

## Franklin Local Board: three year engagement strategy February 2019

Objective	Goals	Actions/Deliverables	Outputs	Strategic Outcomes
Take a strategic approach to engagement	<ul style="list-style-type: none"> <li>develop an up to date 'picture' of the community using 2018 census data</li> </ul>	<ul style="list-style-type: none"> <li>demographic profile on the Franklin Local Board population on the webpage &amp; included in static display resource</li> <li>wall map in office and meeting room showing local board area showing parks, community facilities, roads, townships, reserves</li> <li>visual display in office and meeting room showing mana whenua marae and rohe</li> <li>complete a stakeholder and community group mapping exercise to identify communities of interest – geography, sector, interest, age, ethnicity</li> <li>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</li> <li>ongoing updates of the Franklin Local Board database</li> </ul>	<ul style="list-style-type: none"> <li>resources available that show the demographic profile of the local board population</li> <li>wall map of local board area in meeting room and office</li> <li>mana whenua display in office and meeting room</li> <li>community 'snapshots' available for: <ul style="list-style-type: none"> <li>Awhitu Peninsula, Waiuku, Glenbrook &amp; Glenbrook Beach, Clarks Beach, Waiiau Pa, Pukekohe, Patumahoe, Kawakawa Bay/Orere Point, Bombay, Beachlands, Maraetai, Clevedon, Hunua/Ararimu/Paparimu</li> <li>youth, ethnic, landcare and environment groups, sport and recreation</li> <li>māori – mana whenua and matāwaka</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>the local board and local board services staff have an accurate picture of the: <ul style="list-style-type: none"> <li>demographic profile of the population within the local board area</li> <li>communities of interest</li> <li>the area and facilities governed by Franklin Local Board</li> <li>mana whenua in the local board area</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>proactively forward plan engagement activities through an annual programme of engagement</li> </ul>	<ul style="list-style-type: none"> <li>live annual programme of engagement covering the period January – December, 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</li> </ul>	<ul style="list-style-type: none"> <li>live annual programme of engagement</li> </ul>	<ul style="list-style-type: none"> <li>a co-ordinated and proactive approach to engagement activities with clear expectations for elected member involvement</li> </ul>
	<ul style="list-style-type: none"> <li>make better use of the feedback received from the Annual Plan, Local Board Plan and 10-year budget processes</li> </ul>	<ul style="list-style-type: none"> <li>complete review of feedback from Local Board Plan 2017 and 10 year budget 2018 by June 2019</li> </ul>	<ul style="list-style-type: none"> <li>spreadsheet and/or map of collated feedback</li> </ul>	<ul style="list-style-type: none"> <li>a long-term picture of community feedback is created that allows identification of trends and themes in community feedback</li> </ul>
	<ul style="list-style-type: none"> <li>make better use of the feedback received from engagement activities across the wider council departments</li> </ul>	<ul style="list-style-type: none"> <li>council staff share 'out of scope' feedback from work programme consultations with local board services</li> <li>system in place to manage 'out of scope' feedback</li> <li>request demographic data from work programme consultations</li> <li>request demographic data from regional consultations</li> </ul>	<ul style="list-style-type: none"> <li>number of submitters on work programme consultations</li> <li>number of pieces of out of scope feedback that result in changes or additions to the work programme</li> </ul>	<ul style="list-style-type: none"> <li>a holistic approach to receiving feedback that ensures feedback received in all formats and forums informs decision making</li> </ul>

		<ul style="list-style-type: none"> <li>request and review raw comments from regional, work programme and Council Controlled Organisation consultations</li> <li>ensure out of scope feedback is forwarded to owners of local board work programmes</li> <li>review data received by customer services to identify themes and issues</li> </ul>		
	<ul style="list-style-type: none"> <li>improve 'closing the loop' processes</li> </ul>	<ul style="list-style-type: none"> <li>all consultations have closing the loop information on the have your say website</li> <li>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</li> <li>closing the loop is completed using the through Ubiquity platform</li> </ul>	<ul style="list-style-type: none"> <li>number of consultations on the Have Your Say site</li> <li>number of consultations on Have Your Say site where submitters also receive a closing the loop email/letter</li> <li>length of time between close of consultation and final closing the loop email/letter</li> <li>number of closing the loop events</li> <li>number of click throughs from closing the loop events using engage</li> </ul>	<ul style="list-style-type: none"> <li>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</li> </ul>
