

Community Engagement and Communications Plan - Borough Priorities/Budget Consultation

Aims and Objectives

The purpose of this community engagement and communications plan is to:

- Share and amplify the new, proposed strategic ambitions
- Provide information on the council's budget situation, current pressures and draft priorities
- Receive feedback on our ambitions and the council's budget pressures
- Understand and align our ambitions with stakeholder, partner and resident priorities
- Understand if anything is missing in the draft priorities and draft budget
- Gather insights from residents, partners and stakeholders to refine the final draft priorities and draft budget.

Audience

The key audience groups we seek to reach and engage with include the following:

- Residents
- Community leads e.g. BHM Community Champions, BCAP steering group, mutual aid groups
- Community organisations / groups / partners
- Local media
- Members
- Internal staff
- West London Business (a non-profit business membership organisation)
- The Federation of Small Businesses
- Town centre business associations
- Brent Business Board

Strategy and methodology

A range of communications and engagement methods will be used to capture the views/ideas of residents.

Community engagement methods

The engagement methods will include the following:

Draft Borough Plan consultation

- Partnership events
- Online Brent Connects sessions
- A questionnaire on the Citizen Lab platform – widely circulated through the voluntary sector
- Drop-in sessions at Libraries and Community Hubs
- Face-to-face meetings organised through key community organisations (CVS Brent and Young Brent Foundation (YBF))
- Targeted focus groups with specific groups (Brazilian Community, Eastern European community etc).

Draft Budget consultation

- Partnership events
- Online Brent Connects sessions
- A questionnaire on the Citizen Lab platform – widely circulated through the voluntary sector.

Communication channels

The communication channels we will use to reach our desired audiences will include the following:

Draft Borough Plan consultation

- News story on the council website

- Press release
- Social media, including Twitter, Facebook and Instagram
- Your Brent e-Newsletter copy and dedicated Leader's intro
- Business and libraries e-Newsletter copy
- Yammer and weekly round-up
- Members Information Bulletin
- Social media headers
- JCDecaux print and digital boards
- Your Brent magazine advert
- e-Signature
- Atrium screens
- Library screens

Draft Budget consultation

- News story on the council website
- Press release
- Social media, including Twitter, Facebook and Instagram
- Your Brent e-Newsletter copy and dedicated Leader's intro
- Business and libraries e-Newsletter copy
- Yammer and weekly round-up
- Members Information Bulletin

Implementation

The draft Borough Plan and Budget consultations will adopt slightly different but overlapping timelines. This difference are due to when the respective documents were available in the public domain:

- Draft Borough Plan: 31 October 2022 – 10 January 2023
- Budget: 15 November – 31 January 2023

The table below sets out the identified engagement groups and the specific methodology that will be applied:

Community Engagement Activity	Forms of Engagement	Details	Focus
Partnership events	Two large partnership events with organisations (e.g. Police, Health, VCS, Businesses) across Brent With workshop style discussions around the Borough Plan	The events will take place during December and January (final dates to be confirmed), with one online and the other in-person. The events will seek to: <ul style="list-style-type: none"> • Share the draft Borough Plan • Have an open and honest dialogue with partners about our reflective priorities • Capture suggestions and ideas around shaping the draft Borough Plan, including around how we can work better in partnership 	Borough Plan
Drop-in sessions	Access to online survey paper questionnaires comment cards	The drop-in sessions will take place between October 2022 – January 2023. The Community Engagement team will hold drop in sessions in the following Libraries (provisional dates and locations): <ul style="list-style-type: none"> • Willesden Library, 8 December 2022, 11am-1pm 	Borough Plan

