

## TORBAY COUNCIL

### COMMUNITY GOVERNANCE REVIEW OF TORBAY

#### COMMUNICATION/CONSULTATION PLAN

##### STATUTORY CONSULTEES (Local Government and Public Involvement in Health Act 2007, s. 93(3))

- The local government electors for the area under review
- Any other person or body (including a local authority) which appears to the principal council to have an interest in the review

##### AIM OF THIS PLAN

- To ensure that local electors and all stakeholders and persons or bodies who may have an interest in the review are aware of the review, well-informed about the issues to be considered and able conveniently to contribute their views and evidence to the consultation process.

##### FORMAL CONSULTATION CHANNELS PROPOSED

1. **Online:** Dedicated web page on Torbay Council's website giving information on the review, maps and key issues for consideration and the consultation process/timetable. To be updated as necessary during the review. To include an e-form for convenient response and e-mail address for more detailed/free-text submissions.
2. **Paper-based:** Hard copy consultation leaflets giving information on the review, maps and key issues for consideration and the consultation process/timetable. To include response form to complete and return plus contact details for responses via e-mail or letter.
3. **Face-to-face:** Public consultation meetings in the areas under review, discussions at Community Partnerships and one-off events/presence in shopping areas/community venues/public spaces.

## KEY AUDIENCES FOR ALL PHASES OF COMMUNICATIONS ACTIVITY

- The general public – persons living, working or studying in Torbay
- Electors across Torbay (and in particular in Torquay and Paignton where new town councils may be recommended)
- Local media
- Businesses and local business groups
- Public and third sector organisations
- Community groups, residents’ and tenants’ associations, [Community Partnerships](#)
- Elected representatives (local councillors, MPs, MEPs), political parties
- Brixham Town Council

PHASES OF COMMUNICATIONS ACTIVITY AND KEY MESSAGES	COMMUNICATION METHODS
<p><b>1. Launch of Review (14 January 2019) and first stage consultation (to 15 Mar 2019)</b></p> <p><b>Key messages:-</b></p> <ul style="list-style-type: none"> <li>- The CGR is taking place and Torbay Council wants to know your views</li> <li>- What a CGR is and the possible outcomes</li> <li>- Why the Council is conducting the CGR <u>including financial drivers, possible provision/ continuation of certain services funded by a precept</u></li> <li>- Issues to be considered (including <u>any changes to the existing arrangements in Brixham and</u> possible new town councils for Torquay and Paignton <u>and/or other smaller areas within the currently</u></li> </ul>	<p><b>General publicity:-</b></p> <ul style="list-style-type: none"> <li>- Press releases</li> <li>- Social media posts (weekly during campaign phases) highlighting review/issues, deadlines for responses and link to dedicated web page</li> <li>- E-mails to subscribers to Council news service</li> <li>- Periodic links from front page of Council website to dedicated page (inc. at launch of each phase and as deadline approaches)</li> <li>- Articles in Council newspaper (subject to timing of publication)</li> <li>- Staff newsletter/in-house e-communications (as many Council staff will also be local residents)</li> <li>- FAQs on Council website</li> </ul> <p><b>Local public meetings, discussions at Community Partnerships <u>(inc attendance at Community Partnerships Chairs’ meeting 14.1.18)</u></b></p>

unparished parts of Torbay, their boundaries and electoral arrangements)

- Principles to guide the review (as set out in the terms of reference)
- The role and possible benefits of town councils and how they are funded – including the current level of precept and services provided by Brixham TC; and illustrative range of options for services that could be provided by town councils in the future along with estimated precept for different models/ levels of service delivery (e.g. basic service provision/ national average precept/ full transfer of specified services)
- Seeking views on the existing arrangements for community representation (e.g. Community Partnerships) and possible future development of those arrangements as an alternative to establishing town councils
- This stage of the consultation is an open discussion and any alternative suggestions are welcome
- Timetable for the consultation
- How the public can find out more and respond to the consultation
- We want to hear from you!
- (towards 15 March) reminder of the deadline to respond

**One-off events/presence in shopping areas, community venues, public spaces.**

**Distribution of consultation materials (posters/leaflets), including to:-**

- Libraries
  - Council offices/notice boards and service venues
  - Surgeries/health service providers\*
  - Schools\*
  - Community centres and halls\*
  - Church halls\*
- (\* requested via database mailshot below)

**Direct mailshot (letter or e-mail) to ad-hoc consultation database of local organisations including:-**

- Residents' & tenants' associations
- Community groups, sports & social clubs (including Community Partnerships)
- Schools, surgeries, health providers
- Public and third sector organisations
- Business groups including Chamber of Commerce
- Police & Fire service
- CAB/advice services
- Churches, faith groups

**Direct letters/e-mails to elected representatives, political parties and Brixham Town Council**

- Briefing session(s) and Members' Bulletin item for Torbay Councillors
- Offer to attend Brixham Town Council meeting

**2. Publication of draft recommendations (24 June 2019) and second stage consultation (to 16 August 2019) NB dates subject to review following Council decision on any additional/alternative consultation methods**

**Key messages:-**

- Draft recommendations have been published and Torbay Council wants to know your views on them
- Specific proposal including (if town councils are proposed) (i) the number and boundaries of any such councils; and (ii) the model of service delivery proposed/estimated precept required to deliver this
- Proposed electoral arrangements for any town councils recommended plus any transitional/ shadow arrangements proposed
- Reasons for the draft recommendations and what they would mean in practice
- Key issues raised in first stage consultation and how the Council has responded to them
- Timetable for the second stage consultation
- How the public can find out more and respond to the consultation
- Recap on what a CGR is and why it is being conducted
- ~~Have your say!~~
- (towards 16 August) reminder of the deadline to respond

Range of communication methods as for Phase 1 above. In addition Council to consider, when agreeing the draft recommendations in w/b 17 June 2019, possible additional/alternative methods (e.g. local poll/referendum) that may be appropriate, and the timing of these.

Letter/e-mail notification to first stage consultation respondents.

### 3. Publication of final recommendations (23 September 2019)

#### Key messages:-

- Final recommendations have been published
- What the final recommendations are and what they would mean in practice
- ~~We have listened~~—keyKey issues raised in second stage consultation and how the Council has responded to them
- Where the public can view the final recommendations/maps in detail
- Recap on what a CGR is and why it is being conducted
- Next steps including date of Council meeting to make the final decision

#### [Press release](#)

[Final recommendations published on Council website and available for inspection](#)

#### [Social media posts](#)

[E-mails to subscribers to Council news service](#)

[Letter/e-mail notification to statutory consultees, individuals and organisations on consultation database \(see above\) and to first and second stage consultation respondents.](#)

### 4. Final decision and publicising the outcome of the review (mid-late October 2019)

#### Key messages:-

- Reporting outcome of the Council meeting.
- Final decisions of the review and what they means in practice
- Reasons for the decisions
- What happens now and the timetable for implementation
- There have been two stages of consultation – key points raised and how the Council has listened/responded

#### [Press release](#)

[Final recommendations published on Council website and available for inspection](#)

#### [Social media posts](#)

[E-mails to subscribers to Council news service](#)

[Letter/e-mail notification to statutory consultees, individuals and organisations on consultation database \(see above\) and to first and second stage consultation respondents.](#)

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| <ul style="list-style-type: none"><li>- How the public can view the decisions, reorganisation order, maps and related documents in detail</li></ul> |  |
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**ACTION BY:** Head of Communications and CGR Project Manager to discuss and agree allocation of tasks

Draft version 1.031.04

Dated: ~~15 November~~ 9 December 2018

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