

# Implementation of the Council's Community Engagement and Empowerment Strategy



# How can we encourage people to communicate and engage with the Council?

- Focussing on doing things differently – based on our ladder of participation
- Range of activity, including:
  - Tree Wardens Programme
  - Great British Spring Clean
  - Allocating funds through various community funds
  - Developing our Open Spaces Strategy through a “blank page” approach
  - Introduced One Torbay – electronic weekly newsletter, annual insert with Council Tax bills and monthly article in Beach Hut and Riviera Pages plus pull-outs in Torbay Weekly
  - Hyper-local engagement events – Melville, Winner Street, Ellacombe Road and Nightingale Park
  - Facebook Live
  - Carbon Neutral Partnership
  - Proactive communications about potentially controversial issues

# How are we ensuring that the Strategy is embedded within the Council Redesign Programme?

- Our Communities Project sits within the overall Programme – enabling linkages to be made across the Programme
- Challenging how services communicate, engage and enable will be one of the lenses for the forthcoming Service Reviews
- Dedicated officer resource to support services to engage differently – including an Internal Engagement Officer
  - Ensuring that the Council engages effectively within its staff to bring the vision of the Council to life
- Firmly held to account by the Leader and Chief Executive