

# CHILD POVERTY

Engagement, consultation and communications plan

Appendix 3



## I. INTRODUCTION

1.1 Involving and consulting with the community is key to preparing and delivering an effective Child Poverty Strategy and Action Plan.

## 2. AIMS AND OBJECTIVES

2.1 This communications and consultation plan sets out the approach for consulting and engaging key stakeholders in the development and delivery of the Strategy and Action Plan.

2.2 The key aims of the consultation will be to:

- Raise the profile of child poverty in the city through effective communication and engagement, thereby ensuring our approach to tackling child poverty is publicised, open and transparent.
- Ensure that the views of key stakeholders, including members of the public are taken into account as part of the developing the Child Poverty Strategy and Action Plan.
- Ensure buy-in from key stakeholders and local communities to enable delivery of the Child Poverty Strategy and accompanying Action Plan.

2.3 To achieve these aims, the consultation will:

- Work with Elected Members and key stakeholders to agree the strategic vision and objectives for the Child Poverty Strategy.
- Develop a detailed child poverty action plan based on full involvement and input from the local community and other key stakeholders.
- Manage consultation resources efficiently by targeting the engagement activities at the right people, at the right time and where their comments will be most helpful.
- Ensure that a wide range of people have the opportunity to get involved and are able to put forward their views and that these views are incorporated in so far as is practical and appropriate to do so.
- Ensure that the consultation and community engagement activities and materials are fully accessible.
- Ensure that feedback is provided in an effective way to those who participated.

### **3. OUTCOMES**

3.1 It is intended that the communication and consultation with all stakeholders will bring about the following:

- A local Child Poverty Strategy and Action Plan which sets out the measures that contributing partners will undertake as part of a coordinated approach to reduce and mitigate the causes and effects of child poverty.
- A local Child Poverty Strategy and Action Plan which is widely supported by all stakeholders as the city's approach to tackle this issue.
- Acknowledgement and reinforcement of existing and upcoming plans and activities that address Child Poverty as part of the overall Action Plan.
- Identification of gaps in service provision and/or areas of underperformance along with measures to address these.
- A wide understanding of what Child Poverty is, how it affects families and what its causal factors are.

### **4. KEY STAKEHOLDERS**

4.1 A full and inclusive consultation will take place throughout December 2012 and January 2013. In order to achieve the outcomes highlighted above a wide range of stakeholders will be invited to take part in the consultation exercise; a detailed list of stakeholders has been identified. This list overleaf provides an overview of these key stakeholder groups:

Stakeholder/Organisation	Interest
Plymouth City Council – CMT/SMT	Strategic leads in delivery of parts of the Strategy
Plymouth City Council – Identified officers	<ul style="list-style-type: none"> <li>• Past involvement or respondents to development of the Needs Assessment or the kick start.</li> <li>• Potential involvement in delivery of parts of the Strategy or Action Plan.</li> </ul>
Members	Democratically elected representatives of the city and its wards
MPs	Democratically elected representatives of city's constituencies
Strategic Partnerships: <ul style="list-style-type: none"> <li>• Children's Trust Executive</li> <li>• Safe and Strong / Community Safety Partnership</li> <li>• Culture Board</li> <li>• Growth Board</li> <li>• Health &amp; Wellbeing Board</li> <li>• Plymouth Better Together</li> <li>• Plymouth Safeguarding Children's Board</li> <li>• Regional partnerships e.g. Local Economic Partnership</li> </ul>	While some of these partnership groups have a greater interest than others in child poverty. Child poverty is a cross-cutting issue where all partners should be involved and have the opportunity to influence the strategy and action plan
Voluntary & Community Sector; including CAB, debt advice, credit unions	Organisations and groups based locally in the community and who work directly with families or individuals affected by child poverty and other issues that lead to child poverty.
Educational establishments and organisations; head teachers, schools, early years settings	Working with children and young people to support their educational needs
Social care support and advice organisations	Working with families including those affected by child poverty
Housing associations	Provide housing, support and advice to families and individuals in greatest need
Youth Parliament/Council	Local voice for young people in how services are delivered
Health	Families affected by child poverty often have the greatest health needs
Police, Probation & Fire & Rescue Service	Community Safety, youth offending and diversionary youth activity
Business and employment; private sector, Jobcentre Plus, Careers South West	Larger sized employers within the city along with business support, apprenticeships, employment support and business start-ups can all factor in work to address child poverty.
Utility companies	Families affected by child poverty may often struggle to pay bills such as utility bills. Support or advice from utility companies may ease the

	burden.
Faith and other hard to reach groups	Part of the community support network and community hubs.
Armed forces / community covenant	A key employer and part of the city's heritage.
PCC staff in general	PCC not included in the list of those officers specifically invited to comment will still be able to comment on the strategy. Officers delivering front line services will likely have views about the Strategy and its approach.
Public	Child poverty is everyone's business. All members of the public are invited to comment about the Strategy.

