

HEAVENLY

NEATH PORT TALBOT RECOVER RESET RENEW

INITIAL THOUGHTS AND CONSIDERATIONS

June 2021

What do you want to find out?

In the words of the CEO

- Have we properly understood the impact of covid on our communities?
- What matters to people today and what matters for the future?
- How can we continue the spirit of collaboration that has developed through the pandemic?

This is about having a conversation to reset the council's relationship with our communities.

This is a chance to pause to reflect and to listen.

We want people to shape things. To be involved at an early stage.

The Importance of Community

- Community is a central pillar of the NPT place brand.

Community behaviors:

- **Share** new ideas, lessons learned, insights, and practical suggestions.
- **Innovate** through brainstorming, building on each other's ideas,
- **Collaborate** through threaded discussions, conversations, and interactions.
- **Learn** from other members of the community;
- **Contribute** by volunteering and getting involved.
- **Set example** by setting standards, shaping behaviours..

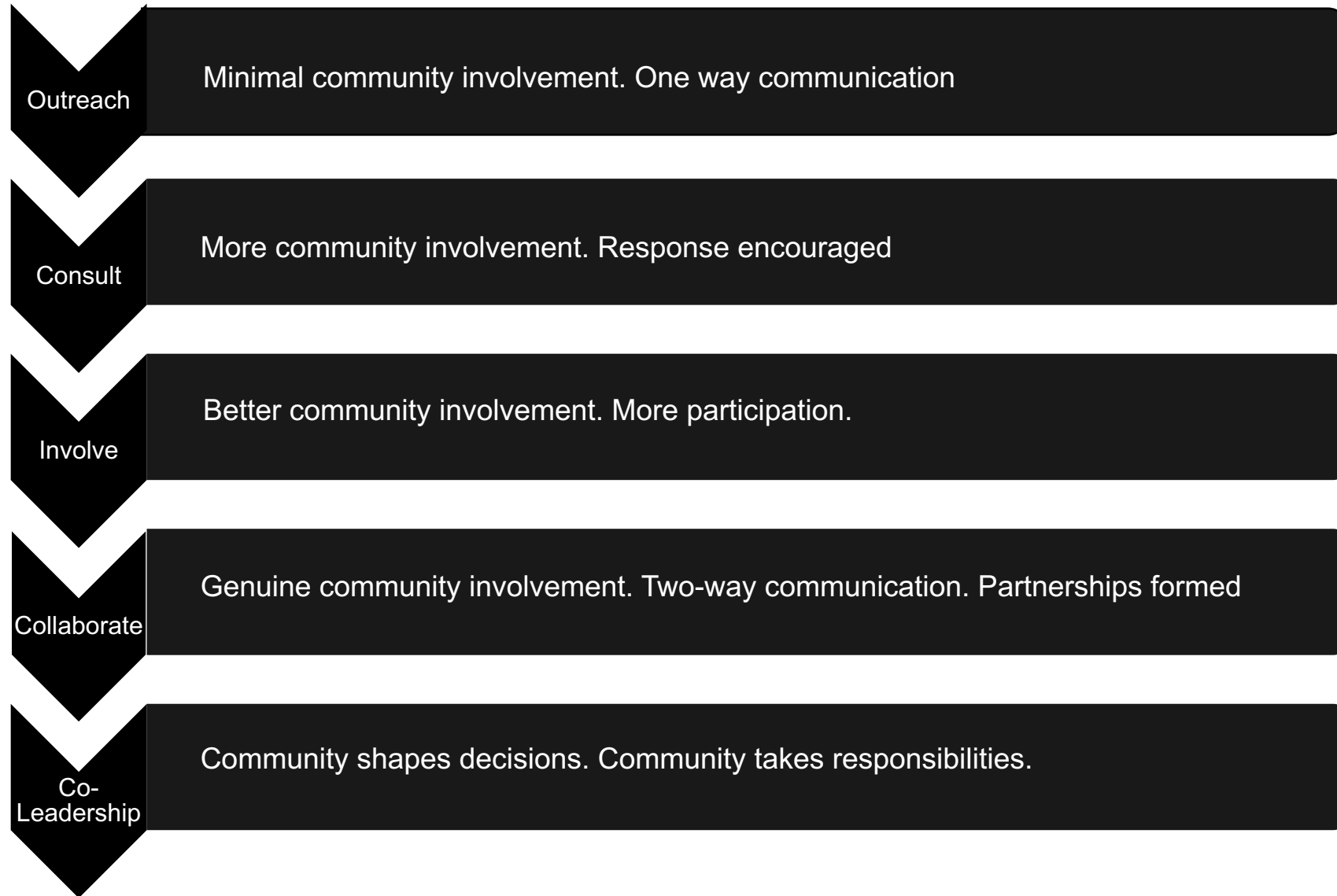


Has COVID-19 changed the way communities behave?

Local Government Association – Research by Britain Thinks

- Perceptions of local areas and feelings of belonging are driven by long-standing factors. For most, these remain unchanged by the pandemic which has instead typically reinforced existing views.
- The behaviours that have most universally changed as a result of the pandemic are those directly connected to Government restrictions. A strong desire to 'get back to normal' means that many do not want these behaviours to 'stick' in the future and the idea of the pandemic as an opportunity to do things differently is therefore not intuitive.
- Beyond this, behaviour change in the local area – in relation to leisure time, shopping, travel and civic participation – is highly varied, with many feeling life hasn't changed much at all. Those who have seen more change are more open to sticking with them in the future, particularly where they are motivated to do so.
- **Many feel engaging in civic participation is out of reach because a lack of knowledge or lack of trust that it will effect genuine change. There is interest in hearing more, particularly in relation to how citizens can a) have a say in consultations, and b) participate online to overcome some of the barriers to getting involved.**

