

Community Engagement Strategy Action Plan

1. Inform					
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
1.1 Publication of key Corporate Documents/ Strategies and Policies which detail the Council's priorities and key actions to be taken over the short to medium term with clear review dates and processes to remove documents that are no longer relevant and latest date of review/version control	to keep residents and communities informed and up to date on the priorities and work of the Council	Council Leadership Team, Management Team and Service Managers, Web Team	officer time	review website content by Jan 2023 update and review on a monthly basis - ongoing	increased engagement and feedback and increased satisfaction with the Council, fewer complaints and participation in local democracy
1.2 Publication of key information in accessible formats relating to the delivery of the Council's services including opening times, access out of office hours, complaints processes	to keep residents and communities informed on the work of the Council and its services	Council Leadership Team, Management Team and Service Managers, Web Team	officer time	review website content by Jan 2023 update and review on a monthly basis - ongoing	increased engagement and feedback and increased satisfaction with the Council, fewer complaints

and service standards with clear review dates and processes to remove documents that are no longer relevant and latest date of review/version control					
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
1.3 Development of a range of ways of providing relevant updates/news to residents including the Council's website, social media channels and written format to those who do not have access to the internet or prefer news to be in more traditional format	to keep residents and communities informed on the work of the Council and its services	Council Leadership Team, Management Team and Service Managers, Web Team	officer time	Outlook editions Jun 2022 and Nov 2022 review website content by Jan 2023 update and review on a monthly basis - ongoing	increased engagement and feedback and increased satisfaction with the Council, fewer complaints, increased following on social media platforms, reduced distribution of written format material but targeted at those that want it
1.4 Use targeted and engaging campaigns to inform and influence residents and communities to	to keep residents and communities informed on the work of the Council and its services and to influence	Service Managers, Web Team	officer time	ongoing and part of annual review of	increased engagement and feedback, evaluation of the effectiveness of campaigns

support and help to deliver against the priorities of the Council including behaviour change, building of community resilience and developing social capital	actions and behaviours of residents and communities			engagement activity	
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
1.5 Develop positive relationships with key external media and community influencers to increase the flow of balanced and positive messages to residents and communities	to keep residents and communities informed on the work of the Council and its services and to influence actions and behaviours of residents and communities	Council Leadership Team, Management Team, Communications Team	officer time	ongoing and part of annual review of engagement activity	improved relationship with key external media, evidence of balanced and positive media coverage
1.6 Develop real time updates on outcomes of Council meetings and key decisions to increase engagement in the democratic process	to keep residents and communities informed and up to date on the priorities and work of the Council	Council Leadership Team, Communications Team	officer time	review opportunities to promote messages after key Council meetings – ongoing	increased engagement and feedback and increased satisfaction with the Council, fewer complaints and participation in local democracy

2. Consult					
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
<p>2.1 Development of consistent customer satisfaction/feedback surveys across all customer contact channels</p>	<p>Improving the customer experience in line with the Customer Service Strategy, tailored to the service area and customer contact/transaction type.</p> <p>C3 will enable the capture of data which can be used to shape our services</p>	<p>Customer Services</p>	<p>supported by Service Managers and supported by C3 (customer relationship management system)</p>	<p>software development commences Sep 22 and due to be completed by Oct 2022</p>	<p>Measurement of levels of customer satisfaction pre and post service developments and in relation to other factors including increase in demand/cost of living/recession to track changes in levels of satisfaction and enable changes to positively improve levels of satisfaction</p>
<p>2.2 Undertake a residents survey based on the six key themes contained in the Local Government Association approach to resident satisfaction 'are you being served?'</p>	<p>to help drive service delivery improvements and compare performance against other Councils against these measures</p>	<p>Management Team, Communications Team, IT and Web Team, Peoples Services to engage with harder to reach residents and communities</p>	<p>officer time, Outlook content, supported by online consultation/feedback portal</p>	<p>survey Nov/Dec 2022</p> <p>collation of results Jan 2023</p>	<p>Measurement of</p> <ul style="list-style-type: none"> • Satisfaction with the local area • Satisfaction with the way the Council runs things • Trust in the Council • Responsiveness of the Council • How informed residents feel • Perception of the value of money the Council provides <p>Ability to compare performance against other Councils and provide a benchmark for future surveys</p>

