

# Community Engagement Strategy

Overview & Scrutiny Committee



**“A council that listens and works  
for everyone.”**



# Today's session



**Aim:** To bring together OSC members to get your feedback on the vision and objectives of the community engagement strategy and hear your ideas for how we can achieve them.



# So far



- Project team
- Evaluation
- Developed draft vision and objectives
- Researched good practice
- Consultation



# Draft vision and objectives



**Vision:** The council works closely in partnership with the community to develop policies, strategies and services that meets their needs and aspirations and address their concerns.

## Objectives:

- The council provides meaningful opportunities for the community to influence the decisions that impact their lives.
- Community engagement activities are well communicated and are inclusive and accessible for all Tower Hamlets residents.
- The impact that resident's involvement has had on shaping council decisions is communicated effectively.
- Staff are equipped with the necessary knowledge, skills, and resources to deliver community high quality engagement.
- A joined-up approach to coordinating and planning community engagement activities across the council, and with partners, leads to better outcomes.



# Group discussion



- What do you think about the vision and objectives?
- Are there any objectives missing and why should they be included?



# The council provides meaningful opportunities for the community to influence the decisions that impact their lives



- **Framework for community engagement** - Work with local people to develop a framework of mutual expectations around community engagement with communities.
- **Annual satisfaction survey** – A survey to understand the views residents have of the council and if they feel like they have a say over the decisions that affect them.
- **Citizens’ panels** – Recruiting a representative sample of residents who the council can consult with on local issues through surveys and focus groups.



# Community engagement activities are well communicated and are inclusive and accessible for all Tower Hamlets residents.



- **Database of contacts** - Create a database with contacts of key stakeholders, networks and forums who the council can reach out to when conducting engagement activities.
- **Equalities Impact Assessment** – Standardize the use Equality Impact Assessment form when planning and preparing for community engagement processes.
- **Recognition and reward** - Agree a policy that outlines how the council pays expenses and recognises and rewards residents' participation.





**Staff are equipped with the necessary knowledge, skills, and resources to deliver community high quality engagement.**



- **Refresh the community engagement handbook** - Develop a how to guide for council staff on how to deliver effective community engagement with accompanying templates.
- **Training and development** - Organise learning opportunities for relevant staff so they can develop their knowledge and skills, and experience. This could be through e-learning modules, face to face training sessions, learning sets led by different services or mentoring and coaching opportunities from the VCS.
- **Member development** – Training and development opportunities for members on how to engage with communities effectively.



# The impact that resident's involvement has had on shaping council decisions is communicated effectively.



- **Feeding back directly to be people involved** – Update guidance on how to collect participants details and write to them or organise meetings to let them know how their input was used.
- **Let's Talk Tower Hamlets** – Use the 'You Said, We Did' function on Lets Talk Tower Hamlets to let communities know about the impact their involvement had.
- **Using council communications** – Feeding back to the community by having 'you said we did' sections in the residents' newsletters and promoting outcomes through the council's social media channels.



# A joined-up approach to coordinating and planning community engagement activities across the council, and with partners, leads to better outcomes.



- **Service planning** – During service planning each service will identify the opportunities for communities to be involved in decision-making and this will form part of their service plans.
- **Develop a community engagement calendar** – A central database, setting out details and timeframes for all our community engagement activities.
- **Community Engagement Champions Programme** - Creating a network of staff who do community engagement to come together periodically to update on work and share best practice



# Group discussion



What ideas do you have for how we can improve the council's community engagement?



# Next steps



- Go through the information
- Combine this with the research on good practice
- Write a draft strategy.
- Engage internally
- Finalise the strategy and sign off
- Let people know the impact their involvement has had

## Get in touch

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**Thank you!!!!**