	<ul style="list-style-type: none"> <li>ensure regional consultations are made relevant to the local context</li> </ul>	<ul style="list-style-type: none"> <li>every regional consultation is promoted through e-news and given local context</li> <li>Facebook is used to promote regional consultations, particularly those of relevance to the local area</li> </ul>	<ul style="list-style-type: none"> <li>number of regional consultations promoted through e-newsletter</li> <li>number of regional consultations promoted through local Facebook</li> <li>number of local submissions received on regional consultations</li> </ul>	<ul style="list-style-type: none"> <li>the community is supported to engage on regional matters and understands how regional decisions will impact on the local area</li> </ul>
	<ul style="list-style-type: none"> <li>build competency and capacity of council staff to understand the Local Board and the community, and the priorities of both</li> </ul>	<ul style="list-style-type: none"> <li>provide advice to council departments and Council Controlled Organisations delivering engagement activities in the local area</li> <li>all staff are aware of Franklin Local board Principles of Engagement and Expectations for Engaging in Franklin Local Board</li> <li>all engagements are recorded in the engagement calendar</li> </ul>	<ul style="list-style-type: none"> <li>principles of engagement in the Franklin Local Board area</li> <li>expectations for engaging in the Franklin Local Board area</li> <li>number of work programme related engagements</li> <li>number of submitters on work programme related consultations</li> <li>number of engagements in the engagement calendar compared with number of engagements</li> </ul>	<ul style="list-style-type: none"> <li>staff understand the priorities of the local board and are supported to provide engagement opportunities that meet the needs of the local community</li> </ul>
Increase the reach of engagement	<ul style="list-style-type: none"> <li>increase the number of people who engage with Franklin Local Board and within the Franklin Local Board area</li> </ul>	<ul style="list-style-type: none"> <li>every regional consultation is promoted through e-news and given local context</li> <li>Facebook is used to promote regional consultations, particularly those of relevant to the local area</li> </ul>	<ul style="list-style-type: none"> <li>total number of submissions from all sources</li> </ul>	<ul style="list-style-type: none"> <li>a greater number of people engage with Franklin Local Board and Auckland Council</li> </ul>
	<ul style="list-style-type: none"> <li>continue to run local engagement activities for the annual plan, 10-year budget and local board plan, including partnering with existing community</li> </ul>	<ul style="list-style-type: none"> <li>provide a written engagement plan for annual plan, 10-year budget and local board plan</li> <li>focus effort and emphasis on delivering a significant Local Board Plan engagement</li> <li>deliver local engagement events for the local board</li> </ul>	<ul style="list-style-type: none"> <li>number of people who submit on the 10-year budget, annual plan and local board plan</li> <li>number of engagement events run by local board services</li> <li>number of attendees at local board services run events</li> </ul>	<ul style="list-style-type: none"> <li>local board decision making reflects the views and preferences of the local community</li> <li>ongoing engagement with the local community</li> </ul>

	groups to deliver engagement events			
	<ul style="list-style-type: none"> <li>liaise with council departments and Council Controlled Organisations to deliver topic or sector-based community forums as needed</li> </ul>	<ul style="list-style-type: none"> <li>deliver a maximum of three forums per calendar year, as influenced by three-year electoral cycle</li> </ul>	<ul style="list-style-type: none"> <li>number of community forums</li> <li>number of attendees at community forums</li> </ul>	<ul style="list-style-type: none"> <li>local communities have access to information about matters of interest to the local community</li> </ul>