True Community Involvement



Good Practice

Learnings form other areas

- Keep communication simple
- Make it easy to respond
- Avoid “corporate speak”
- Use open questions
- Consider incentives

The Good – Falkirk Council

What's important to you?
What can we continue to do differently?
What can we stop doing to allow us to focus support where it is needed most?

The Good – Bevan Foundation

What do you like about the valleys?
What would make the valleys better?

The Good – Falkirk Council

Community Conversions:
Facilitated Virtual Focus Groups

The Good – Bevan Foundation

Contributions on any topic are welcome, whether it's the local culture, history, transport or environment, or jobs, housing, education or health.

What does this mean for Neath Port Talbot?

- There is an opportunity for Neath Port Talbot Council to signal a new way of working.
- The tone of the communication matters – people must feel it is “For them”.
- It’s important to keep messaging simple – it can’t be complicated, corporate or gimmicky.
- Think beyond traditional, formal consultation.
- Keep communication short?
- Don’t assume we know what matters to people - let respondents set the agenda.
- Don’t overdo the connection to Covid? (Britain Thinks)
- Make people believe their views matter – that they will be listened to.
- Don’t over promise – resource reality and shared responsibilities.
- Create a real sense of community.

Campaign Objectives



To signal positive change – be visible



To boost response (Targets?)



To stimulate response from traditionally hard to reach groups



To enhance the sense of community and collaboration

Suggested Question Style

Open and straightforward



Tell us what you love about Neath Port Talbot (The questions can go down to the community level: Sandfields / Ystalyfera / Seven Sisters)



Tell us what you'd like to change about Neath Port Talbot



Tell us about the most important things you need the Council to do in the next?



Tell us what the Council should do different/stop doing?



Do you have any ideas about how we can improve Neath Port Talbot together?

Non-Traditional Consultation

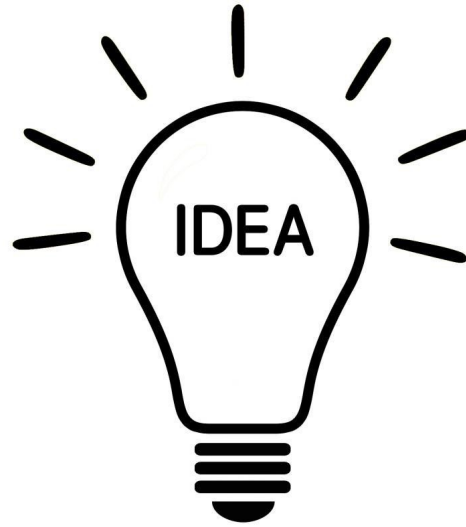
Encouraging Creative Responses

For Schools and Young People

- Create a picture of your ideal Neath Port Talbot in 10 years time.
- Send photos of your favorite part of Neath Port Talbot.
- Send photos of the parts of you community you'd like to change.
- Write a poem on Neath Port Talbot