		<ul style="list-style-type: none"> • Harlesden Library, 2 November 2022, 5-7pm • Kilburn Library, 8 November 2022, 11am-1pm <p>The Community Engagement team will also hold drop-in session at the following Brent Hubs:</p> <ul style="list-style-type: none"> • Kingsbury Hub, 15 December 2022, 12-5pm • Wembley Hub, 23 November 2022, 3-5pm 	
Online survey		The online survey will take place between October 2022- January 2023 an online survey will be available for any one who lives and works in Brent.	Borough and Budget Plan
Focus groups		<p>Focus groups will take place between November 2022- December 2022 virtually via Zoom (final dates to follow)</p> <p>The Community Engagement team will hold focus groups that target the following communities:</p> <ul style="list-style-type: none"> • Asian • Black (via Community Reference Group meeting) • Somalian • Eastern European • Brazilian 	Borough Plan
Brent Connects Meetings	All Brent Connects areas will receive a presentation on the Borough Plan and Budget followed by a short Q and A will follow with residents directed to participate in the online survey.	<p>Brent Connects Meeting will take place virtually across the five Brent Connects areas on the following dates:</p> <p>Draft Borough Plan – Brent Connect sessions</p> <ul style="list-style-type: none"> • Harlesden, 31 October 2022, 6-8pm • Kilburn, 4 November 2022, 6-8pm • Kingsbury & Kenton, 10 November 2022, 6-8pm • Willesden, 15 November 2022, 6-8pm • Wembley, 17 November 2022, 6-8pm <p>Draft Budget Plan – Brent Connect sessions</p> <ul style="list-style-type: none"> • Harlesden, 9 January 2023, 6-8pm • Kilburn, 10 January 2022, 6-8pm • Kingsbury & Kenton, 11 January 2023, 6-8pm 	
Additional Forums	A short presentation on Borough Plan and the Budget followed by a short Q and A – with residents directed to	<p>Additional Forum meeting will occur virtually and in-person during November 2022 – January 2022</p> <p>We will seek to attend the following:</p> <ul style="list-style-type: none"> • Community Reference Group 	Borough Plan

	participate in the online survey.	<ul style="list-style-type: none"> • Pensioners Forum • Disability Forum • Multi-Faith Forum • Borough of Sanctuary • Brent Youth Parliament (BYP) 	
Internal lunchtime sessions	A short presentation on Borough Plan and the Budget followed by a short Q and A – with staff directed to participate in the online survey.	Internal Lunch time sessions will take place in November and January	Borough Plan

The table below sets out the implementation of the communications activity:

Approximate dates	Communication channel
Draft Borough Plan consultation	
31 October	News story live on council website and press release issued to local media contacts
31 October	Resident e-News special with dedicated Leader's intro
31 October	Yammer post
31 October – 10 January	Social media content scheduled across Facebook, Instagram and Twitter
31 October – 10 January	Atrium screens live
3 November	Item in weekly round-up
4 November	Item in Members Information Bulletin
November	Item in resident / business / libraries e-News
19 December – 16 January	JCDecaux print and digital boards live
19 December – 2 January	Social media headers live
19 December – 2 January	e-Signature live
19 December – 2 January	Library screens live
December	Item in resident / business / libraries e-News
December	Item in Your Brent magazine
December	Yammer and item in weekly round-up
January	Item in resident / business / libraries e-News
January	Yammer and item in weekly round-up
January	Item in Members Information Bulletin

Draft Budget consultation	
15 November	News story live on council website and press release issued to local media contacts
15 November	Resident e-News special with dedicated Leader's intro
15 November	Yammer post
15 November – 31 January	Social media content scheduled across Facebook, Instagram and Twitter
15 November – 31 January	Atrium screens live
17 November	Item in weekly round-up
18 November	Item in Members Information Bulletin
November	Item in resident / business / libraries e-News
19 December – 16 January	JCDecaux print and digital boards live
19 December – 2 January	Social media headers live
19 December – 2 January	e-Signature live
19 December – 2 January	Library screens live
December	Item in resident / business / libraries e-News
December	Item in Your Brent magazine
December	Yammer and item in weekly round-up
January	Item in resident / business / libraries e-News
January	Yammer and item in weekly round-up
January	Item in Members Information Bulletin