

## 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.

PHASES OF COMMUNICATIONS ACTIVITY AND KEY MESSAGES	KEY AUDIENCES AND COMMUNICATION METHODS (ALL PHASES)
<p><b>1. Launch of Review (14 January 2019) and first stage consultation (to 15 Mar 2019)</b></p> <p>Key messages:-</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</li> <li>- Issues to be considered (inc. possible new town councils for Torquay and Paignton, their boundaries and electoral arrangements)</li> <li>- The role and possible benefits of town councils and how they are funded</li> <li>- Timetable for the consultation</li> <li>- How the public can find out more and respond to the consultation</li> <li>- We want to hear from you!</li> <li>- (towards 15 March) reminder of the deadline to respond</li> </ul>	<p><b><u>Key audiences for all phases of communications activity</u></b></p> <ul style="list-style-type: none"> <li>- The general public – persons living, working or studying in Torbay</li> <li>- Electors across Torbay (and in particular in Torquay and Paignton where new town councils may be recommended)</li> <li>- Local media</li> <li>- Businesses and local business groups</li> <li>- Public and third sector organisations</li> <li>- Community groups</li> <li>- Residents’ and tenants’ associations</li> <li>- Elected representatives (local councillors, MPs, MEPs)</li> <li>- Political parties</li> <li>- Brixham Town Council</li> </ul> <p><b><u>Communication methods</u></b></p> <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> </ul>
<p><b>2. Publication of draft recommendations (24 June 2019) and second stage consultation (to 16 August 2019)</b></p> <p>Key messages:-</p> <ul style="list-style-type: none"> <li>- Draft recommendations have been published and Torbay Council wants to know your views on them</li> <li>- Reasons for the draft recommendations and what they would mean in practice</li> </ul>	

<ul style="list-style-type: none"> <li>- Key issues raised in first stage consultation and how the Council has responded to them</li> <li>- Timetable for the second stage consultation</li> <li>- How the public can find out more and respond to the consultation</li> <li>- Recap on what a CGR is and why it is being conducted</li> <li>- Have your say!</li> <li>- (towards 16 August) reminder of the deadline to respond</li> </ul>	<ul style="list-style-type: none"> <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 and one-off events/presence in shopping areas, community venues and public spaces.</b></p>
<p><b>3. Publication of final recommendations (23 September 2019)</b></p> <p>Key messages:-</p> <ul style="list-style-type: none"> <li>- Final recommendations have been published</li> <li>- What the final recommendations are and what they would mean in practice</li> <li>- We have listened - key issues raised in second stage consultation and how the Council has responded to them</li> <li>- Where the public can view the final recommendations/maps in detail</li> <li>- Recap on what a CGR is and why it is being conducted</li> <li>- Next steps including date of Council meeting to make the final decision</li> </ul>	<p><b>Distribution of consultation materials (posters/leaflets), including to:-</b></p> <ul style="list-style-type: none"> <li>- Libraries</li> <li>- Council offices/notice boards and service venues</li> <li>- Surgeries/health service providers*</li> <li>- Schools*</li> <li>- Community centres and halls*</li> <li>- Church halls*</li> </ul> <p>(* requested via database mailshot below)</p>
<p><b>4. Final decision and publicising the outcome of the review (mid-late October 2019)</b></p> <p>Key messages:-</p> <ul style="list-style-type: none"> <li>- Reporting outcome of the Council meeting.</li> <li>- Final decisions of the review and what they means in practice</li> </ul>	<p><b>Direct mailshot (letter or e-mail) to ad-hoc consultation database of local organisations including:-</b></p> <ul style="list-style-type: none"> <li>- Residents' &amp; tenants' associations</li> <li>- Community groups, sports &amp; social clubs (including Community Partnerships)</li> <li>- Schools, surgeries, health providers</li> <li>- Public and third sector organisations</li> <li>- Business groups including Chamber of Commerce</li> <li>- Police &amp; Fire service</li> <li>- CAB/advice services</li> <li>- Churches, faith groups</li> </ul>

<ul style="list-style-type: none"><li>- Reasons for the decisions</li><li>- What happens now and the timetable for implementation</li><li>- There have been two stages of consultation – key points raised and how the Council has listened/responded</li><li>- How the public can view the decisions, reorganisation order, maps and related documents in detail</li></ul>	<p><b>Direct letters/e-mails to elected representatives, political parties and Brixham Town Council</b></p> <ul style="list-style-type: none"><li>- Briefing session(s) and Members’ Bulletin item for Torbay Councillors</li><li>- Offer to attend Brixham Town Council meeting</li></ul>
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**ACTION BY:** Head of Communications and CGR Project Manager to discuss and agree allocation of tasks

Draft version 1.03

Dated: 15 November 2018