

1. Introduction

- 1.1 Council have commissioned an external consultant, Pete Cooper to, on behalf of Neston Town Council, produce a draft strategic plan. After consultation with Councillors the Plan and its recommendations will be considered formally and in turn the draft will be submitted to Neston residents for consultation.
- 1.2 Council currently have an adopted strategy to guide our communications and community engagement activity. We want to make sure that our communications are two-way. To tell people about ourselves and also to listen to what people tell us about themselves and the service improvements they would like. The Council wish to be outward focused towards local people and stakeholders, involving as many people as possible in a variety of ways.
- 1.3 This consultation strategy is suggested to cover all aspects of how the Town Council communicates and engages with everyone who comes into contact with them either directly or indirectly.

2. Objectives

To obtain the views of residents, businesses, community groups, Partners such as the principal council and police on the approved Consultation Draft of the Corporate Strategy.

3. Target Audiences

- 3.1 Council want to reach out to everyone with a stake in the future of Neston Town Council: people living, working or doing business here, and people who have an influence over the future of the area.
- 3.2 Council want to have a dialogue with communities based on where they live and people in communities based on common interests. And to communicate and listen to people who other agencies have traditionally found hard to reach and hard to hear
 - Residents of the Town
 - Cheshire West and Chester Councillors and officers
 - Local Member of Parliament for Neston
 - Community Groups, Charity Group and CICs
 - Local service providers including the Police
 - Local businesses and employers
 - Young People
 - Older People
 - Schools

4. Context of Messages

- 4.1 It is important that all our communications have as much impact as possible. Therefore, to avoid dilution of our messages or contradiction, the following will be the main messages that we will be attempting to relay in our communications:

- The Town Council **can** make a difference.
- The Town Council want to hear your opinion about what you feel about them.
- The Town Council want to hear your opinion about their proposed plans for the future via its draft strategic plan and would like to have your support.
- The Town Council wants to work in partnership for a better future for Neston.
- The Town Council needs the help and support of the community and partners.
- The Town Council wants to celebrate what has already happened - positive messages about Neston to raise community spirit.

4.2 The messages should be

- Short and to the point.
- Not conflicting.
- In plain English.
- Focusing on involvement.

5. **Methods**

5.1 Neston Town Council shall use a variety of methods based on what reaches people most effectively and has most credibility. This includes:

- Town Council website
- Twitter
- Via the Local CWaC Ward Councillors
- Via the local organisations distribution mailing list
- Town Council notice boards
- Local newspapers and AMA website
- Via a 'Council' stand at our Friday market
- Press releases (Newsletter – The Neston Matters, when re-established)
- Posters / flyers
- Community / civic events (Cllrs and Mayor to promote when attending)
- Ladies Day / Neston Village Fair
- Open day / drop in to find out more....
- Community engagement, a consultation event and / or a public meeting
- Town Council meetings – open forum
- Visits and networking – Local Schools / Communities
- Word of Mouth
- Councillors Surgeries

5.2 Our communications must leave no one out or we will have missed an opportunity to reach the whole community, or receive fully representative views. It is important therefore that we use different ways of engaging with people. The need and opportunity to engage with local people will undoubtedly increase with the changes which we propose and with the way in which local government services are to be delivered going forward. It is suggested therefore that an action plan be drawn up identifying the best way of explaining to the people of Neston what we do and discussing with them our plans and aspirations for the future.

Appendix A - Action Plan

A consultation action plan will help focus the way in which we engage with local residents and partners. Council has to agree what messages they wish to get out there, this will be detailed in the Draft Corporate Strategy.

Target	How	Who	When	Deadline for response	Costs	Gather data**	Consider amends
Residents	Council Website via Social Media* TBC Twitter Social Media (Market FB Page) Town Council notice boards	CM G&OM/SM&SC	TBC	TBC	Officer Time PLUS (TBC) Social Media costs – see quotations in appendix B	4 weeks CM/Support Officer/ Mayor & Deputy Mayor	1-2 weeks after data formatted Via meeting
	Local newspapers & AMA website Press releases (Newsletter – The Neston Matters, when re-established) Posters / flyers, left at strategic places – Library/Post office	CM		TBC	Officer Time		
	Open day / drop in to find out more.... Community engagement, a consultation event and / or a public meeting	CM/ALL		TBC	Officer / Cllr Time Hall hire costs ½ day £57 at Town Hall		

	(Covers all stakeholders)						
	At our Town Council meetings – open forum	CM		TBC	Officer / Cllr Time		
	Visits and networking – Local Schools	CM/Mayor		TBC	Officer / Mayor's time		
	Via a 'Council' stand at our Friday market Community / civic events Ladies Day / Neston Village Fair	Cllrs/Mayor		TBC	Officer / Mayor's time		
	Word of Mouth	ALL		TBC	NIL		
Target	How	Who	When	Deadline for response	Costs	Gather data	Consider amends
Cheshire West and Chester Councillors and officers	Send consultation papers via email/letter Arrange a specific meeting	CM	TBC	TBC	Officer & Cllrs time	CM/Support Officer/ Mayor & Deputy Mayor	1-2 weeks after data formatted Via meeting
Local MP		CM	TBC	TBC	CM time		
Community Groups, Charity Group and CICs	Send consultation papers via email/letter Arrange a specific meeting	CM/Support Officer	TBC	TBC	Officer time Postage costs/hand delivery Hall hire costs		

