

## ENGAGEMENT ACTIVITY PERFORMANCE REPORT

### Moray Council Corporate Plan

#### 1. What was the purpose of the engagement?

To share information on the draft council corporate plan and to seek views on the priorities and how the community could work with the council on these in future taking account of the challenging context of reducing finances and increasing demands.

The event was arranged by invitation to community groups and representatives

Information displays were available in the venue to give information about council services and budgets

Heads of Service delivered brief presentations on the evidence, issues and challenges in the corporate plan relating to particular services and gave examples outcome gaps and how their service plans to respond to address the gap

A priority work exercise was done in groups to identify the most important strategic considerations to take into account in the future plan

Group discussions were held in geographical groupings. All groups discussed how to develop locality engagement ideas so that future solutions are influenced by the experiences of local people

Each group then discussed an action area from the corporate plan e.g. education, children's services, adult services, economy climate.

#### 2. What were the expected outcomes?

Those in attendance would have increased awareness of:

- Service information and the challenges faced
- the content of the draft corporate plan

It was intended that the facilitated discussions would give feedback on

- How the public and council / partners can work together to deliver a particular service in the future.
- In order to achieve the bullet point above, what needs to change?

#### 3. How did the engagement go?

Feedback at the end of the event was very positive from both community and council representatives with many expressing the view that future similar engagements would be useful.

Feedback forms show in summary:

**Information Reception (display boards)**

82% of respondents stated the boards provided enough information (based on 39 responses)

Generally, respondents found the boards informative and easy to understand but would have liked more time to study them

**Engagement with Heads of Service or Chief Executive Team**

95% of respondents (based on 42 responses) stated that they had engaged with a Head of Service or a member of the Chief Executive Team.

In summary, respondents found Officers to be approachable, informative and helpful and expressed a wish for them to be seen more in the communities

**Scene Setting Exercise – Heads of Service 3 Minutes**

94% of respondents (based on 35 responses) stated that the exercise provided them with an insight into how the Council operates however most comments reflected that they felt the three minutes was rushed and would have preferred longer

**Contribution to facilitated discussions**

94% of respondents (based on 32 responses) felt they had the opportunity to contribute to, and enjoyed, the facilitated discussions. Discussions were well facilitated, many ideas and opinions were given and noted but again people felt there was not enough time allowed for the exercise.

**Summary of comments**

Acoustics made it difficult to hear at times which might have been helped by having breakout rooms. Would have liked others to be present eg Direct Services, harbours. Some would have preferred the tables to have representation from across Moray rather than by ASG and to have been able to discuss other topics not just the one allocated to that table. Many felt it was a good exercise to do with the wider public.

Many positive comments regarding the evening and support for the Council in meeting its challenges

**4. What engagement tools did you use**

- Display information and informal discussion opportunity
- Presentation
- Post it notes word priorities on tables and in-event feedback
- Facilitated Group discussions

Draft Corporate Plans on tables

#### 5. What learning can you share with others from your engagement?

There is a willingness from within communities, with support, to work with the Council to meet the challenges ahead. To facilitate the partnership working required to do this, communities are seeking more opportunities to engage with Council Officers, for those engagements to include a wider audience and for open and transparent discussion to build trust. Across Moray, how the Council engages and communicates with the public, how it shares information and encourages feedback and how community organisations can be supported to be more proactive in communicating with their communities, were considered to need to change and improve so that experiences of local people could influence future solutions. Participatory Budgeting was highlighted in several areas as being a good way in which the Council and communities could work together. By working with existing networks eg Parent Councils, a targeted or wider audience can be reached.

The communities identified the Moray they want to see in five years' time as **SUSTAINABLE, FORWARD-THINKING AND THRIVING**

The timing of the event was affected by extra-ordinary national events beyond the control of this Council and we would normally have had a longer lead-in period to allow for wider dissemination of invitations and publicity. This was understood and accepted by those attending.

#### 6. What next?

The same exercise was undertaken with the Council's Leadership Forum within a few days of the Community Engagement and Officers discussed within facilitated groups how they engaged with communities and examples of good practice.

Good practice examples included CATS, Locality Plans, Food Growing Strategy, Housing walkabouts. Services are engaging and want to engage with communities and engagement should be embedded within all public-facing services. However, Officers were concerned about the time and resource commitment.

The Officers identified the Moray they want to see in five years' time as **SUSTAINABLE, FORWARD-THINKING AND RESILIENT.**

Feedback shows that Officers enjoyed the session and found the discussion around engagement and good practice useful.