

## Outline of Engagement Exercise

### Context

The Council has begun work to plot a pathway to recovery. We know that we will need to live with Covid-19 for some time so it is important that we take time to understand what our residents, local businesses and partners are thinking.

National polls show that most people are satisfied with their council's response to the pandemic and also trust it to put their interests first during recovery.

As we shift towards recovery and renewal, the future shape of our local area will come under increasing focus. Whilst our professional analysis of what we may need to prioritise is important, we should not make assumptions about what our residents, businesses and partners think. We therefore plan to gather as much feedback as possible over July, August and September 2021.

Our approach will involve the following:

- Heavenly have been engaged to create the collateral that will underpin the work. A slide set is attached which summarises the high level thinking. The approach complements the work that Heavenly have done with the council in creating the NPT place brand;
- A Community of Practice has been created, drawing together a wide range of staff from across the Council who, collectively work with all sections of our communities, with local businesses and with partners. The Community of Practice will have a key role in encouraging residents, businesses and partners to take part in the exercise – using both on-line and off-line methods and using a variety of formats to ensure access. The Community of Practice is supported by the Corporate Communications Manager;
- Opinion Research Swansea (ORS) will develop the questions, code responses and analyse the results as part of the contract we already have in place for our Citizens Panel;

- A promotional plan will be delivered by the Corporate Communications Team to ensure people are aware of the exercise; its objectives and how they can take part. We will use a wide range of channels to do this;

The insight we generate from this work will be drawn together at the end of September/early October and used to reset and renew the Council's vision, values and associated priorities. A formal consultation exercise will be initiated late autumn to test our interpretation of what people have told us before finalising the work in early 2022.