

Howick 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"> 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 ongoing updates of the Howick Local Board database 	<ul style="list-style-type: none"> resources available that show the demographic profile of the local board population 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 matāwaka 	<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"> 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 	<ul style="list-style-type: none"> live 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"> spreadsheet 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 Organisation consultations ensure out of scope feedback is forwarded to owners of local board work programmes 	<ul style="list-style-type: none"> number of submitters on work programme consultations 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"> review data received by customer services to identify themes and issues 		
	<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 Ubiquity 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 and given local context Facebook is used to promote regional consultations, particularly those of 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 Howick Local Board and within the Howick Local Board area 	<ul style="list-style-type: none"> every regional consultation is promoted through e-news and given local context Facebook is used to promote regional consultations, particularly those of relevant to the local 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 three 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"> work with the Strategic Broker to deliver ethnic forum and ethnic leaders roundtable events 	<ul style="list-style-type: none"> number of ethnic forums number of ethnic roundtables number of participants at ethnic roundtable and forums 	<ul style="list-style-type: none"> ongoing relationship between the local board and ethnic community that ensure the views and preferences of the ethnic

			<ul style="list-style-type: none"> submissions reflect the ethnic profile of the community 	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"> liaise with Te Waka Angamua to support the Local Board in developing relationships with mana whenua liaise with the strategic broker to identify matāwaka groups, and build relationships with these groups deliver targeted māori engagement for the Local Board Plan 	<ul style="list-style-type: none"> number of submissions from Māori on the Local Board Plan number of events with Māori during Local Board Plan consultation period 	<ul style="list-style-type: none"> there is an ongoing and sustainable relationship between the local board and mana whenua local board members understand the views and preferences of local māori the views and preferences of Māori are reflected in the Local Board Plan
	<ul style="list-style-type: none"> run '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 are promoted through Facebook and e-newsletters 	<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
	<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 sessions 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"> 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"> aim for greater engagement with youth 	<ul style="list-style-type: none"> liaise with the Strategic Broker to: <ul style="list-style-type: none"> request Howick Youth Council report to board on a biannual basis support Howick Youth Council to deliver engagement activities facilitate council staff attending Howick Youth Council meetings to engage on relevant local issues identify other youth focussed community groups develop relationships with local primary and intermediate schools and use student focus groups where appropriate 	<ul style="list-style-type: none"> 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 	<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"> work with the Strategic Broker to: <ul style="list-style-type: none"> support 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 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"> work with the Strategic Broker to: <ul style="list-style-type: none"> conduct a stakeholder mapping exercise to identify local community groups 	<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"> ○ 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 		
Inform communities	<ul style="list-style-type: none"> • align all local engagement activities with a proactive and planned approach to local communications 	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • list of work programme items to promote through e-newsletter and Facebook 	<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 available communication channels to increase engagement with the local board 	<ul style="list-style-type: none"> • 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 • support local communications to deliver local content for Our Auckland • ensure all local plans are uploaded to the local board webpages • liaise with Digital Services regarding potential improvements to the local board webpages to improve the user experience • 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 • ensure council staff working in the local board area receive the e-newsletter and have the opportunity to suggest content • increase the number of people who receive the e-newsletter by ensuring: <ul style="list-style-type: none"> ○ online signup form on local board webpage ○ promotion of how to sign up to e-newsletter at local service centres, rural halls and other community facilities ○ all Have Your Say consultations have option to sign up to Franklin Local Board database ○ update new citizen letter to invite people to receive the e-newsletter • 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) • In conjunction with wider engagement and location 	<ul style="list-style-type: none"> • monthly local communications and update to the board 	<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 • elected members have oversight of local communications

		<p>communications teams, explore options for:</p> <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"> • educate the community about the role of local boards 	<p>In conjunction with engagement and local communications teams:</p> <ul style="list-style-type: none"> • develop a set of static display resources to promote role of local boards • investigate a short video that could include: <ul style="list-style-type: none"> ○ the role of local boards ○ information about the CCO family and who to contact for types of issues ○ how to progress an idea for council, or get support from council to do something in the community • annual calendar of roaming static displays at council venues and other community focussed venues • ensure the 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 locations where static resources are displayed • number of events with Howick Local Board signage evident 	<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 Franklin Local Board area • annual review of three-year engagement plan and principles of engagement • annual review of progress against the 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