

8.5. Working Group for Public Visibility

Council report

Date of meeting	27 August 2020
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Purpose

1. The purpose of the Working Group for Public Visibility (the Working Group) is to make recommendations to Council on public visibility of Council business, including community engagement, democratic processes, and community participation in democratic decision making.
2. The purpose of this paper is to provide Council with an update on discussions and actions from the meetings of the Working Group between 18 June 2020 and 20 August 2020.

Recommendations

That the Council:

1. **Receives the notes and actions paper from the Working Group for Public Visibility**

Key points

3. The Working Group was formed by Council at the meeting of 16 April 2020.
4. Since the last Council report (18 June 2020) the Working Group met on 11 June 2020 to discuss the focus areas for the Group.
5. Since that meeting, the Working Group has also held two workshops to consider:
 - The engagement project work being undertaken by staff, developing a 'conversation framework' for community conversations, a hub for engagement tools, and an engagement champions network to guide best practice.
 - The initial thinking on the Long-Term Plan engagement to determine what questions the Council would like to know the answers to in order to progress the transformational opportunities identified in the Strategic Direction.

Working Group meeting notes and actions

6. The attached table highlights the key topics of discussion and subsequent actions identified by the Working Group as at 20 August 2020.

Next steps

7. The Conversation Framework and Long-Term Plan engagement approach will be developed further for inclusion in the Long-Term Plan work and the Significance & Engagement Policy to be consulted on as part of the Long-Term Plan consultation.

Attachments

1. Working Group Public Visibility notes 18 August 20 TBJ [8.5.1 - 7 pages]

TABLE OF ACTIONS AND NOTES FOR PUBLIC VISIBILITY WORKING GROUP: as at 18 August 2020

The purpose of the Public Visibility Working Group (the Working Group) is to make recommendations to Council on public visibility of Council business, including community engagement, democratic processes, and community participation in democratic decision making.

Summary of discussion

The Working Group met on 11 June 2020, prior to the Council's two-week break, and discussed the focus areas for the group. Specifically the 'why' of the group in terms of what the group is there to achieve.

Since that meeting, the Working Group has held two workshops to develop:

- Monday 10 August 2020: The engagement project work being undertaken by staff, developing a 'conversation framework' for community conversations, a hub for engagement tools, and an engagement champions group to guide best practice.
- Monday 17 August 2020: The initial thinking on the Long-Term Plan engagement to determine what questions the Council would like to know the answers to in order to progress the transformational opportunities identified in the Strategic Direction.

Meeting of 11 June 2020

Attendees: Crs Marshall (Chair), Hands, Clearwater, Southworth and Apanui, plus Director of Strategy & Planning and Director of Communications & Engagement.

The Working Group discussed the summary from the initial meeting, and then what success looks like for the group.

Success factors:

- Council is aware of actions being taken by the organisation to engage with the community and to increase participation in council business

TABLE OF ACTIONS AND NOTES FOR PUBLIC VISIBILITY WORKING GROUP: as at 18 August 2020

- The working group helps identify opportunities for council to increase community understanding of the organisation and our work, and to increase community participation in work programmes and the democratic process
- Council adopts recommendations of the working group to enable accessible, inclusive and effective participation in local government.

There was discussion around who we meant by 'community' and where the opportunity is for increased engagement. Research suggests that there is a potential 40% of the community who would be interested in finding out more about Environment Canterbury. This group is made up of those who know a little and would like to know more, and those who know nothing and would like to know more. This is the target group for increasing engagement. This means making the information that we distribute, accessible and shareable content so that those who are already connected to Environment Canterbury feel able to on-distribute it.

It was agreed that we were not working to 'convince everyone to like us' but we are working to ensure those who want to participate are able to through access to easy to consume information (regardless of the medium used to distribute it), feeling enabled to contribute, and trusting the organisation.

The group discussed next steps in terms of hearing from the staff working on the Te Rangahau engagement project, and contributing to the outputs of that project, before using the project outputs to frame the Long-Term Plan engagement conversations with the community.

Workshop of 10 August 2020

Attendees: Crs Marshall (Chair), Clearwater, Southworth and Apanui, plus Director of Strategy & Planning and Director of Communications & Engagement.

