

**KENSINGTON AND CHELSEA PARTNERSHIP STEERING GROUP
MEETING ON 19th MARCH 2003**

REPORT OF RESEARCH AND CONSULTATION MANAGER

COMMUNICATION AND CONSULTATION IN 2003

This report presents the recommendations made by the Communication and Consultation Partnership sub-group at their meeting on 3rd February. Following last years extensive consultation for the Community Strategy, Neighbourhood Renewal Strategy and the Borough Conference the sub group was tasked with making recommendations for communication and consultation activities for 2003.

FOR DECISION

1. INTRODUCTION

- 1.1 The sub-group members are Menghi Mulchandani, Councillor Coleridge, Graham Downes, Councillor Paget-Brown, Paul Haigh and Dez O'Neill. A meeting was held on February 3rd to discuss how the Partnership might want to communicate or consult during 2003.
- 1.2 It was agreed that 2003 was a year more for communicating than consulting, but that an element of all communication must be to encourage comment and feedback from local people. Towards the end of 2004, however, the Partnership will need to undertake consultation as the Community Strategy and Neighbourhood Renewal Strategy will be updated in 2005.
- 1.3 The sub-group agreed to recommend that there should *not* be a large Borough Conference, as held in 2002. It was felt that the cost of such an event, given the relatively small turn out, could not be justified. It was also felt that the Partnership should not create an expectation of a large annual conference. A conference may be considered in future years though.
- 1.4 The development of the clusters were thought to be key to providing a focus for future communication or consultation activities, allowing people to become involved in the areas that most interested them.

2. KEY MESSAGES FOR 2003

- 2.1 The sub group felt that the key messages to communicate in 2003 are:
 - The consultation for the Community Strategy and Neighbourhood Renewal Strategy has resulted in a wide range of NRF funded projects that are tackling the concerns and issues that people raised. Making this connection between consultation and the action that is now happening will be very important.
 - The Partnership's priorities and achievements to date.
 - Raising the profile of the Partnership and the clusters to develop more of a sense of partnership with local people.

PROPOSED TYPES OF ACTIVITIES FOR 2003

3 ATTENDING EVENTS HELD BY PARTNER ORGANISATIONS

- 3.1 Rather than the Partnership run it's own events the sub group thought that it should, where possible, 'piggy back' on events that partner organisations might be running throughout the year. Depending on the style or format of events this might involve a steering group member having a 15 or 20 minute slot to speak about the work of the Partnership, a stall or display material. Some important considerations for this approach included:
- 3.2 Some events that the Partnership has a presence at might be large events, such as the **Tenants Management Organisation AGM** or **Health Fairs**, but others should focus on smaller community based meetings or events, such as voluntary group meetings and tenant or resident groups' meetings.
- 3.3 There should be an emphasis on getting out to local people and ensuring that this is done across the Borough as well as in the Neighbourhood Renewal areas.
- 3.4 Officers in partner agencies have been approached to begin to identify suitable events or meetings they are planning to hold in 2003. So far these include:
- **Health and Care Reference Group.** This group of local older people meets every 6 weeks to discuss health and social care issues. Between 30 and 50 people attend each meeting.
 - **Environment Round Table.** A forum for local people interested in environmental issues that is facilitated by the Council but independently chaired by members of the group. The group meet quarterly.
 - **Area Planning Forums.** The Council's Planning department run area forums in the north, central and south areas of the Borough. The programme for 2003 is currently being planned.
 - **Youth Listening Day.** Environmental Services are planning a Listening day for young people to be held in September.
 - **Launch event of the Young People's Website.** The cross agency youth website is due to be launched at an event in September to which young people will be invited.
 - **Voluntary Organisations Forum (VOF) and themed VOF's.** The VOF meet quarterly and the themed VOF's, such as Older People's VOF and the Children's VOF meet regularly
 - **Kensington Society and Chelsea Society meetings.** Both amenity societies hold annual meetings.
 - **Residents and tenants association meetings.** The Borough has more than 350 residents and tenants groups nearly all of which hold regular or annual meetings.
 - **Voluntary organisations meetings.** Many voluntary organisations hold events and meetings throughout the year.
 - **The Police Community Consultative Committee.** This group meets quarterly.
 - **The Primary Care Trust.** The PCT are currently putting together an event diary for the year.