Incentivise Responses

TOWARDS A CAMPAIGN IDEA



LET'S TALK

Let's Talk Rationale



LESS FORMAL THAN
CONVERSATION



LESS USED THAN "THE
BIG CONVERSATION"



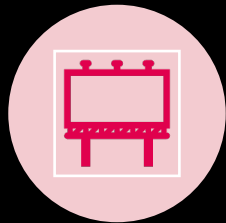
IT FEELS POSITIVE /
ACTIVE



IT'S A CALL TO ACTION.



IT CAN FLEX TO FOCUS
ON SPECIFIC SUBJECTS
OR PLACES



IT WORKS FOR ALL
AUDIENCES: BUSINESS
AND RESIDENTS



IT SUGGESTS A TWO-
WAY DISCUSSION



IT'S SIMPLE AND
STRAIGHTFORWARD

Let's Talk Rationale

Flexibility

Assumptions:

Response will increase if the subject matter feels more relevant.

Affiliation and subject interest is key to relevance.

Let's Talk

Let's Talk About Baglan

Let's Talk About School

Let's Talk About Cimla

Let's Talk About Your Business

**Let's Talk About What
Matters To You**

Let's Talk About The Future

General Narrative

Citizens

Let's Talk

Thank you for helping friends, family and others in your community during the pandemic.

It's been a difficult time for everyone, and some of you have suffered more than others.

Covid may have kept people apart, but the pandemic has shown that when we come together, we can make a difference.

Now, Neath Port Talbot Council wants to tap into this community spirit, so that you can help us serve you better.

But this is not typical council consultation.

We are not asking you to respond to proposals or to specific questions.

This is because we want you to set the agenda. We want you to talk to us about what matters to you.

What we do, we do for you. So, your views, your concerns, and your ideas are important to us.

You can help shape what the council does in the future.

Our resources are not unlimited, so we can't promise to do everything.

But we can promise to listen, and to take your priorities into account in our planning.

So, let's talk and then together we can help our place, progress.

General Narrative

Businesses

Let's Talk Business

Thank you to all the businesses that have kept Neath Port Talbot working during the pandemic.

Every business has had to deal with change. Some have thrived, some just survived and some regrettably have not.

Many of you have found new ways of working, explored new markets and created new partnerships.

Now, Neath Port Talbot Council wants to tap into this spirit of collaboration, so that you can help us serve you better.

But this is not typical council consultation.

We are not asking you to respond to proposals or to specific questions.

This is because we want you to set the agenda. We want you to talk to us about what matters to you and your business.

What we do, we do for you. So, your views, your concerns, and your ideas are important to us.

You can help shape what the council does in the future.

Our resources are not unlimited, so we can't promise to do everything.

But we can promise to listen, and to take your priorities into account in our planning.

So, let's talk business and then together we can help our place, progress.

General Narrative

Partners

Let's Talk Partnership

Thank you to all our partners who have worked with the Council to help the people and businesses of Neath Port Talbot through the pandemic.

Together we have shown that through partnership we can continue to make a difference.

Now, Neath Port Talbot Council wants to tap into this spirit of collaboration, so that you can help us to work even more successfully in the future.

But this is not typical council consultation.

We are not asking you to respond to proposals or to specific questions.

This is because we want you to set the agenda. We want you to talk to us about what matters to you and your organization.

Your views, your concerns, and your ideas are important to us.

You can help shape what the council does in the future.

Our resources are not unlimited, so we can't promise to do everything.

But we can promise to listen, and to take your priorities into account in our planning.

So, let's talk partnership and then together we can help our place, progress.

Let's Talk

Variations on the same theme.

The NPTalk 2021

Let's NPTalk

It's Time to Talk

Let's Talk 2021

THANK YOU