At the first of the two workshops, the Working Group heard from the Te Rangahau project, in particular regarding the process undertaken by the engagement practitioners to tackle the identified challenge of: to understand how Environment Canterbury undertakes community engagement in order to understand where improvements can be made.

The Te Rangahau group of practitioners identified the following three initiatives:

- Develop a community conversation framework: to provide a consistent experience and language that effectively meets the needs of the organisation and the community.

TABLE OF ACTIONS AND NOTES FOR PUBLIC VISIBILITY WORKING GROUP: as at 18 August 2020

- Develop an engagement hub: to empower staff (and councillors) to engage confidently and effectively by providing tools that are clear, flexible, and fit-for-purpose.
- Form an engagement leaders' network: to ensure we have a common understanding, across the entire organisation, of the purpose, role and value of effective engagement.

Noting that the second and third bullet point above are now projects being taken into the organisation to develop further, the group spent some time looking at the Community Conversation Framework and how it can be applied in different scenarios, testing whether it would work.

See overleaf for the draft Community Conversation Framework. This will be explained to Council and staff over the coming weeks.

TABLE OF ACTIONS AND NOTES FOR PUBLIC VISIBILITY WORKING GROUP: as at 18 August 2020



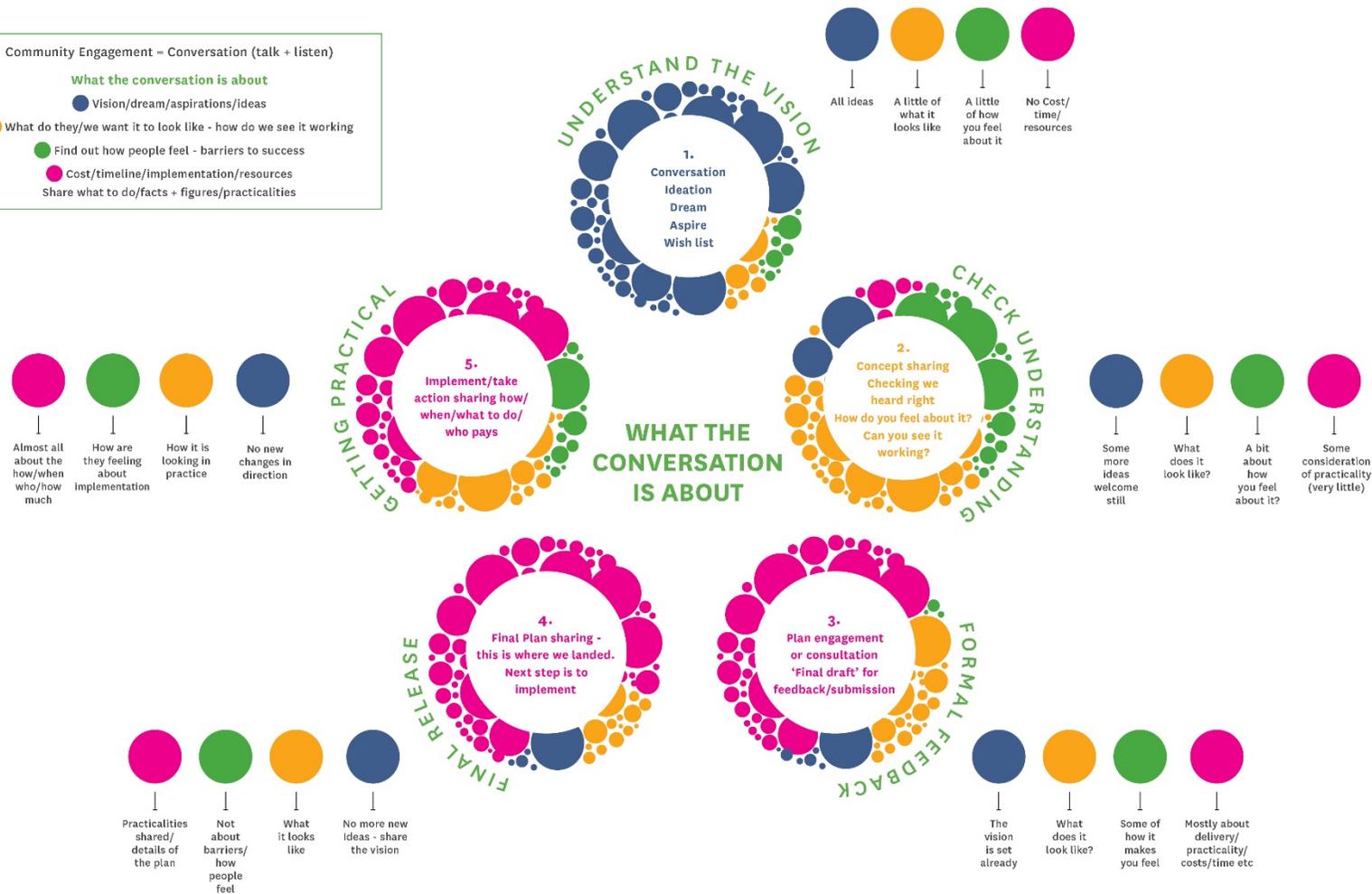
COMMUNITY CONVERSATION FRAMEWORK

Community Engagement = Conversation (talk + listen)

What the conversation is about

- Vision/dream/aspirations/ideas
- What do they/we want it to look like - how do we see it working
- Find out how people feel - barriers to success
- Cost/timeline/implementation/resources

Share what to do/facts + figures/practicalities



EX20/8003

TABLE OF ACTIONS AND NOTES FOR PUBLIC VISIBILITY WORKING GROUP: as at 18 August 2020

Workshop of 17 August 2020

Attendees: Crs Marshall (Chair) and Southworth, plus Director of Strategy & Planning and Director of Communications & Engagement.

The Working Group recapped the information from the previous session on the Community Conversation Framework and other tools, and then focused on identifying the key components of the conversations to be held with the community in the lead up to the Long-Term Plan under the transformational opportunity of 'Build Community Engagement and Action'.

