



# Ryedale Strategic Partnership Community Engagement Plan

## Introduction

Community engagement is about the Ryedale Strategic Partnership working together with local people to address issues that affect them and where they live. It is about the way that we communicate with, understand and involve our community; putting people at the heart of our activities.

## What do we mean?

The term 'community engagement' includes a range of different activities. We recognise three key levels of involvement:

- **informing people:** providing information and raising awareness of local issues and initiatives.
- **consulting people:** seeking the views of the community, for example on a plan, service or issue, to inform our future decisions.
- **involving people:** involving people more actively in decision-making processes and giving them a greater role in shaping plans and documents, for example in identifying priorities or actions.

## Our vision

Our vision is to provide real opportunities for people who live, work and visit Ryedale to be involved, if they want to be, in issues and decisions that affect them by using approaches that are proactive, inclusive and appropriate.

## Our principles

We expect community engagement to:

- Be appropriate, relevant and timely
- Promote a positive approach
- Be genuine and realistic
- Be proactive and innovative
- Promote ongoing involvement
- Be accessible for everyone
- Be clear and concise
- Build on existing strengths

## Our Aims

To improve our approach in the immediate future we aim to focus on the following:

- Seeking to involve all of our communities in the decisions that affect them;
- Seeking to involve all of our communities and to meet the needs of specific groups (focusing particularly on rural communities);
- Improving communication and combining the efforts of our member organisations and
- Learning from experience.

## Our Engagement **Aims** and **Objectives**

<b>Aim 1</b>	<b>To involve all of our communities in the decisions that affect them</b>
Objective 1	By providing the opportunity for people to influence the design and delivery of the services that impact on their quality of life through effective Community Engagement
<b>Aim 2</b>	<b>To meet the needs of specific groups (focusing particularly on rural communities)</b>
Objective 2	By selecting the most appropriate consultation method and ensuring that adequate resources are available.
<b>Aim 3</b>	<b>To improve communication and combine the efforts of our member organisations</b>
Objective 3	By having a strong brand identity for the RSP, with standards for accessible communications, to include the outcome of consultations
<b>Aim 4</b>	<b>To learn from our experience</b>
Objective 4	By developing an effective approach to evaluating our community engagement activities.

## We have already:

- Adopted a revised Constitution for the Ryedale Strategic Partnership
- Linked the Local Development Framework – Statement of Community Involvement - with the RSP Framework for Community Engagement.
- Published guidance on Community Engagement on [www.ryedale.gov.uk](http://www.ryedale.gov.uk)
- Ensured that opportunities for engaging with communities are available to all the partners of the RSP
- Participated fully in the North Yorkshire Improvement Partnership community leadership learning programme:
  - Action learning set for Ryedale
  - 2 x Cross cutting learning sets
 resulting in the sharing of our experiences of community engagement activity and the publication of the report ‘Strengthening the Links Between Community Engagement and Local Democracy’ available at [www.imagine-ryedale.org.uk](http://www.imagine-ryedale.org.uk)

## And we propose to:

Ref.	We will...	Lead by	Partners	When?	Progress	Links to Plans
<b>Aim 1</b>						
<b>To involve all of our communities in the decisions that affect them</b>						
<b>Objective 1</b>						
By providing the opportunity for people to influence the design and delivery of the services that impact on their quality of life through effective Community Engagement						
<b>CEP 01</b>	Work in partnership with Ryedale Voluntary Action to involve the voluntary and community sectors in the work of the RSP	CPO	H of T	Annual Programme		
<b>CEP 04</b>	Develop web based community forums in partnership with NYCC, building upon the strong relationship with the parishes.	CPO	NYCC	December 2009		NYSP Community Engagement Framework
<b>Aim 2</b>						
<b>To meet the needs of specific groups (focusing particularly on rural communities)</b>						
<b>Objective 2</b>						
By selecting the most appropriate consultation method and ensuring that adequate resources are available.						
<b>CEP 05</b>	Develop a programme of focus groups with residents from the following harder to reach or seldom heard communities : Disabled, Black and Minority Ethnic, Lesbian Gay Bisexual Transgender, Older People, Gender, Religion and Belief, Young People	CPO	HofT	Annually in April and September		Imagine Ryedale... Equalities Scheme
<b>CEP 06</b>	To actively support the development of parish plans in the communities of Ryedale with the vision of achieving ‘A Plan for Every Parish’	Maggie Farey, RAY	Parishes CPO	Ongoing		Parish Plans

<b>Aim 3</b>						
<b>To improve communication and combine the efforts of our member organisations</b>						
Objective 3						
By having a strong brand identity for the RSP, with standards for accessible communications, to include the outcome of consultations						
<b>CEP 02</b>	Adopt the North Yorkshire Strategic Partnership framework for community engagement	RSP Board		Following adoption by the NYSP		
<b>CEP 03</b>	Develop a joint database of parish plans with NYCC & partners	CPO	NYCC	Autumn 2009		NYSP Community Engagement Framework
<b>CEP 07</b>	Identify annually the key messages to be delivered to the community by the RSP, and present these to the wider partnership annually in February.	Chair of RSP		Annually in February		Ryedale LAA Imagine Ryedale
<b>Aim 4</b>						
<b>To learn from our experience</b>						
Objective 4						
By developing an effective approach to evaluating our community engagement activities.						
<b>CEP 08</b>	Training for members of the partnership in planning, delivering and evaluating effective community engagement, in line with the Ryedale Community Engagement Guidance	CPO		June 2009		Partners' community engagement strategies
<b>CEP 09</b>	Train partners in effective communications for the partnership including partnership branding, website.	CPO		September 2009		
<b>CEP 10</b>	Develop a media plan for the RSP linking to forward plan for Ryedale News, and local newsletters.	CPO	Media Relations Officers	April 2009 then annually		Partners Media Plans
<b>CEP 11</b>	Establish standards for communication <ul style="list-style-type: none"> <li>• Plain English commitment</li> <li>• Publish branding manual</li> </ul>	CPO	T Team	September 2009		
<b>CEP 12</b>	Develop annual consultation programme linked to RSP Business planning cycle <ul style="list-style-type: none"> <li>• Publish an annual programme of community engagement activity on <a href="http://www.imagine-ryedale.org.uk">www.imagine-ryedale.org.uk</a> and review every quarter</li> <li>• Publish results of involvement activity</li> <li>• Web-links to toolkits and current consultations and evaluation findings</li> </ul>	Jo	ITeam	Ongoing		

## Performance Measures

Ref	Measures	2009/10	2010/11	2011/12	2012/13	Link to other targets
CE.01	% of residents who feel they can influence decisions	+1%	+1%	+1%	+1%	NI 4
CE.02	Voter turnout at local election					NI 3
CE.03	% of residents who are satisfied with their local area as a place to live?	+5%	+5%	+5%	+5%	NI 5
CE.04	% of residents who feel that their local area is a place where people from different backgrounds can get on well together.	+1%	+1%	+1%	+1%	NI 1
CE.05	The number of parish plans completed	+4	+4	+4	+4	LIP4

### Links:

- North Yorkshire Compact
- North Yorkshire Strategic Partnership Community Engagement Strategy

### Annual Programme:

- Wider Partnership Conference annually in February
- Meet with members of disadvantaged groups at least twice a year in April and September
- Work in partnership with RVA to involve the voluntary and community sectors in the work of the RSP
- Support the work of Ryedale Together
- Support 'A Plan for Every Parish'