



Your Moray

REPORT TO: COMMUNITY PLANNING BOARD 9 NOVEMBER 2022

SUBJECT: COMMUNITY ENGAGEMENT STRATEGY

BY: DEPUTE CHIEF EXECUTIVE (EDUCATION, COMMUNITIES AND ORGANISATIONAL DEVELOPMENT), MORAY COUNCIL

1. REASON FOR REPORT

1.1. To propose the refreshed Community Engagement Strategy with the Board for approval.

2. RECOMMENDATION

2.1. The Board is requested to

- (i) Note the process carried out to develop the refreshed Community Engagement Strategy;
- (ii) Approve the refreshed Community Engagement Strategy (Appendix A); and
- (iii) Note further work will be undertaken to identify a suitable online space to support community engagement in Moray.

3. BACKGROUND

3.1. The current Community Planning Partnership (CPP) Community Engagement Strategy was agreed in December 2017 with a planned review date of December 2020. The Community Engagement Group (CEG) tasked a working group in May 2021 to engage with key stakeholders to refresh the Strategy.

3.2. The CEG initiated the work around the refresh with the dual purpose of refreshing the strategy and using it to relaunch and refocus the role and purpose of the group itself. The initial outcomes identified in the process were to:

- Develop a shared understanding of the approach in Moray across CPP partners.
 - Improve the quality of community engagement.
 - Work with third sector, community members and other partners to co-design our vision.
 - Capture this in a refreshed CPP Engagement Strategy and Action Plan which will sit with the Community Engagement Group.
- 3.3 A facilitated discussion around Community Engagement took place with Community Planning Officers Group (CPOG) members on 3rd September 2021, with participants identifying the many positive impacts of improved community engagement in Moray. There was consensus that there is a solid platform to build on and that engagement is now the norm across the partnership.
- 3.4 This was followed up in November 2021 by a session for third sector and community groups facilitated by tsiMoray with support from the Moray Council Community Support Unit. The aim of this session was to explore what good community engagement looked like from a community perspective, and this was facilitated via inputs from three community bodies and workshop discussions captured on a Jamboard.
- 3.5 An invitation was extended to participants to become involved in a writing group to refresh the plan. Nobody came forward through this route but tsiMoray were confident that the third sector views had been well captured in the discussions and gave some clear pointers to be included in the refreshed strategy.
- 3.6 The draft was developed to take account of the feedback from the CEG, CPOG and the third sector sessions and the draft was shared with the Community Engagement Group on 23rd August 2022. They were happy with the draft which was updated as per their suggestions to provide clarification of the role of the CEG as a Partnership Group and a more explicit reference to the intention to engage and reach a more diverse cross section of the population through our engagement activity.
- 3.7 The synergy between the refreshed Community Engagement Strategy and the remit of the CEG is reflected in the Governance element of the strategy. The strategy notes that...

'A fit for purpose Community Engagement online space will be created by partners and will become a one stop shop for information relating to community consultation and engagement in Moray. This space will be a repository of information which will be accessible to partners and the wider public'.

- 3.8 The need to improve public accessibility and transparency is integral to the new strategy and CPOG are currently exploring options to develop a Moray Community Engagement portal which can act as an interactive space for all current consultations and engagements as well as being a repository for closed consultations. Such a portal would demonstrate the CPP commitment to enhancing our digital Community Engagement allowing more citizens to get

involved in engagement activity and to make the results and sharing of engagement feedback more easily accessible.

- 3.9 A future report will be brought back to the CPP with recommendations on how best to proceed with and fund an online space which will allow all partners to access and input information: where each partner could have a discrete landing page; where there is functionality for interactive engagement through running surveys; focus groups; spaces for people to input ideas and comments; access to mapping tools etc.
- 3.10 The CEG will host an event to launch the new CPP Strategy with a variety of workshops to share good practice. Stakeholders will be given the opportunity to comment on the strategy at this event and any suggestions/ amendments will be brought back to the Board for consideration.

4. SUMMARY OF IMPLICATIONS

- 4.1. The current Community Engagement Strategy was due to be updated in December 2020 therefore its refresh is overdue.
- 4.2. The provision of a combined partner online portal is integral to the refreshed strategy. Further research will be done on the options for this and a paper with costings will be brought back to the CPP for further consideration.

5. CONCLUSION

- 5.1. **The Board are requested to make any changes to and endorse the refreshed Community Engagement Strategy**
- 5.2. **The Board are asked to agree further research into the options for a one stop Moray engagement portal to be financed collectively by the CPP.**

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Background Papers: Refreshed Community Engagement Strategy
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