

Howick Local Board: three year engagement strategy November 2018

This strategy is supported by the Annual Programme of Engagement, Annual Local Communications Plan, Maori Engagement Plan and Facebook Strategy

Objective	Goals	Actions/Deliverables	Outputs	Strategic Outcomes
Take a strategic approach to engagement	<ul style="list-style-type: none"> develop an up to date 'picture' of the community using 2018 census data 	<ul style="list-style-type: none"> Demographic profile on the Howick Local Board population on the webpage & included in static display resource Wall map in office and meeting room showing local board area showing parks, community facilities, roads, townships, reserves Visual display in office and meeting room showing mana whenua marae and rohe Complete a stakeholder and community group mapping exercise to identify communities of interest – geography, sector, interest, age, ethnicity Develop a series of one page 'snapshots' of communities and sectors that shows key groups, facebook pages and community contacts – to share with council staff doing engagement in communities to inform their engagement strategies Update the Howick Local Board database 	<ul style="list-style-type: none"> Static display resources available that show demographic profile Wall map of local board area in meeting room and office Mana whenua display in office and meeting room Community 'snapshots' available for: <ul style="list-style-type: none"> Howick, Botany, Flat Bush, Pakuranga/Burswood, Bucklands Beach/Half Moon Bay Youth, ethnic, environment, pests, water, coastal issues Māori – mana whenua and matawaka 	<ul style="list-style-type: none"> The local board and local board services staff have an accurate picture of the: <ul style="list-style-type: none"> demographic profile of the population within the local board area communities of interest the area and facilities governed by Howick Local Board mana whenua in the local board area
	<ul style="list-style-type: none"> proactively forward plan engagement activities through an Annual Programme of Engagement 	<ul style="list-style-type: none"> Annual programme of engagement covering the period January – December to be socialised with the board at first workshop each calendar year. To include following engagement activities: Annual plan, 10 year budget, Local Board Plan, elected member led activities (clinics), community forums, community and stakeholder meetings, work programme related engagement, Council Controlled Organisation engagements, regional engagements and key local events 	<ul style="list-style-type: none"> Annual programme of engagement 	<ul style="list-style-type: none"> A co-ordinated and proactive approach to engagement activities with clear expectations for elected member involvement
	<ul style="list-style-type: none"> make better use of the feedback received from the Annual Plan, Local Board Plan and 10 year budget processes 	<ul style="list-style-type: none"> Complete review of feedback from Local Board Plan 2017 and 10 year budget Have Your Say 2018 by June 2019 	<ul style="list-style-type: none"> Spreadsheets and/or map of collated feedback 	<ul style="list-style-type: none"> A long term picture of community feedback is created that allows identification of trends and themes in community feedback
	<ul style="list-style-type: none"> make better use of the feedback received from engagement activities across the wider council departments 	<ul style="list-style-type: none"> Council staff share 'out of scope' feedback from work programme consultation with local board services System in place to manage 'out of scope' feedback Request demographic data from work programme consultations Request demographic data from regional consultations Request and review raw comments from regional, work programme and Council Controlled Organisations consultations Ensure out of scope feedback is forwarded to owners of local board work programmes Review data received by customer services to identify themes and issues 	<ul style="list-style-type: none"> Number of submitters on work programme consultations Number of pieces of out of scope feedback Number of pieces of out of scope feedback that the local board directs for further investigation by staff Number of pieces of out of scope feedback that result in changes or additions to the work programme 	<ul style="list-style-type: none"> A holistic approach to receiving feedback that ensures feedback received in all formats and forums informs decision making