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2.3 Undertake a Quality of Life Survey	to understand the issues people face and to identify ways in which the Council and its partners can help those in all communities to access the things that they need to inform the future development of the Quality of Life Strategy and Action Plan	Management Team, Communications Team, IT and Web Team, Peoples Services to engage with harder to reach residents and communities	officer time, Outlook content, supported by online consultation/feedback portal	survey Nov/Dec 2022 collation of results Jan 2023	Measurement of quality of life indicators Ability to compare performance against other Councils and provide a benchmark for future surveys
2.4 Continue to support the Town and Parish Council Forum	to strengthen relationships between the tiers of councils to support local democracy, share information and community views and perspectives on local issues and inform policy development	Democratic Services	officer time and supported by Council Leadership Team, Management Team, and Service Managers	May 2021 - ongoing	number of forum meetings held per year, level of attendance from Town and Parish Councils, the breadth of the issues discussed and the feedback from all parties on the value of the meetings as evidence of the strengthened relationship
3. Involve					
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
3.1 To establish a district Youth Council	To facilitate collaboration between young residents of the District and the Council, enabling them to share their views on key issues and feed into the Council's decision	Democratic Services	The Youth Council will be supported by the Democratic Services team with input and guidance from the British Youth Council (BYC)	approval from Cabinet to establish a Youth Council in Mar 2022	Number of reports and updates by the Youth Council to NNDC committees

	making processes – as well as working in collaboration with other Community Forums and local partnerships with support from the Council			steering group to be established September 2022 and the main Youth Council commencing November 2022 - ongoing	Decisions taken by NNDC members to in response to recommendations from the YC Attendance by YC members at YC meetings and NNDC meetings
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
3.2 To engage with residents and communities to build an audience for the content shared on the Council’s social media platforms	to keep residents and communities informed on the work of the Council and its services, to encourage dialogue and exchange of ideas and to influence actions and behaviours of residents and communities	Communications Team	officer time	ongoing	increase in hits to content on the Council’s shared media platforms and evidence that this is positively influencing our residents and communities
3.3 To engage with the residents and communities of North Norfolk at a grass roots level through the Community Connector Service	to support residents to engage in positive activities to improve their health and wellbeing, build individual and community resilience and develop social capital	Community Connector Service	officer time, partnership resources (including Covid Recovery Grant and COMF), Supporting Communities Fund	Jun 2022 – whilst funding is in place for the service (currently Mar 2023)	mapping of services and identification in gaps, increase in engagement activity, feedback from residents and communities, feedback from partners and VCSE, increase in volunteering

3.4 Continued support to community Flood Wardens	To enable communities to provide an immediate and on the ground response to severe weather incidents and flooding and mitigate the impact of such events protecting life and property	Civil Contingencies and Community Resilience	officer time	ongoing	liaison with Town and Parish Councils to ensure that Flood Wardens are in place and that replacement Flood Wardens can be recruited as necessary, involvement of Flood Wardens in training to respond to severe weather incidents, establishment of effective communication networks in vulnerable communities
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
3.5 To continue to deliver the successful annual Greenbuild event	Increase awareness of residents and communities of ways to adopt sustainable living practices Greenbuild has developed a reputation as a landmark event in the Council's engagement calendar	Climate and Environmental Policy Team	officer time and Greenbuild budget, sponsorship	Sep 2022	engagement linked to the event, including attendance at Greenbuild and the linked programme of events hosted via the Council's social media platforms, feedback from participants
3.6 To continue to work with local community groups to deliver against the Council's pledge to plant 110,000 trees	increased engagement with local community groups, schools and town and parish councils to increase awareness of the Climate Emergency and supporting local action to mitigate the impact of Carbon emissions	Climate and Environmental Policy Team	officer time, partner resources, community effort, sponsorship	tree planting season 2022/23	number of trees planted against the Council target, number of residents/community groups involved in supporting the project, value of carbon offsetting and contribution to net zero target

