

Rutland County Council – 50 Year Vision for Rutland

Communications and Consultation Strategy

Background

The national population is growing and that growth will inevitably affect Rutland.

The county has grown and evolved over the past 50 years and the Council is keen to put in place some high level principles to guide and support growth and our community over the next 50 years.

This document details the communications approach that will be taken to support the process for identifying those future principles with the support of residents and Rutland's key stakeholders.

Objectives

To develop a high level document that outlines Rutland's vision for 2069 in terms of the **people** who live in the county, the physical look of the area – **place** – and the **resources** available in terms of public and private services.

Communication objectives

1. To create understanding amongst key stakeholders and Rutland's residents of the process and timescales for developing the 50 Year Vision
2. To engage a cross section of Rutland's population (5% of each key demographic) in the Vision setting process to gain their views and input
3. To engage key stakeholders in the vision setting process to gain their views and input
4. To launch the 50 Year Vision to stakeholders and residents

Audiences

- 1) Residents of Rutland aged 10+
- 2) Public service providers in Rutland
- 3) Elected members

Strategy

For the 50 Year Vision to be bought into and supported by stakeholders and residents it is important that we make it as easy as possible to understand its focus and inform its development.

This communications plan will therefore be broken down into four key phases:

1) **Awareness raising:** This phase will commence in November and will focus on formally informing elected members, residents and stakeholders that we are developing a 50 Year Vision and creating awareness that the process is going to cabinet on 19th November. This will be done through issuing a press release to the local media, publishing the press release on the website and sharing through social channels, providing information through Cllr Hemsley's article in the Rutland Times and offering Cllr Hemsley for interview on Rutland Radio.

Cabinet will be provided regular updates as part of formal and informal Cabinet briefings.

Scrutiny will be offered the opportunity to scrutinise at key stages.

Remaining elected members will be updated through being provided press release and through regular briefing notes.

Messages will detail the aim of the Vision and the process and timescales for developing it.

2) **Consultation:** Engagement will run from February to March and will consist of four strands:

- 1) Elected members
- 2) Stakeholder engagement
- 3) Resident engagement
- 4) Staff engagement

Elected members

A workshop will be held for all elected members to provide their thoughts and views.

The event will also be used to demonstrate to residents that progress is being made. A press release will be issued post-event and elected members will be encouraged to share their experience of the day through social media using the hashtag of #RutlandVision.

Stakeholder engagement

Stakeholders will be invited to workshops by Councillor Hemsley through a personal letter, which will outline what we are aiming to achieve and the value of their engagement in the process.

Like the elected member event, the stakeholder engagement event will provide another opportunity to demonstrate to residents that the process is underway through the issuing of a pre-event and post event press release, with images, and using a shared hashtag #RutlandVision on the day.

Resident engagement

This strand of activity will involve:

- 1) Children in the final year of primary school will be offered the chance to develop their vision of Rutland to win an iPad through a creative competition. They will be asked to show what they think Rutland of 2069 will look like either through drawing or through writing a story or poem.
- 2) Young people in secondary school will be asked to provide their views through their democracy/British Values classes. They too will be given the opportunity to win an iPad through a creative competition.
- 3) Our participation team will work with schools and through Jules House to hold workshops with young people to capture their thoughts and views.
- 4) The local media will be engaged to be champions of the 50 year vision. Advertising will be purchased in both the Rutland Times and through Rutland Radio.
- 5) Direct mail to every household and business in Rutland providing a written form for them to input into and signposting to the online survey.
- 6) Roadshow events in each village led by the Leader and Deputy Leader
- 7) Exhibitions in libraries
- 8) Pop up listening booth at large events and town markets, including a graffiti wall for young people to engage with
- 9) Promotion of the consultation through press and social media, including adverts.

Staff engagement

Rutland County Council staff will also be engaged through a staff briefing, articles in One Council and having a stand in the staff entrance area where they can submit their thoughts and views.

3) **Post consultation feedback:**

Once the consultation phase is complete and the views have been shaped into the vision. The draft vision will then be presented back to elected members, residents and stakeholders for final thoughts and views through:

- 1) Reengagement with schools
- 2) Press and media
- 3) Letter to all stakeholders who attended the workshop
- 4) Articles in One Council and through staff screens

Messages will present the draft vision and request final thoughts through an online survey and comments can be posted to the Council.

4) **Launch**

The Vision will be launched at an event to be held at Rutland County Museum, where children's creative work will be exhibited and the winner of the competition will be announced.

Photos of the consultation process will be exhibited and the press will be invited to the event.

Monitoring and evaluation

Action	Awareness	Feedback
Number of stakeholders/elected members at the events	Press coverage	Comments to Cllrs at engagement events
Number of children entering their creative works	Likes on social media	Number of people who provide comments on the vision
Attendance at events	Shares on social media	Letters to editors
Number of people engaged with (and their demographic split)		Letters to Cllrs/officers