	<ul style="list-style-type: none"> improve 'closing the loop' processes 	<ul style="list-style-type: none"> All consultations have closing the loop information on the have your say website. Submitters are emailed (or written to) to advise the outcome of all consultations including variety of opinions in the community, thinking behind the board's decision-making and the influence of feedback on the decision made Closing the loop is completed using the through Engage platform 	<ul style="list-style-type: none"> Number of consultations on the Have Your Say site Number of consultations on Have Your Say site where submitters also receive a closing the loop email/letter Length of time between close of consultation and final closing the loop email/letter Number of closing the loop events Number of click throughs from closing the loop events using engage 	<ul style="list-style-type: none"> Increased trust and confidence in council – communities feel listened to and can see their feedback is valued, and the reasoning behind local board decision-making
	<ul style="list-style-type: none"> ensure regional consultations are made relevant to the local context 	<ul style="list-style-type: none"> Every regional consultation is promoted through e-news with local context explained Facebook is used to promote regional consultations of particular relevance to the local area 	<ul style="list-style-type: none"> Number of regional consultations promoted through e-newsletter Number of regional consultations promoted through local facebook Number of local submissions received on regional consultations 	<ul style="list-style-type: none"> The community is supported to engage on regional matters and understands how regional decisions will impact on the local area
	<ul style="list-style-type: none"> build competency and capacity of council staff to understand the Local Board and the community, and the priorities of both 	<ul style="list-style-type: none"> Provide advice to council departments and Council Controlled Organisations delivering engagement activities in the local area All staff are aware of Howick Local board Principles of Engagement and Expectations for Engaging in Howick Local Board All engagements are recorded in the engagement calendar 	<ul style="list-style-type: none"> Principles of engagement in the Howick Local Board area Expectations for engaging in the Howick Local Board area Number of work programme related engagements Number of submitters on work programme related consultations Number of engagements in the engagement calendar compared with number of engagements 	<ul style="list-style-type: none"> Staff understand the priorities of the local board and are supported to provide engagement opportunities that meet the needs of the local community.
Increase the reach of engagement	<ul style="list-style-type: none"> increase the number of people who engage with HLB and within the HLB area 		<ul style="list-style-type: none"> Total number of submissions from all sources 	<ul style="list-style-type: none"> A greater number of people engage with Howick Local Board and Auckland Council
	<ul style="list-style-type: none"> continue to run local engagement activities for the annual plan, 10 year budget and local board plan, including partnering with existing community groups to deliver engagement events 	<ul style="list-style-type: none"> Provide a written engagement plan for annual plan, 10 year budget and local board plan Focus effort and emphasis on delivering a significant Local Board Plan engagement Deliver local engagement events for the local board 	<ul style="list-style-type: none"> Number of people who submit on the 10 year budget, annual plan and local board plan Number of engagement events run by local board services Number of attendees at local board services run events 	<ul style="list-style-type: none"> Local board decision making reflects the views and preferences of the local community Ongoing engagement with the local community
	<ul style="list-style-type: none"> liaise with council departments and Council Controlled Organisations to deliver topic or sector based community forums as needed 	<ul style="list-style-type: none"> Deliver a maximum of 3 forums per calendar year, as influenced by three year electoral cycle 	<ul style="list-style-type: none"> Number of community forums Number of attendees at community forums 	<ul style="list-style-type: none"> Local communities have access to information about matters of interest to the local community
	<ul style="list-style-type: none"> ensure engagement with all the groups comprising the ethnic community 	<ul style="list-style-type: none"> Deliver ethnic forum and ethnic leaders roundtable events as needed in conjunction with strategic broker 	<ul style="list-style-type: none"> Number of ethnic forums Number of ethnic roundtables 	<ul style="list-style-type: none"> Ongoing relationship between the local board and ethnic community that ensure the views and

			<ul style="list-style-type: none"> Number of participants at ethnic roundtable and forums Submissions reflect the ethnic profile of the community 	preferences of the ethnic community inform the decision making of the local board
	<ul style="list-style-type: none"> improve engagement with Māori 	<ul style="list-style-type: none"> Deliver Māori engagement plan Local board members attend the <i>Māori Input into Local Decision-making</i> programme events and deliver agreed outcomes Establish framework for regular and ongoing mana whenua and local board relationships Review iwi management plans to identify areas of common interest Identify organisations working with the Māori community and build relationships with a view to partnering to deliver engagement 	<ul style="list-style-type: none"> Number of submissions from Māori on Local Board Plan, Annual Plan and 10 year budget Number of partnership events with Māori organisations Number of meetings between local board and mana whenua Number of board member attendances at Māori Input into Decision Making programme meetings 	<ul style="list-style-type: none"> The local board members understand the views and preferences of local Māori There is an ongoing and sustainable relationship between the local board and mana whenua The views and preferences of Māori are reflected in the local board work programmes
	<ul style="list-style-type: none"> run monthly 'Talk to the board' sessions for community members to talk openly with the whole board 	<ul style="list-style-type: none"> All talk to the board sessions and let's talk local session are promoted through facebook and e-newsletter and posters at local venues Members have access to a 'kit' of relevant local resources to support their community engagement. 	<ul style="list-style-type: none"> Number of talk to the board sessions Number of attendees at talk to the board sessions 	<ul style="list-style-type: none"> Communities across all three subdivisions in Howick have opportunities to speak directly with their elected members in a forum that allows for open and two way communication Feedback from all forums, talk to the board and let's talk local session informs local board decision-making processes
	<ul style="list-style-type: none"> support elected members to run 'Let's talk local' sessions in each subdivision 	<ul style="list-style-type: none"> Provide administrative support to book rooms and organise communications for elected member led engagement activities All 'let's talk local' sessions are promoted through facebook and e-newsletter Members have access to a 'kit' of relevant local resources to support their local sessions Let's talk local session are delivered across all three subdivisions 	<ul style="list-style-type: none"> Number of let's talk local sessions Number of attendees at let's talk local sessions 	
	<ul style="list-style-type: none"> aim for greater engagement with youth 	<ul style="list-style-type: none"> Request Howick Youth Council to report to board on a quarterly basis Stakeholder mapping of youth focussed community groups Use digital and innovative engagement strategies, including developing a facebook strategy partner with the Howick Youth Council to deliver youth focussed engagement activities Develop relationships with local schools and use student focus groups where appropriate 	<ul style="list-style-type: none"> Number of Howick Youth Council presentations to the local board Number of Howick Youth Council partnership events Number of youth submissions on 10 year budget, Annual Plan and Local Board Plan compared with proportion of youth in the community 	<ul style="list-style-type: none"> Ongoing relationship between the local board and the Howick Youth Council The views and preferences of youth inform the decision making of the local board The views and preferences of youth are reflected in the local board work programmes
Strengthen relationships	<ul style="list-style-type: none"> board members regularly attend community and stakeholder groups meetings 	<ul style="list-style-type: none"> facilitate schedule for board members to attend community group meetings establish a method for members to share with the rest of the board and staff the feedback from community groups 	<ul style="list-style-type: none"> Number of community meetings attended 	<ul style="list-style-type: none"> Feedback from community meetings informs local board decision-making processes