- 3.5 It was agreed that steering group members should agree a consistent line or approach to the key messages to get across at these events. A briefing should be provided for steering group members.
- 3.6 From the questions local people ask it will be possible for steering group members to bring key issues and messages back to steering group meetings, especially those that indicate insufficient joint funding or joint working. Emphasis should be placed on providing some feedback from the Partnership on issues raised by local people.
- 3.7 The sub-group encourage each steering group member to commit to attending, and possibly presenting, at 2 such events over the next year.
- 3.8 **The clusters.** There was discussion by the sub-group about linking the above proposal to the clusters. It was felt that some clusters would have natural links to the types of events that partners may be running, Health and Social care for example; others may not have such obvious links. In these cases clusters may wish to promote their own event or processes of engaging with local people.

4 STALL AND DISPLAY MATERIAL

- 4.1 The sub-group thought it would be a good idea to have high quality display material that could be used at events with stalls, or for display in local centres, supermarkets etc. A designer should be engaged to ensure it is highly visual with a clear message and brand image.
- 4.2 *Estimated cost* - the cost of this is estimated at approximately £1,500. The steering group may wish to consider how the cost of this can be met.

5. ANNUAL REPORT AND OTHER PROGRESS REPORTS.

- 5.1 The sub-group agreed that it was important to produce some kind of annual report. This should be made very accessible and easy to read with pictures and graphics. Distributing it as an insert with the Royal Borough newsletter and in libraries was thought to be a good idea as well as placing it on the Partnership website. It is suggested that this could be produced in November to follow the review of the Community Strategy and Neighbourhood Renewal Strategy that have to be completed for the Government Office for London in September.
- 5.2 Other progress reports could be produced throughout the year themed on specific topics. An eight-page insert on regeneration for inclusion in the Royal Borough Newsletter is, for example, currently being produced
- 5.3 *Estimated cost* - the cost of producing this kind of insert style report is between £1,000 and £4,000 depending on length, whether a professional journalist is used and whether new photographs and graphics are required.

6. THE WIDER PARTNERSHIP

- 6.1 Steering group members will remember that a wider partnership has been set up to enable members of the public, or anyone with an interest in the Borough, to join the partnership and become a 'Friend of the Royal Borough'.

- 6.2 Membership currently stands at about 350, with half of these being e-mail members and half postal members. E-mail alerts are sent to members advising them of updates to the Partnership website and postal members are sent a short note informing them of the updates and providing contact details for further information. This avoids lengthy reports being sent by post unless specifically requested and e-mails being kept short and simple with links but no attachments.
- 6.3 It is envisaged that regular news items and updates will be sent to the wider Partnership throughout the year and that publicity to recruit new members can be undertaken.
- 6.3 Steering group members are reminded that as well as promoting the work of the partnership, activities being undertaken by individual partner organisations can be promoted and publicised in this way.

7. OTHER WAYS OF RAISING THE PROFILE OF THE PARTNERSHIP

- 7.1 Projects and groups that are receiving neighbourhood renewal funding have been asked to recognise the support they are given by using the Partnership logo and referring to 'support from the Partnership', rather than just 'support from neighbourhood renewal'.
- 7.2 Events and meetings, such as the Regeneration Exchange, can be branded as Partnership events and steering group members may be aware of other events or meetings that are closely related to the Partnerships work that may be similarly branded to promote the work of the Partnership.

8. NEXT STEPS

- 8.1 The steering group will wish to discuss this report and if they are in agreement with the direction that the sub-group propose the next steps can be to:
- develop a briefing pack for steering group members who may attend and speak at events.
 - develop a detailed diary of events and meetings at which the Partnership can be represented.
 - seek quotes from designers to produce stall based display material.
 - plan, following evaluation of the success of the regeneration insert, to have an annual report in November and further progress reports as inserts to the Royal Borough newsletter.

FOR DECISION

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