



Engagementworks

Community Engagement Basics

Session 9 – Video 5

Your Community Engagement Plan

Your Community Engagement Plan

Introduction

In this lesson we start bringing the information from earlier templates together and decide which engagement tools to use.

This template covers a lot of ground, much of which has already been included in the earlier templates –

1. Project description and background
2. Project engagement objectives
3. Timeframe and completion date
4. Communities to be engaged with
5. Engagement tools and techniques to be used
6. Resources needed to complete the engagement
7. Tools to assist decision-making



So, there is going to be some cutting and pasting as we go through the template.

Template 6 – Your Community Engagement Plan

Engagement Plan Title:
Project Objectives: 1. 2. 3. 4. 5.

1. List citizens and stakeholders	2. Which project objectives (1-5) relate to which citizen and stakeholders	3. Purpose of Engagement (Information, Consultation, Active Participation)	4. Suite of Tools	5. Resources (\$, FTEs, purchase expertise, people, skills, equipment)	6. Who is responsible (delegation) ?	7. When will it start and finish?	8. How and when will you report?

When you start this template if you haven't already done so you need to give your engagement project a title.

Then bring forward from template 1 your objectives.

There are a lot of columns in the table in this template –

- Stakeholders
- Objectives related to stakeholders
- Purpose
- Tools
- Resources
- Delegations
- Time frames
- Reporting



Some of the columns can be populated from the earlier templates.

Some are new.

Some may need the final template – 7. Action Plan; completed first.

A key focus of this template is stakeholders. Because of their differing connection to a project the objectives, purpose, tools resources delegations time frames and reporting requirements could well differ also.

This will depend very much on the particular project concerned. They are all different.



You will see in the example we have prepared that our approach is relatively simple. We have been able to group things together. We have been able to use this approach because a lot of the elements are common to all stakeholder groups. This probably won't happen with other types of projects or decisions.

We have also added on a supplementary table of costs associated with the engagement tools to be used.

Engagement Plan Title: Moeraki Significance and Engagement Policy
Project Objectives: To develop a draft significance and engagement policy that – Complies with the LG Act <ol style="list-style-type: none">1. Is clear and comprehensible to the public2. Reflects community expectations relating to public participation in council decisions

1. List citizens and stakeholders	2. Which project objectives relate to which citizen and stakeholders	3. Purpose of Engagement (Information, Consultation, Active Participation)	4. Suite of Tools	5. Resources (\$, FTEs, purchase expertise, people, skills, equipment)	6. Who is responsible (delegation)?	7. When will it start and finish?	8. How and when will you report?
Ratepayers	1-3	Active Participation	<ul style="list-style-type: none"> • Fact sheets • Web sites • Social media • Online engagement tools • Surveys • Focus groups • Public meetings 	See table below	Corporate Policy Manager	From 1 July through to end of October Note: this includes all engagement phases	Draft policy to council meeting scheduled for 15 November
Residents							
Businesses							
Not-for-profit organisations							
Visitors to the District		Consultation					

Task	Cost	Staff requirements
Fact sheets	\$3,000.00	Corporate policy and communications
Web sites	\$5,000.00	Communications and ICT
Social media	\$500.00	Communications
Online engagement tools	\$5,000.00	Corporate policy and communications
Surveys	\$10,000.00	Corporate policy
Focus groups	\$10,000.00	Corporate policy
Public meetings	\$2,000.00	Councillors, senior managers, corporate policy



Conclusion

In this lesson we have collated information from earlier templates so that we can begin to see what will be in the engagement plan.

We now have enough information to write our plan.

To give a sense of how the data collected in this and the other templates flows into the final engagement plan we have included in the downloadable notes our ***Moeraki Significance and Engagement Policy Engagement Plan***.

In the final lesson we look at template 7 – Action Plan.