This information will inform the discussion with the full Council regarding the type of conversation under each of the five transformational opportunities in the strategic direction, to develop the key questions that council wants to have answered by the community in the development of the Long-Term Plan 2021-31. Information gathered during these community conversations will be used to help develop the parts of the LTP that are outside the mandated work of the council, to gauge the community's aspirations in the five transformational areas identified by the Council.

Actions

Issue/action/matter	Implementation Date	Consideration for next working group discussion	Actions for Councillors (who)	[Councillor Lead] Actions for staff (who)	Date Completed
Agree frequency and duration of Working Group Discussions	6 May 2020	Is frequency working	Work with Governance Team to set up regular meetings (NM)	Schedule discussions in diaries once guidance provided (Governance Team)	Mtgs remain ad hoc due to workshops

TABLE OF ACTIONS AND NOTES FOR PUBLIC VISIBILITY WORKING GROUP: as at 18 August 2020

Consider a complex issue and work through what materials etc would be useful to Councillors to engage with the community on that topic	Meeting #2	Work through an issue like water bottling to determine where there are gaps in our current information and how to reach people via Councillors	Provide notes for discussion by Working Group before next meeting (TBJ)	NM lead	6 May (NM)
Share Elizabeth Hughes' research on relevance of councils	18 May	https://localgovernmentmag.co.nz/who-cares-about-local-government-asks-elizabeth-hughes/	Note the research	TBJ to share research	
Share Buzz Channel community research 2019	18 May		Note the research and opportunities for engagement	TBJ to share research	
Circulate Significance & Engagement Policy	18 May		Note the policy and that it is up for review as part of the LTP	TBJ to circulate policy	6 May
Share Research First research on stakeholders	18 May	Research First presenting to Council 20 August 2020	Note the research	TBJ to share	
Ideate on the 'challenges' from the Engagement Framework project	Meeting # X		Work through the two channels to inform the	TBJ to share the challenges in first instance	6 May (sent)

TABLE OF ACTIONS AND NOTES FOR PUBLIC VISIBILITY WORKING GROUP: as at 18 August 2020

			Engagement Framework		Workshops held early August
Prepare notes from workshops for LTP discussion with full Council	2 September			TBJ to prepare notes	