
TITLE: Draft Community Engagement Strategy 2018-2023 and Action Plan 2018-20

Committee: Community Services Committee.

Date: Wednesday 12th September 2018

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[T94]

1.0 ISSUE

1.1 To note and approve the Draft Community Engagement Strategy 2018-2023 and Action Plan 2018-20.

2.0 RECOMMENDATION(S)

2.1 Members are asked to:

- (i) To approve the Draft Community Engagement Strategy 2018-2023 and Action Plan 2018-20.

3.0 BACKGROUND

3.1 The Community Engagement Strategy (Appendix i) has been developed to ensure that all residents have the opportunity to engage with the Council and have their say regarding the services and resources that they need.

3.2 The Strategy aims to ensure that effective engagement mechanisms in place to support strong, active and inclusive communities, who are informed and involved in decision-making and enable the Council to provide services that meet the needs and enhance the quality of life of communities across East Cambridgeshire.

3.3 The Strategy outlines what community engagement is, the various forms it can take and the benefits of it. It also identifies the key drivers that require the council to engage with our communities effectively, including the development of new communities, growing population size, aging population and the way that people access information and engage with the Council.

3.4 The Strategy explains its context, with links made to national and local policies, and identifies that in order to ensure that Corporate Plan 2017-19 priorities are achieved such as making East Cambridgeshire 'a fantastic place to live and work' , it is essential to understand the needs of the community.

3.5 Consultation has been carried out with all Council Service Leads and some external partners to inform this Strategy and Action Plan.

4.0 ARGUMENTS/OPTIONS

4.1 In response to the key drivers identified in the Strategy, it is essential that we are committed to engaging with our communities and partners and how we plan to engage now and in the future. The strategy seeks to embed community engagement into everyday working practices and recognises that engagement should not be a one-off activity, but provide the fundamental basis of everything the Council does.

4.2 The Strategy identifies the following principles for the Council to adopt to ensure that effective community engagement is achieved:

- Ensure appropriate and accessible methods of engagement are in place and utilised to maximise participation
- Ensure that community engagement is embedded into everyday Council life and is used to inform service delivery and strategic direction
- Provide timely and quality feedback to consultees so that they know how their views have made a difference
- Use innovative and creative mechanisms to engage with people whose voices aren't always heard
- Ensure the views and knowledge of partners, stakeholders and communities are considered in relation to services that relate to them Improve community engagement skills and increase awareness of the tools available to Council staff and members to enhance the quality of consultation and engagement activity

4.3 An Action Plan (Appendix ii) has been formulated which sets out how the Council will ensure that effective engagement is in place.

5.0 CONCLUSIONS

5.1 A new Community Engagement Strategy and Action Plan will ensure that effective mechanisms are in place to ensure that all residents have the opportunity to engage with the Council and have their say regarding the services and resources that they need.

5.2 This Strategy will complement existing Council policies and strategies including the Corporate Plan 2017-19.

6.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

6.1 No financial implications.

7.0 APPENDICES

7.1 Appendix i – Draft Community Engagement Strategy 2018-2023
Appendix ii – Draft Community Engagement Action Plan 2018-20
Appendix iii – EIA
Appendix iv – EIA - Full Assessment

Background Documents

Draft Community Engagement
Strategy 2018-2023
Draft Community Engagement
Action Plan 2018-20

Location

Room
F008, The
Grange

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