

# Communications & Engagement Strategy

**Connecting County Council Elected Members with  
local communities for improved outcomes  
on environment and transport matters**

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Strategy narrative & action plan presented and/or circulated to

- Departmental Management Team (DMT)
- Members Highways & Transport Communications Panel
- Transformation Unit
- Heads of Service, E&T
- Friendly Communities Corporate Advisory Group

Reasons for strategy

Opportunity to take stock re. E&T Dept's support to

- Elected Members
- Communities (Parish Councils; Parish Meetings; Town Councils)
- Identify outcomes in changing circumstances
  - acceptable
  - achievable
  - adaptive

## Five broad outcomes

1. More effective support from E&T Dept to Elected Members and communities engaging on environment and transport issues
2. Targeted support for Elected Members engaging with communities on environment and transport issues
3. Targeted support for communities engaging with LCC on environment and transport issues
4. Improved consistency, reliability and transparency in processing enquiries
5. Increased involvement of communities in management of local environment

Core elements underpinning action plan

- **Consistency:** all participants in enquiries process treated fairly and equitably
- **Efficiency:** all responses to enquiries carried out to highest possible standard inc. means to measure customer satisfaction via social engagement software currently used by LCC (e.g. Social Pinpoint)
- **Transparency:** Providing clear responses – and reasons behind them – as well as keeping enquirers regularly updated on progress of enquiry to completion

Strategy narrative & action plan aligns with LCC corporate initiatives (inc. but not limited to)

- LCC Strategic Plan
- Our Communities Approach 2022-26
- Leicestershire Climate and Nature Pact
- Health in All Policies
- Strategic Change Portfolio

## Deliverables, 2023–24

- Parish Pilot
- A roads to Zebras
- Parish briefings
- Information for parish councils and communities
- Parish Clerk Operational Meetings
- Enhanced use of social media
- Consolidating relations with LRALC & SLCC
- Develop implementation plan for each action
- Annual parish councils liaison event
- Social Value
- Quick wins: restoring (some) lapsed practices to "business as usual"