				<ul style="list-style-type: none"> Ongoing and sustainable relationships between board members and community groups
	<ul style="list-style-type: none"> aim to partner with community groups to deliver engagement events 	<ul style="list-style-type: none"> evaluate community groups as potential partnership organisations and raise POs/set up as vendors where appropriate deliver partnership events for Local Board Plan and 10 year budget 	<ul style="list-style-type: none"> Number of partnership events delivered Number of attendees at partnership events 	<ul style="list-style-type: none"> Community groups are empowered to run their own engagement activities
	<ul style="list-style-type: none"> aim to build relationships with Ward Councillors 	<ul style="list-style-type: none"> create a framework to facilitate relationships with Ward Councillors 	<ul style="list-style-type: none"> Number of meetings with ward councillors 	<ul style="list-style-type: none"> Unified and collegial representation for the local community
Inform communities	<ul style="list-style-type: none"> have a proactive and planned approach to local communications 	<ul style="list-style-type: none"> Develop an annual communications plan for the period January to December is socialised with the board at the first workshop each calendar year - the plan will identify work programme items to promote through Our Auckland and e-newsletter content Map circulation of local newspapers 	<ul style="list-style-type: none"> Annual local communications plan by calendar year 	<ul style="list-style-type: none"> The local community understands what the local board is delivering in the local area, across all three subdivisions
	<ul style="list-style-type: none"> make proactive use of other communication channels 	<ul style="list-style-type: none"> Facebook strategy completed by Jan 2019 and implemented by local communications advisor Upload all local plans to local board website Improve the local board web page to make it more interactive and provide information about the boards work programmes Minimum two monthly e-newsletter with aim of monthly, to include information from each subdivision, information from business meeting, links to Have Your Say opportunities, grants dates, events, sign up section to share with others Invite council departments to include items in e-newsletter and ensure key staff receive the e-newsletter Increase the number of people on the database who receive the e-newsletter by ensuring: <ul style="list-style-type: none"> Online signup form up on webpage Poster with QR code to online form at posters and service centres, community facilities All Have Your Say consultations have option to sign up to Howick Local Board database Update new citizen letter Work with People's Panel and local communications team to deliver a promotion every 3 years promotion database signs ups and people following Howick Local Board facebook page (around Local Board Plan time) Explore options for: <ul style="list-style-type: none"> Using social media feedback enabling photographic, voice and video feedback online feedback tools 	<ul style="list-style-type: none"> Number of posts on facebook page Number of people who follow the local board facebook page Number of people who receive e-newsletters Number of click throughs from the e-newsletter Number of page views on local board website Number of people on the local board database Numbers of articles in local papers Number of Howick specific articles in Our Auckland 	<ul style="list-style-type: none"> The local community can access Information regarding local board activities from a variety of sources More people know about the activities of the local board

	<ul style="list-style-type: none"> educate the community about the role of local boards 	<ul style="list-style-type: none"> Develop a set of static display resources and a short video promoting role of local boards developed by end 2019 Annual calendar of roaming static displays at council venues and other community focussed venues Ensure support of Howick Local Board is evident at events through use of banners and signage Howick Local Board achievements on display in the meeting room 	<ul style="list-style-type: none"> Number of static displays and length of time of each display Number of views of video 	<ul style="list-style-type: none"> Communities understand the role of a local board, the governing body and other agencies, and who to contact in relation to issues or potential projects Communities know how their local board can and does support activities in the local area
Evaluate Effectiveness	<ul style="list-style-type: none"> be reflective with a view to ongoing improvements to engagement 	<ul style="list-style-type: none"> Annual evaluation of engagement in the HLB area Annual review of three year engagement plan and principles of engagement Bi-annual review of progress against three year engagement plan 	<ul style="list-style-type: none"> Number of workshops between local board and engagement advisor Number of amendments to engagement plan in response to evaluation and local board feedback 	<ul style="list-style-type: none"> Engagement is conducted in such a way that is it accessible and relevant to the local community Ongoing improvements to engagement practice