	<ul style="list-style-type: none"> <li>improve engagement with māori</li> </ul>	<ul style="list-style-type: none"> <li>liaise with Te Waka Angamua to support the Local Board in developing relationships with mana whenua</li> <li>liaise with the strategic broker to identify matāwaka groups, and build relationships with these groups</li> <li>deliver targeted māori engagement for the Local Board Plan</li> </ul>	<ul style="list-style-type: none"> <li>number of submissions from Māori on the Local Board Plan</li> <li>number of events with Māori during Local Board Plan consultation period</li> </ul>	<ul style="list-style-type: none"> <li>there is an ongoing and sustainable relationship between the local board and mana whenua</li> <li>local board members understand the views and preferences of local māori</li> <li>the views and preferences of māori are reflected in the Local Board Plan</li> </ul>
	<ul style="list-style-type: none"> <li>support elected members to run 'Let's talk local' sessions (community clinics) in each subdivision</li> </ul>	<ul style="list-style-type: none"> <li>Provide administrative support to book rooms and organise communications for elected member led engagement activities</li> <li>All 'let's talk local' sessions are promoted through Facebook and e-newsletter</li> <li>Members have access to a 'kit' of relevant local resources to support their local sessions</li> <li>Continue to support clinics in Waiuku and Clevedon</li> <li>Set up new clinics for Pukekohe and Patumahoe (with a view to self-sustaining residents' group for Patumahoe)</li> </ul>	<ul style="list-style-type: none"> <li>number of let's talk local sessions (clinics)</li> <li>number of attendees at let's talk local session</li> </ul>	<ul style="list-style-type: none"> <li>communities across all three subdivisions in Franklin have opportunities to speak directly with their elected members in a forum that allows for open and two-way communication</li> </ul>
	<ul style="list-style-type: none"> <li>aim for greater engagement with youth</li> </ul>	<ul style="list-style-type: none"> <li>liaise with the Strategic Broker and Youthtown contractor to: <ul style="list-style-type: none"> <li>request Franklin Youth Advisory Board report to board on a biannual basis</li> <li>support Franklin Youth Advisory Board to deliver engagement activities, collate engagement data and make submissions on behalf of Franklin youth</li> <li>facilitate council staff attending FYAB meetings to engage on relevant local issues</li> </ul> </li> <li>identify other youth focussed community groups</li> <li>develop relationships with local schools and use student focus groups where appropriate</li> </ul>	<ul style="list-style-type: none"> <li>number of submissions from people ages 15-24 yrs. on the 10-year budget, Annual Plan and Local Board Plan compared with proportion of 15-24-year olds in the community</li> </ul>	<ul style="list-style-type: none"> <li>ongoing relationship between the local board and the Franklin Youth Advisory Board</li> <li>the views and preferences of youth inform the decision making of the local board</li> <li>the views and preferences of youth are reflected in the local board work programmes</li> </ul>
Strengthen relationships	<ul style="list-style-type: none"> <li>board members regularly attend community and stakeholder groups meetings</li> </ul>	<ul style="list-style-type: none"> <li>work with the Strategic Broker to: <ul style="list-style-type: none"> <li>support board members to attend community group meetings</li> <li>establish a method for members to share with the rest of the board and staff the</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>number of community meetings attended</li> </ul>	<ul style="list-style-type: none"> <li>feedback from community meetings informs local board decision-making processes</li> <li>ongoing and sustainable relationships between board members and community groups</li> </ul>

		feedback from community groups		
	<ul style="list-style-type: none"> <li>aim to partner with community groups to deliver engagement events</li> </ul>	<ul style="list-style-type: none"> <li>work with the Strategic Broker to: <ul style="list-style-type: none"> <li>conduct a stakeholder mapping exercise to identify local community groups</li> <li>evaluate community groups as potential partnership organisations and raise POs/set up as vendors where appropriate</li> <li>deliver partnership events for Local Board Plan and 10-year budget</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>number of partnership events delivered</li> <li>number of attendees at partnership events</li> </ul>	<ul style="list-style-type: none"> <li>community groups are empowered to run their own engagement activities</li> </ul>
Inform communities	<ul style="list-style-type: none"> <li>align all local engagement activities with a proactive and planned approach to local communications</li> </ul>	<ul style="list-style-type: none"> <li>work with local communications to identify work programme items, including local and regional consultations, ensuring that communications planning presents a complete and accurate picture of the board's objectives and activities.</li> </ul>	<ul style="list-style-type: none"> <li>list of work programme items to promote through e-newsletter and Facebook</li> </ul>	<ul style="list-style-type: none"> <li>the local community understands what the local board is delivering in the local area, across all three subdivisions</li> </ul>
