

Appendix (ii) – Community Engagement Action Plan

Ensure appropriate and accessible methods of engagement are in place and utilised to maximise participation		
Area of Focus	Action	Responsibility
Engagement with local access group on matters concerning accessibility	Engagement with local access group to obtain views on planning applications in terms of accessibility for people with disabilities	Planning
	Consult local access group on accessibility matters concerning improvement plans and specifications	Communities and Partnerships
Compliance with digital accessibility standards	Ensure that the ECDC website is compliant with accessibility standards	Webteam
Delivery of events, meetings and forums as a platform for engagement	Delivery of Taxi Forums	Licensing
	Delivery of Business Forums	Economic Development
	Public question time at committee meetings	Democratic Services
	Delivery of Agents Forums	Planning
	Delivery of Parish Council Conferences	Communities and Partnerships
	Delivery of Strategic Planning Parish Conferences	Strategic Planning
Enable open suggestions from the public	Public suggestion box/forms in Reception and online	Customer Services, Webteam
Monitoring of engagement methods	Monitor the methods used for obtaining information from the council so that we can respond accordingly	Customer Services, Webteam
Utilise digital platforms	Promotion of engagement opportunities online where suitable	All ECDC departments
	Make use of local press by issuing of notices and press releases	All ECDC departments, Communications team
	Utilisation of the Council's social media platforms	All ECDC departments, Communications team

Raise the profile of community engagement and the council's responsibilities in relation to it		
Area of Focus	Action	Responsibility
Equality Impact Assessments	Completion of Equality Impact Assessments for all reports relating to potential changes in service delivery to demonstrate that the needs of all user groups have been considered	All ECDC departments
Development of improvement plans	Consultation and engagement is carried out with users in the development of site specific improvement plans	Communities and Partnerships
Member seminars	Host Member seminars	Democratic Services
Register of Consultees	Promotion of Register of Consultees amongst all ECDC officers and ensure Intranet guidance is up-to-date	Communities and Partnerships
Planning Policy Database of Consultees	Ensure Planning Policy Database of Consultees is used at every formal stage of an emerging Local Plan.	Strategic Planning

Provide timely and quality feedback to consultees so that they know how their views have made a difference		
Area of Focus	Action	Responsibility
Share engagement findings and decisions made	Engagement findings shared in reports or as appendices where appropriate	All ECDC departments
	Feed back to consultees on all consultation and involvement undertaken, where possible	All ECDC departments
	Council decisions publicised online and in press	Democratic Services and Communications Team
Engagement with Member Service Champions	Regular meetings with Member Service Champions	All ECDC departments
Press and Media	Make use of local press by issuing of notices and press releases	All ECDC departments

Maximise equality of community engagement practices and ensure that the views of harder to reach groups are heard		
Area of Focus	Action	Responsibility
Community Hubs	Delivery of Community Hubs to engage with harder to reach communities	Housing
Translation services	Promotion of translation services to all departments	Human Resources

Harder to reach groups	Work with partner agencies that may already be engaged with target audiences (e.g. schools, probation service, youth groups)	All departments
	Carry out outreach consultation with communities and harder to reach groups (e.g. focus groups in schools)	All departments

Ensure the views and knowledge of partners, stakeholders and communities are considered in relation to services that relate to them		
Area of Focus	Action	Responsibility
Engagement with Parish Councils	Ensure parish councils are consulted when services affect particular areas	All ECDC departments
	Share engagement findings with local councillors and encourage that the information is shared with parish councils	ECDC officers, District Councillors, Parish Councillors
	Parish Council CIL Forums	Infrastructure and Strategic Housing
	Attend parish councils meetings where appropriate	All ECDC departments
	Host seminars to consult on a particular matter	All ECDC departments
	Delivery of Parish Council Conferences	Communities and Partnerships
Engagement with stakeholders, community and voluntary groups	Engagement with community and voluntary organisations, local groups and stakeholders when making changes to services that affect them	All ECDC departments
Engagement with partnerships	Map and document all partnerships that the council is represented on and share with all staff to utilise for engagement purposes	Communities and Partnerships, All ECDC departments
	Representation at partnership meetings to share ideas and gather feedback	All ECDC departments

Develop the Council's ability to effectively utilise community engagement practices		
Area of Focus	Action	Responsibility
Community Engagement and Consultation Toolkit	Produce a toolkit for ECDC officers and Members that outlines effective techniques and methods to engage a variety of people (e.g. access groups, land owners, interest groups, Register of Consultees)	Communities and Partnerships
Sharing best practice	Identify the engagement methods used by all Council departments to share best practice and information, reduce duplication and identify opportunities for engagement to inform the Community Engagement Toolkit	Communities and Partnerships
Corporate Induction	Promote community engagement and the Toolkit at Corporate Induction for new staff	HR, Communities and Partnerships