<p>3.7 To continue to deliver the North Walsham Heritage Action Zone project</p>	<p>Supporting residents and businesses in North Walsham to celebrate the cultural and historic significance of the town with the aim of enhancing its economic and cultural vitality, including town centre public realm improvement works and restoration of a listed building for community use.</p> <p>North Walsham Visioning Report to support the town to capitalise on the regeneration activity being delivered within the town.</p>	<p>Economic Growth</p>	<p>officer time, North Walsham Cultural Consortium partnership resources including schools and colleges and funding, Building Improvement Grants from Historic England</p>	<p>ongoing to Mar 2024 Visioning Report Jan 2023</p>	<p>evaluation of the impact of the project on community engagement and involvement in the town and an estimate of the added social capital</p> <p>delivery of events celebrating local pride in the town</p>
<p>4. Collaboration</p>					
<p>Action</p>	<p>Reasoning</p>	<p>Responsibility</p>	<p>Resources</p>	<p>Timescale</p>	<p>Outcomes/measures</p>
<p>4.1 Continue to support and develop the North Norfolk Domestic Abuse Forum</p>	<p>to provide support to survivor victims of domestic abuse (DA) and an engagement opportunity for victims to influence service provision to bring together partner agencies to improve service provision</p>	<p>Domestic Abuse Member Champion</p>	<p>officer support from Democratic Services and People Services</p>	<p>ongoing</p>	<p>development of the forum, feedback from members, recognition that services for those at risk of DA and victim survivors is improving and tolerance of DA and violence against women and girls is reducing</p>

Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
4.2 Develop co-production approaches to the development of services for vulnerable and harder to reach groups	to develop personalised approaches to service delivery to resolve complex issues to improve outcomes for service users	Housing Options	officer support, partnership resources linked to the No Homelessness in Norfolk partnership strategy, training for officers, partners and participating service users	Jul 2022 ongoing	training undertaken, evidence of collaboration engagement activity, evidence of changes made to how services are delivered, feedback from service users
4.3 Deliver the Coastal Transition Accelerator Programme (CTAP)	work with affected communities to develop adaptive responses to coastal change and resilience, develop and deliver Coastal Transition Plans and associated projects and embed into wider individual, community and partnership activities and operations	Coast Team	officer support, Norfolk Coastal Forum, National Regional Flood and Coast Committees, Environment Agency Flood and Coast Resilient Innovation Programme, community effort, support from DEFRA, funding from the Coastal Transition Accelerator Programme, East Riding of Yorkshire Council	Jul 2022 to Mar 2027	stakeholder mapping undertaken, engagement strategy developed, outline business case submitted to DEFRA for second phase funding, stakeholder collaboration activity undertaken and evaluated, evidence of embedded community engagement and empowerment approaches which can be held up as good practice nationally, development of resources which can be reused and shared
5. Empower					
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
5.1 Support communities to	to increase resilience of communities and preparation for emergencies,	Civil Contingencies and Community Resilience	officer time, community effort, shared learning	ongoing	support offered to communities, Community Emergency Plans developed, evaluation of the

develop Community Emergency Plans	to increase ownership of outcomes and to take responsibility for mitigating the impact of incidents				plans as appropriate after incidents
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
5.2 Support to communities to develop Neighbourhood Plans	to support residents to influence the physical development of their community, to support sustainable development and growth, maintain and enhance the built environment and related wellbeing	Planning	officer time, community effort	ongoing	support offered to communities, the development of Neighbourhood Plans, measure impact through Quality of Life indicators
5.3 Support to communities to set up and develop Community Led Housing Organisations	to support residents to deliver housing with a particular emphasis on delivering local housing for local need and the development of affordable housing	Housing Strategy Team	officer time, grant funding to support the formation of groups and for affordable housing, partnership resources including support and expertise of Registered (Housing) Providers	ongoing to Mar 2025	evidence of support being offered to residents and community groups and town and parish councils, new groups bring formed and groups maturing, affordable housing be actively promoted and planned
5.4 Support communities to develop solutions to deliver against Council priorities e.g. development of	supporting residents to take ownership of issues and to develop solutions for the benefit of residents within their communities	Management Team and Service Managers	officer time, service budget, Sustainable Communities Fund, signposting to funding opportunities	ongoing	evidence of communities taking the initiative to develop solutions to issues within their communities, measure impact through Quality of Life indicators

community fridges to support local people who might experience food poverty whilst reducing food waste					
6. General					
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
6.1 Further development of a culture of customer and resident engagement alongside evidence of appropriate use of stakeholder management principles	To determine who we should be engaging with, when, how and what we want to achieve	Council Leadership Team, Management Team and Service Managers	Officer time, investment in training and development, small budgets to enable the most appropriate form of engagement and to incentivise customer and resident involvement	Jan 2023 – ongoing	Evidence of different forms of engagement taking place with incremental development of engagement methods moving over time towards greater collaboration and empowerment. Evidence of where feedback from customers, residents and communities has resulted in changes in practice and decisions.
6.2 Increased promotion of engagement opportunities on the Council's website	To demonstrate a strong culture of customer and resident engagement and to increase transparency	Council Leadership Team , Management Team and Service Managers, Communications and Web Team	Officer time	Jan 2023 – ongoing	Evidence of engagement opportunities being promoted on the Council's website and more up to date content. Increased hits to the websites and increased involvement of customers and residents

