



**Engagementworks**

# **Community Engagement Basics**

## **Session 9 – Video 2**

### **Objectives, Goals, Deliverables and the Operating Environment**

# Objectives, Goals, Deliverables and the Operating Environment

## Introduction

In this lesson we walk you through the first template in the set, filling in the questions and then transferring the data collected into the engagement plan

The example we have selected is an engagement plan prepared by a council for its significance and engagement policy

In June 2014 Part 6 of the LGA was amended. This part of the LGA deals with public participation and the amendments bring together legislative provisions relating to determining significance in relation to a decision and public consultation.

All councils in NZ were required by 1 December 2014 to have adopted a significance and engagement policy.

Here at EWL, to help councils we developed a model policy and its associated engagement plan and it is that plan that we have used as an example throughout the templates in this lesson and those that follow.

At the outset it is important to understand that while in an ideal world you could work through the templates in sequence, the reality is quite different. You will find yourself going backwards and forwards through the templates and this is perfectly normal.



In lesson 1 of this session 1 we outlined the contents of an engagement plan. To help us get our heads around how the contents and templates fit together we identify here the contents dealt with by this template, which are -

1. Project description and background
2. Project engagement objectives

## Template 1 - Clarifying and defining your overall project objectives

This template sets out a series of questions or tasks –

- Outline your project objectives
- What are the overall goals for the project?

- What are the major assumptions and requirements for the project (refer to your Evaluation Plan for your project if developed)?
- What are the specific deliverables for your project?
- What are the key responsibilities of the project and how do these relate to the Community Engagement Plan?
- What decisions have already been made that will affect the development of the Community Engagement Planning process?
- What aspects of this situation are negotiable or not negotiable? (e.g. legislation, policy, etc.)



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<b>What are the specific deliverables for your project?</b>
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<b>What aspects of this situation are negotiable or not negotiable? (e.g. legislation, policy, etc.)</b>

## Filling out the template



And, this is what the template looks like with some data in it.

Remember we are using the significance and engagement policy engagement plan as our example.

We have set out our objectives and goals.

We have thought about assumptions and requirements and added them into the template.

We have also given thought to deliverables and key responsibilities as well as what is in scope and what is out of scope.

At this stage don't focus on whether we have covered everything but on the thinking processes that come into play to enable the template to be completed.

<b>Outline your project objectives</b>
To create a draft significance and engagement policy incorporating community views on – <ul style="list-style-type: none"> <li>• Content</li> <li>• Language</li> <li>• Legal compliance</li> </ul>
<b>What are the overall goals for the project?</b>
To have adopted by the council and implement a significance and engagement policy that – <ul style="list-style-type: none"> <li>• Complies with the LG Act</li> <li>• Is clear and comprehensible to the public</li> <li>• Reflects community expectations relating to public participation in council decisions</li> </ul>
<b>What are the major assumptions and requirements for the project (refer to your Evaluation Plan for your project if developed)?</b>
Compliance with Part 6, LGA as amended in June 2014 and which requires adoption of a significance and engagement policy by 1 December 2014.
<b>What are the specific deliverables for your project?</b>
Draft policy for council consideration and adoption in time to meet the statutory deadline – 1 December 2014
<b>What are the key responsibilities of the project and how do these relate to the Community Engagement Plan?</b>
The key responsibility is to prepare a draft policy for council. This plan provides the basis for engaging the community on the content and format of the draft policy.
<b>What decisions have already been made that will affect the development of the Community Engagement Planning process?</b>
<ul style="list-style-type: none"> <li>• Compliance with the statutory deadline must be met – 1 December 2014</li> <li>• To facilitate the engagement process a draft document has been prepared to use as a basis for the engagement process</li> </ul>
<b>What aspects of this situation are negotiable or not negotiable? (e.g. legislation, policy, etc.)</b>
<ul style="list-style-type: none"> <li>• Legal requirements must be met as a minimum and are non-negotiable</li> </ul>

## Moeraki Council

### Significance and Engagement Policy Engagement Plan

#### Project description and background

The Local Government Act requires council to adopt a Significance and Engagement Policy that sets out how:

- council will determine the significance of proposals and decisions relating to issues, assets and other matters
- significance will be assessed
- the community's preferences about engagement will be carried out
- council will engage with communities.

Council is also required by the Act to undertake consultation with the community on the development of its Significance and Engagement Policy.

The significance and engagement policy sets out the approach, criteria and procedures to be followed by the council in relation to its decisions, their degree of significance and the engagement processes to be implemented in each particular case.

#### Engagement objectives

The purpose of the engagement is to obtain the community's view of:

- how well the proposed policy meets council's statutory obligation
- whether the draft policy is clear, unambiguous and easy to understand
- what, if any, changes people would like considered before the draft policy's adoption.

Above is how the data collected in the template can then flow on into the plan.

Not all of the data is included here as some appears elsewhere.

It is probably better to work on the templates before putting your plan together as you will find yourself going backwards and forwards through the templates.



## Conclusion

We have kicked off our templates with some of the base information needed for your engagement plan.

This has included your objectives and goals. It has also got you thinking about responsibilities and assumptions as well as what is in scope and what is not.

In template two we begin to turn our attention to stakeholders.