG	Ongoing from 2016/17 plan	Littersquad advertised in resident newsletter with 15 local residents joining as a result with 26 residents signed up to date. Six litterpicks held in 2017/18: <ul style="list-style-type: none"> <li>. Crown East</li> <li>. Pickersleigh in partnership with Fortis Living</li> <li>. Welland</li> <li>. Sherrards Green</li> <li>. Newland</li> <li>. Malvern Link</li> </ul>	Complete	
19.	Facilitate a bi-annual volunteering forum to engage with the voluntary community sector and support actions that promote and encourage volunteering in the district	Facilitation of bi-annual Forum. Target of 30 organisations attending each (60 in total)	CST	Ongoing	Delivered - Volunteering Forum took place on 1st November 2017. Attended by 30 representatives of the Voluntary & Community Sector.	Complete	

DS – Democratic Services Team  
EcDev – Economic Development Team

Comms – Communications Team  
CST – Community Services Team

CPG – Council Policy Group, Community Engagement  
HR – Human Resources