Police					£19 per hour.		
Local service providers	Send consultation papers via email	CM/Support Officer	TBC	TBC	Officer time		
Target	How	Who	When	Deadline for response	Costs	Gather data	Consider amends
Local businesses and employers	Send consultation papers via email/letter Arrange a specific meeting	CM/Support Officer	TBC	TBC	CM & Cllr Time Hall hire costs	CM/Support Officer/ Mayor & Deputy Mayor	1-2 weeks after data formatted Via meeting
Young People	Visit Local Youth Groups, scouts, guides etc				CM / Mayor's time		
Older People	Visit known local groups				CM / Mayor's time		
Schools	Visit high schools				CM / Mayor's time		

*Community Consultation for Corporate Plan - methods via social media.

For report and quotations on costs for Community Consultation via social media, see Appendix B.

**** Gather Information**

Following collection of the information and meetings with the Mayor and Deputy Mayor, the Council Manager will summaries the outcome for consideration at a Council meeting. A recommendation on whether any amendments to the draft plan will be made at the following Council meeting.

Appendix B – Quotations for Community Consultation via social media

Introduction:

Given that this will be a rolling project and might involve multiple surveys, it would be best to use a paid for service for this. There are plugins we could add to the NTC website which would facilitate this but given the scale of the survey, a dedicated solution would be the best option.

Contractor A

Contractor A is a "name brand" in this field but has a few downsides. Price primarily as they require a minimum of three users to set up a team account at £25 per person per month billed annually. Which makes it £75 per month x 12 months = £900 a year. They do offer a "Individual" account but cap the number of responses at 2500 per month (with additional responses being billed at £0.80 per additional. This may work out cheaper even with an overage of responses. The individual account is £32 per month for a single user (the account can be shared as we do with the PandaDoc account) making a total of £384 a year. SurveyMonkey are GDPR compliant according to their website but are headquartered in California. The "Teams" aspect of option A is just their own internal branding for the multi-user package. There wouldn't be any requirement for the Microsoft Teams software for this. They really could do with renaming it to something else to avoid this confusion

Contractor B

Contractor B is a direct competitor to contractor A and offer a very similar service. They are UK based and thus GDPR compliant by default using UK servers for the data collected. They have a "Professional" account option with unlimited responses and a single user (again we could share the account internally) for £30 per month which would be £360 annually.

Contractor C

These appear to be an Australian or US outfit. They have a good reputation like the two alternatives above and offer a very streamlined survey experience with focus on making things easy to set up and control. Their servers are likely to be external to the EU and they don't have a GDPR statement in their FAQ. However, if this wasn't a deal breaker their offering is compelling and the examples appear to do everything you require with advanced options for most things available on the "Pro" account for \$180 per year. They also allow you to have a monthly subscription unlike the above at \$20 per month allowing the pausing of the account after each survey which would save budget. (all dollar figures are \$US rather than).

Contractor D

An unusual option provided by a UK University not for profit group called JISC. Its GDPR compliant and ISO 27001 compliant for information security management (although I suspect the above options would be too). They use UK based servers and are used by 88% of higher education establishments in the UK as well as other government agencies. Its pricing structure is enticing at £196+vat

Unlimited. Our IT contractor has advised that he's 99% certain we could share a single user login for the option D and could test this using the free trial before making a commitment for any of the options to ensure that it allows us to do so.

Company	Data Protection Compliant	Contract period	Number of users/can it be shared without additional cost?	Number of responses	Cost
A option 1	✓	Annual	3	2500 per month	£900
A option 2			1 can be shared		£384
B	✓	Annual	1 but this can be shared	Unlimited	£360
C	Not confirmed on their website	Monthly or Annual	Can be monthly per user Can be 'Pro' account	Unlimited	\$20 \$180 annually
D	✓	Annual	1 user	Unlimited	£196

Summary: There are free 30 day trials for all these options. The 'D' option looks quite compelling and pricing wise offers a very interesting alternative. Our IT consultant would recommend option 'B' over option 'A' if it was a straight choice between those two. Option 'C' looks compelling too and offers a monthly subscription should that be preferred.

The biggest downside to option 'A' against the field is the requirement for three users on their "teams" account which offers unlimited responses. If you were for example to letter drop surveys to the entire population of 15.5k and allow responses to be dropped into 'dropboxes' in a few places for manual input you would quickly exceed the limits of their individual account. The other options all allow unlimited responses for either the same money or less and some cases a lot less.

A Kunaj
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