

KENSINGTON AND CHELSEA PARTNERSHIP

Community Strategy Up Date

6th July 2005

This paper provides information on the consultation response to the draft Community Strategy and provides an overview of the activities planned to launch the strategy.

FOR INFORMATION

1. Consultation up date on the draft Community Strategy

1.1. The draft Community Strategy was published for public consultation in May 2005 and distributed to stakeholders for comment. The deadline for responding to the draft community strategy is Friday 8 July. This paper summarises the key consultation activities that have been undertaken and provides information on the response rate as of the 28th June.

1.2. A final consultation report will be available at the Community Strategy Sub-Group meeting on the 11th July 05.

1.3. The draft Community Strategy was publicised using a full-page colour advert in the Kensington & Chelsea News and Kensington and Chelsea Informer on the 20 May 2005. Articles were also placed in several local newsletters including the:

- Migrant Refugee Communities Forum newsletter;
- Residents Panel newsletter;
- Sixty Plus newsletter;
- Golborne Voice; and
- Kaleidoscope

1.4. The draft Community Strategy has also been discussed by the following organisational board and advisory groups:

- Kensington and Chelsea Primary Care Trust Board
- Police Community Consultative Group
- Voluntary Sector Policy Group
- Lesbian, gay, bisexual and transgender advisory Group

1.5. Table 1 provides information on the key elements of the consultation of the draft Community Strategy including the response rate as of the 28th June 05.

Table 1: Key elements of the consultation

Mechanism	Description	Key Facts	Response Rate To-Date
Mail out of Draft Community Strategy	<ul style="list-style-type: none"> • Distribution of Draft Community Strategy with accompanying letter and survey. • Targeted mailing to strand 3 and 4 consultation participants. 	<ul style="list-style-type: none"> • 1,900 copies mailed out. • 60 x targeted mailout 	<ul style="list-style-type: none"> • 22 Completed surveys received to-date.
Distribution of Leaflets	<p>8 sided A5 colour leaflet with tear off freepost response form.</p> <ul style="list-style-type: none"> • Mail Out with Community Strategy • Distribution via voluntary and community organisations, G.P's and Libraries. 	<ul style="list-style-type: none"> • 6,000 leaflets distributed 	<ul style="list-style-type: none"> • 22 tear off slips received to-date
E-mail and website	<ul style="list-style-type: none"> • Draft Strategy placed on the Kensington and Chelsea Partnership website with an accompanying online internet survey. • RBKC staff e-mail. • Friends of the KCP e-mail alert. 	<ul style="list-style-type: none"> • Number of hits to the site are not currently monitored • E-mail sent to all RBKC staff. • E-mail sent to members signed up to the Friends of the KCP 	<ul style="list-style-type: none"> • No internet surveys have been filled in to-date • A detailed response from RBKC colleagues managing the Supporting People programme has been received • 3 responses have been received to-date
Feedback sessions	<ul style="list-style-type: none"> • Golborne • Young Carers • Youth Forum • Wornington Green • Dalgarno Health Week 	<p>To-date three feedback session have been provided.</p>	<p>To-date workshops have been held with the Youth Forum, Young Carers and feedback has been given at the Dalgarno Health week.</p>

2. Launch of the Community Strategy

2.1. The final draft of the Community Strategy, the Summary Booklet and the Fact File are due to be launched after the Council has signed off the final version of the Community Strategy at the 21 September Council meeting.

2.2. The Community Strategy Sub-Group at the 27th June 05 Sub-Group meeting discussed a series of options for launching the community strategy and agreed on the following communication and launch activities.

a. Communication activities

- I. Distribution of copies of the strategy and accompanying documents to all stakeholders and delivery partners.
- II. Distributing copies of the full strategy and fact file to libraries.
- III. Distribution of the summary booklet to general public via libraries, G.P surgeries, voluntary and community organisations, leisure centres and resident associations.
- IV. Utilising free press opportunities to publicise the launch of the strategy such as the Royal Borough newspaper and other organisational newsletters.
- V. Up-dating the Kensington and Chelsea Partnership website.

b. Launch activities

- I. Celebratory launch event that invites the KCP Steering Group, key stakeholders and participants from the consultation to celebrate in the publication of the Community Strategy. The launch event should be held in a central location that is easily accessible and should display the consultation findings including a screening of the 'A Day In The Life Of' video.
- I. Community Strategy road show rolled out over a longer period of time with a series of activities and presentations that can be tacked onto events and meetings being organised by partners and colleagues.

2.3. The Community Strategy officer team will be identifying a series of venues for the launch event and will invite the Sub-Group to approve a favoured option at the 11th July Sub-Group meeting.

3. Conclusion

3.1. The Steering Group is invited to discuss the information above.

FOR INFORMATION

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