6.3 Develop online consultation/feedback portals for key Corporate projects/workstreams	to improve management of consultation and feedback and to make the provision of feedback for those who have access to the internet easier and more accessible	IT service/Web Team	supported by those responsible for the engagement activity, officer time	Dec 2021 – ongoing	evidence of increased engagement and useful feedback in the development of strategic direction/policy initiatives/community investment decisions and service development
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
6.4 Forward plan engagement activity for the year ahead	Use project planning principles for the development of key strategies and policies and the management of major service changes to ensure that adequate time is given to undertake meaningful consultation with stakeholders including customers, residents and communities and/or representative groups	Corporate Delivery Unit, Service Managers	supported by those responsible for the engagement activity, officer time	Jan 2023 and annually thereafter	an annual forward plan of engagement activity
6.5 Development of an engagement register	to enable engagement activity to be co-ordinated between Council services and partner organisations who are actively engaging with residents to reduce	developed and owned by the Corporate Delivery Unit	officer time	Jan 2023 - ongoing	Evidence of engagement activity being undertaken and co-ordinated. Reduction in duplication and increased engagement in future activity

	duplication and engagement/consultation fatigue				
6.6 Develop positive relationships with statutory partners and community organisations and provide mutual support in the dissemination of information to residents and communities including signposting and referral arrangements and warm handoffs	to work more effectively in supporting our communities and to reduce duplication of effort	Council Leadership Team, Management Team and Service Managers	officer time, partnership resources	ongoing	evidence of collaboration with partners, identification of efficiency gains and improved outcomes
7. Partnership led engagement activity					
Action	Reasoning	Responsibility	Resources	Timescale	Outcomes/measures
7.1 Norfolk Warm Homes Targeted promotion (direct to residents, through landlords and	To support residents in reducing energy costs and reducing carbon footprint utilising Government sponsored assistance.	Energy Officer – Housing Strategy	Energy Officer, Norfolk Warm Homes	Commenced July 2021 – ongoing whilst resources available	number and value of energy efficiency measures installed, number of households supported to reduce their energy costs,

landlords associations and via town and parish councils, of energy efficiency measures and the availability of financial assistance for eligible households					utilisation of Warm Homes funding
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7.2 North Norfolk Health and Wellbeing Partnership Community Engagement	To involve residents and communities in influencing the provision and methods of delivery of health and care services under the newly introduced Integrated Care System. To focus on population health management addressing health inequalities and prevention of ill health	North Norfolk Health and Wellbeing Partnership	resources of partner organisations, Integrated Care System and Community Connector Service (currently up to 31 March 2023)	Jan 2023 – ongoing	A programme of community engagement activity as detailed in the North Norfolk Health and Wellbeing Partnership Strategy and action plan. Evaluation of the effectiveness of the engagement activity.
7.3 Norfolk County Community Safety Partnership Community Engagement	To involve residents and communities in influencing the priorities of the partnership with regard to community safety and to promote community	Norfolk County Community Safety Partnership	resources of partner organisations, officer involvement and a small financial contribution from the district council to support the work of the partnership	ongoing	Co-ordinated and proportionate community engagement activity. Evaluation of the effectiveness of the engagement activity. Monitoring of indicators relating to community cohesion and fear of crime.

	cohesion and to reduce the fear of crime				
7.4 Develop an annual programme of engagement activity with local employers, Department for Work and Pensions, schools and colleges	Positively promote the work of the Council and the Council as an employer of choice through supporting Job Fairs and Careers Events at schools and colleges, work experience and volunteering to support recruitment and retention	Human Resources, Service Managers	officer time, small budget for refreshments and promotional material, resources of partners	August 2022	number of events supported, engagement from partners and employers, attendance and engagement at events, number of applications resulting from attendance/promotion activity, number of people supported through work experience and volunteering