## 5. HOW WE WILL CONSULT

- 5.1 To ensure that the consultation is as wide and inclusive as possible a variety of methods and media will be used to capture stakeholder viewpoints and their contribution to addressing child poverty.
- 5.2 The consultation will seek to obtain views and opinions about the emerging priorities and outcomes i.e. are they fit for purpose, what is missing, what needs to be changed, are they realistic and achievable? It will also ask contributing partners and organisations to state what actions and activities they will be undertaking to address child poverty.
- 5.3 For the wider public, their opinions are also sought on whether the proposed Strategy will make a difference to those most at risk from child poverty.
- 5.4 To enable this, we will use a number of methods for the public and partners to feedback their comments and contribute their views. These include:
- Online consultation: setting up a form which all stakeholders can complete online with their comments on the Strategy and Action Plan sat alongside the ability to join a Child Poverty Forum.
  - Child Poverty inbox: as an alternative to the online portal, respondents may choose to submit their comments and supporting activities via email
  - Letter: not all stakeholders will have access to a pc or the internet, therefore comments may be sent via letter to the PPP office within the Chief Executive's department.
  - Social Media: including Twitter and Facebook.

## **6. COMMUNICATION AND FEEDBACK**

- 6.1 The online consultation and dedicated webpage will be the primary tool for consultation, communication and feeding back information and progress to stakeholders throughout the development of the strategy and action plan.
- 6.2 To publicise the consultation and raise awareness of how to take part, it is intended to do the following within the resources available and timescales:
- Letter/email – inviting identified stakeholders to take part in the consultation. This group will include those people and organisations that have already fed their comments into the development of the needs assessment or attended the kick start launch. They will also include officers and leads who will have a strategic or operational role in activities which will help to address child poverty. They will be invited to provide their views on the draft Strategy and their organisations contribution to the Action Plan.
  - Attendance at identified partnership meetings – informing those partnerships about the consultation and inviting their members to take part.
  - Press releases – to inform the wider public about the consultation and inviting them to take part. This will include local newspapers as well as our pages on Twitter and Facebook to inform the wider public about the consultation and inviting them to take part.
  - Direct engagement with the public (face to face)
  - Displays/exhibitions – set up in Civic offices and public settings – to inform the wider public about the consultation and inviting them to take part.
  - PCC website/Staffroom/Schoolroom – to inform all PCC staff and the wider public about the consultation and inviting them to take part.
  - Posters/leaflets – distributed to Civic offices, libraries, housing offices – to inform the wider public about the consultation and inviting them to take part.
  - Newsletter articles – public, health, schools, voluntary and community sector journals may be used to insert articles promoting the consultation and inviting readers to take part.
  - Neighbourhood meetings – information including posters and leaflets will be shared with NLOs whose neighbourhood meetings coincide with the consultation period. This can be shared with attendees of the meeting to encourage them to take part.
  - Schools/nurseries/governors/head teacher associations – information will be sent to key contacts to distribute on our behalf to all schools, nurseries and educational establishments.
  - Voluntary and community sector – information will be sent to key contacts to distribute to voluntary and community groups on our behalf.
- 6.3 Consistent branding will be used throughout the consultation and the eventual strategy in order to provide a consistent message.

## 7. KEY MILESTONES

Milestone	Date
Draft strategy to Cabinet to initiate consultation	11 <sup>th</sup> December 2012
Launch of consultation	12 <sup>th</sup> December 2012
Consultation deadline reminder	14 <sup>th</sup> January 2013
Final strategy and action plan to Cabinet	2 <sup>nd</sup> April 2013
Final strategy and action plan to Full Council	22 <sup>nd</sup> April 2013

## 8. RISK MANAGEMENT

Risk Description	Likelihood	Impact	Risk Rating	Mitigation
Low response by stakeholders to consultation	3	5	15	Use wide variety of methods to consult with stakeholders. Allow time in the plan for frequent reminders / additional consultation events to be carried out.
Negative response to Strategy by press which could bias stakeholder response	3	4	12	Manage media relations to ensure a positive message is promoted.
Negative response to Strategy by stakeholders	3	3	9	Key stakeholders have already been involved in the development of the needs assessment.

## 9. EQUALITY IMPACT ASSESSMENT

9.1 An Equality Impact Assessment will also be carried out to identify if the strategy or action plan will have any negative impact on any of the protected characteristics, if this is found to be the case then further work will need to be carried out to mitigate as far as possible the issues identified. The assessment will take place once the documents have been published for public consultation.