	<ul style="list-style-type: none"> <li>make proactive use of available communication channels to increase engagement with the local board</li> </ul>	<ul style="list-style-type: none"> <li>support local communications to deliver 15-20 Facebook posts per month that showcase the local boards work programme, regional consultations and other relevant local matters</li> <li>support local communications to deliver local content for Our Auckland</li> <li>ensure all local plans are uploaded to the local board webpages</li> <li>liaise with Digital Services regarding potential improvements to the local board webpages to improve the user experience</li> <li>contribute to and support delivery of E-newsletter every 4-6 weeks following a business meeting, to include information from each subdivision, update from business meeting, links to Have Your Say opportunities, grants dates, events, sign up section to share with others</li> <li>ensure council staff working in the local board area receive the e-newsletters, and have the opportunity to suggest content</li> <li>increase the number of people who receive the e-newsletter by ensuring: <ul style="list-style-type: none"> <li>online signup form on local board webpage</li> <li>promotion of how to sign up to e-newsletter at local service centres, rural halls and other community facilities</li> <li>all Have Your Say consultations have option to sign up to Franklin Local Board database</li> <li>update new citizen letter to invite people to receive the e-newsletter</li> </ul> </li> <li>collate a list of small local community-based publications</li> </ul>	<ul style="list-style-type: none"> <li>monthly local communications update to the board</li> </ul>	<ul style="list-style-type: none"> <li>the local community can access Information regarding local board activities from a variety of sources</li> <li>more people know about the activities of the local board</li> <li>elected members have oversight of local communications</li> </ul>

		<ul style="list-style-type: none"> <li>map circulation of local newspapers</li> <li>work with the People's Panel and local communications team to deliver a promotion every 3 years to drive e-newsletter signs ups and people following local board Facebook page (around Local Board Plan time)</li> <li>In conjunction with wider engagement and location communications teams, explore options for: <ul style="list-style-type: none"> <li>using social media feedback</li> <li>enabling photographic, voice and video feedback</li> <li>online feedback tools</li> </ul> </li> </ul>		
	<ul style="list-style-type: none"> <li>educate the community about the role of local boards</li> </ul>	<p>In conjunction with engagement and local communications teams:</p> <ul style="list-style-type: none"> <li>develop a set of static display resources to promote role of local boards</li> <li>investigate a short video that could include: <ul style="list-style-type: none"> <li>the role of local boards</li> <li>information about the CCO family and who to contact for types of issues</li> <li>how to progress an idea for council, or get support from council to do something in the community</li> </ul> </li> <li>annual calendar of roaming static displays at council venues and other community focussed venues</li> <li>ensure the support of Franklin Local Board is evident at events through use of banners and signage</li> <li>Franklin Local Board achievements on display in the meeting room</li> </ul>	<ul style="list-style-type: none"> <li>number of locations where static resources are displayed</li> <li>number of events with Franklin Local Board signage evident</li> </ul>	<ul style="list-style-type: none"> <li>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</li> <li>communities know how their local board can and does support activities in the local area</li> </ul>
Evaluate Effectiveness	<ul style="list-style-type: none"> <li>be reflective with a view to ongoing improvements to engagement</li> </ul>	<ul style="list-style-type: none"> <li>annual evaluation of engagement in the Franklin Local Board area</li> <li>annual review of three-year engagement plan and principles of engagement</li> <li>annual review of progress against the three-year engagement plan</li> </ul>	<ul style="list-style-type: none"> <li>number of workshops between local board and engagement advisor</li> <li>number of amendments to engagement plan in response to evaluation and local board feedback</li> </ul>	<ul style="list-style-type: none"> <li>engagement is conducted in such a way that is it accessible and relevant to the local community</li> <li>ongoing improvements to engagement practice</li> </ul>