

Sheerness Community Governance Review (CGR) communication and consultation plan

The aims of this plan are:

- Encourage good levels of informed engagement with the CGR among residents in Sheerness
- Ensure other interested parties (statutory and non-statutory) are aware of the CGR and are able to respond to the consultations

In order to achieve these aims, the plan is built on simple principles:

- Information relating to the CGR should be simple to understand
- Information should be made available proactively, and be easily accessible
- Taking part in the consultation should be as simple and secure as possible
- Residents and other stakeholders should be clear about how and when to engage in the process

The methods we will use include:

- Direct mail:
 - consultation information
 - feedback/updates on decisions
- Website:
 - dedicated section on website
 - information updated to reflect progress in the CGR process
- Local press:
 - news releases advising of key landmarks (consultation begins, ends, decisions, etc)
 - information provided to inform coverage/encourage discussion
- Social media:
 - raise awareness of CGR
 - encourage engagement
 - signpost to website for information
 - reminders of key dates/decisions
 - Q&A session to provide more information
- Information sessions
 - Raise awareness of the review
 - Chance to have questions answered

Key information to share:

- The CGR is taking place, what it is and how people can engage with it
- Key dates in the process – consultation, decisions etc
- Information about the various governance arrangements that could be put in place
- Outcome of first stage consultation and resulting recommendations
- Launch of second stage consultation.
- Publication of final recommendations

Outline communications and consultation plan

Stage	Date	Activity	Audience	Actions	Responsible	Evaluation
1	13 December 2017	CGR agreed by Council	Residents Members	News release Website section launched (background information) Notification emails	Communications Democratic services	
2	3 Jan 2018	Stage 1 consultation launch	Sheerness residents Local businesses Ward councillors County councillors KCC Sheerness Town Team Kent Police Kent Fire & Rescue Kent PCC Schools CVS	Mailshot to electors Flyer to households News release Website section updated (consultation now live, supporting docs etc) and featured prominently on home page. Social media posts signposting to website	Communications Democratic services	Good awareness/ response to consultation
3	4 Jan – 11 Feb 21	Stage 1 consultation live	As stage 2	Regular reminders about consultation taking place Information events (Gateway) Social media Q&A session(s) News releases Members dispatch Internal channels – Team Talk, intranet etc Residents' monthly email bulletin Swale Means Business	Communications Democratic services	Good engagement/ response to consultation

				newsletter		
3 a	12 – 21 Feb	Stage 1 consultation closing	Residents	News release highlighting closing date approaching More frequent reminders on social media	Communications	Minimise late submissions
4	22 February	Stage 1 consultation closed	As stage 2	News release Website updated Social media	Communications	
5	22 Feb – 11 March	Stage 1 consultation highlights	As stage 2	Updates on number of responses Explanation of next state of process Social media, News release	Communications Democratic services	Awareness/interest in process Draft recommendations for stage 2 consultation
6	w/b 11 March	Draft recommendations published prior to Council	As stage 2	News release Social media	Communications	
7	21 March	Final draft recommendations agreed	As stage 2	News release Website updated Social media	Communications	
8	May/June	Stage 2 consultation on draft recommendations	As stage 2	Regular reminders about consultation taking place Information events (Gateway) Social media Q&A session(s) News releases Members dispatch Internal channels – Team Talk, intranet etc Residents' monthly email bulletin Swale Means Business newsletter	Communications Democratic services	Good engagement/ response to consultation

8 a	May/June	Stage 2 consultation closing	Residents	News release highlighting closing date approaching More frequent reminders on social media	Communications	Minimise late submissions
9	TBC	Stage 2 consultation closed	As stage 2	News release Website updated Social media	Communications	
10	TBC	Stage 2 consultation highlights	As stage 2	Updates on number of responses Explanation of next state of process Social media, News release	Communications Democratic services	Awareness/interest in process
11	w/b 18 June (TBC)	Final recommendations published prior to Council	As stage 2	News release Social media	Communications	
12	27 June (TBC)	Final recommendations agreed by Council with no difference from draft recommendations	As stage 2	News release Website updated Social media	Communications	