

## Mid Devon District Council Proposal Form

This form should be completed by Member(s), Officers or members of the public when proposing an item for review.

Proposer's name and title	Cllr Chris Daw	Date of referral	November 2020
Proposed topic title and brief description of the issue	Review of MDDC Communication and Engagement Strategy: to form a Working Group to review the Communication and Engagement Strategy before it comes to the Community PDG. To consider new and innovative ideas for engaging residents in the development of services and in informing customers and stakeholders on the work of the Council.		
Link to national, regional and local priorities(Corporate Plan) and targets	A key priority in the Corporate Plan is to 'promote community involvement in Council activity'. To ensure that our customers, staff, members and stakeholders are informed about Council services, news and changes through appropriate and varied channels.		
Background to the issue	<p>Following a Corporate Peer Review in 2017 the Council recognised the need to improve consultation with customers. In 2018 a Working Group was formed to review Community Engagement. It looked at methods of engagement with customers, ways of keeping the customer informed and also fed into the Communication and Engagement Strategy that was prepared by the Group Manager for Business Transformation and Customer Engagement.</p> <p>In November 2018 the Community PDG recommended that the Cabinet approve the proposed Communication and Engagement Strategy.</p>		
<p>Please address as many of the following shortlisting considerations as possible:</p> <p>Why is this issue of concern to merit review?</p> <p>What is the impact on the community/area/Council?</p> <p>Are there performance or risk concerns?</p> <p>What is the urgency?</p> <p>Is there any supporting evidence to justify the issue?</p>	<p>The Council has a duty to consult and engage effectively with residents, partners, employees and other stakeholders when deciding about future changes to services and new developments.</p> <p>The Communication and Engagement strategy includes:</p> <ul style="list-style-type: none"> <li>• Internal communication action plan</li> <li>• Community engagement action plan</li> <li>• Social media and media relations policy</li> <li>• Stakeholder and community groups mapping</li> </ul> <p>It is vital that the Council is providing an efficient communications and engagement service which enhances the Council's reputation. The Council must encourage two way communication which ensures our staff, customers, Members and stakeholders influence, support and are well informed about the work of the Council.</p>		

<p>What would be the outcome of this work?</p>	<p>A review would consider the effectiveness of the strategy and any further initiatives needed to increase community engagement.</p> <p>A review of the Strategy was planned by the PDG before the Coronavirus pandemic to ensure that the Council is considering new and innovative ways of engaging customers. Given the current situation, however, and the changing customer behaviour in a new Covid era, a review of the strategy with this in mind also seems pertinent.</p>
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