

# **LTP consultation, communications and engagement update**

**Meeting:** Council Briefing  
**Date of meeting:** 10 February 2021  
**Reporting officer:** Gillian Bruce, Communications, Community & Engagement Manager

## **Purpose/Ngā whāinga**

To update Elected Members on progress with the consultation document; preview the look and feel of the final document; and outline the approach to communication and engagement.

## **Discussion/Ngā kōrerorero**

### **Previous consultations**

In previous LTP conversations, the Council provided information through the consultation document and held many engagement events in the community. Engagements generally required people to go to a specific event, were poorly attended and placed a burden on Elected Members and Council staff to organise and attend.

Council received 268 submissions in the last LTP.

### **Consultation document**

The consultation document (CD) has been refined and submitted to our auditors for final review. Once our auditors have reviewed the CD it will then be passed to the Office of the Auditor General (OAG) for final review.

At the request of Audit, a further section has been added that outlines our response to growth and the relationship with our infrastructure plans. This includes planning for the possible increase in households as a result of the proposed Mangawhai Central Development.

The document is currently being laid out and designed. As the document is formatted some of the information will become clearer through icons and infographics. For example, using a consistent graphic to show which proposals are already included in the budget and which aren't, will make it clearer how rates are affected by the options.

The final CD text is included at Attachment A. A sample of graphics will be shown at the briefing. Staff will update Council on progress at the briefing with final approval from our auditors and OAG expected by 15 February.

The final graphically designed CD will be presented to the Council meeting on 24 February for adoption.

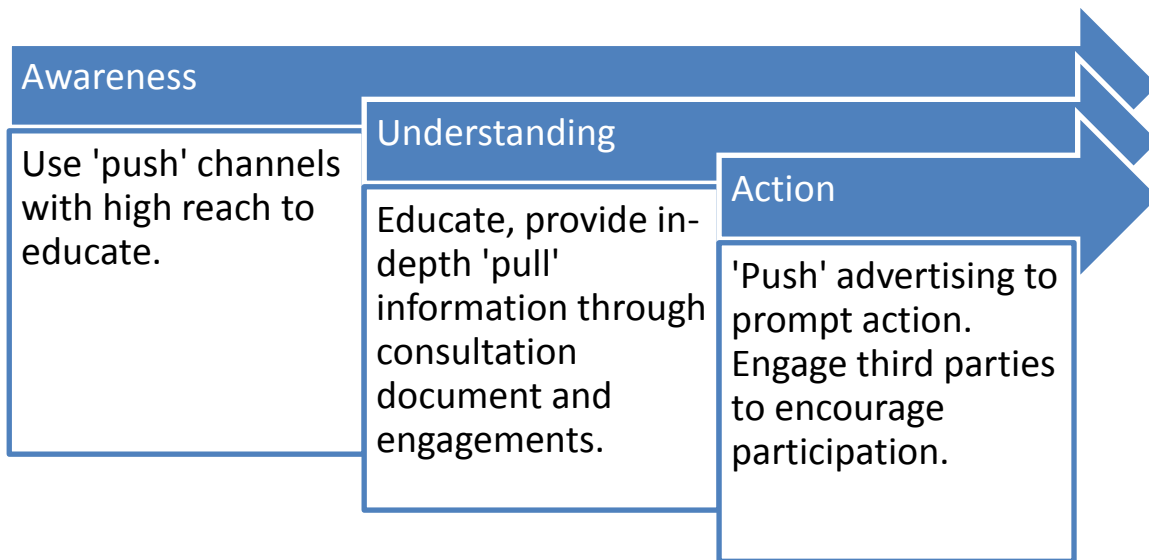
### **Communication**

Traditionally, it is challenging to get communities to engage in LTP consultations. Large documents and formal processes are intimidating and create a barrier to engagement. A common failure of consultations is that we expect people to take in large amounts of information and immediately provide opinions on it.

Our strategy is to provide information over a longer period of time so people have time to learn and think about an issue, and form their views before we ask for their opinion.

Our approach is phased to allow people to move through the information gathering phase to engagement and action. We have started communicating an outline of proposals, with a full page in the Lifestyler Weekender outlining the recycling crate proposal as an example. Further pre-consultation communication is planned. Starting communication before consultation will mean they are already partly engaged and committed before consultation begins.

This is a summary of our phases:



Specific activities are outlined in the communications and engagement plan located at Attachment C.

Because we are communicating consultation topics and proposals before the consultation document is signed off there is a risk that, if further substantive changes are made, the information we have already provided would become inaccurate and misleading.

We have mitigated this risk as far as possible by bringing the draft consultation document to Elected Members multiple times and seeking input. We have also kept communications to a reasonably high level, to leave room for any potential change.

### Engagement

Key online engagements are scheduled for:

- Thursday 4 March 7-8pm
- Tuesday 9 March 7-8pm

Key drop-in community engagements are scheduled at

- Mangawhai Tavern Market Sat 13 March, 8.30am to 1pm
- Te Kōpuru Coronation Hall Thurs 18 March 5.30pm to 7.30pm
- Paparoa market Sat 20 March, 9am to 1pm
- Dargaville Twilight Market Fri 26 March, 4pm to 7pm

### Next steps/E whaiake nei

- Complete design of Consultation document
- Ongoing education and engagement collateral
- Managing events
- Designing and launching campaign

Each of these steps require significant resource and planning.

### Attachments/Ngā tapiritanga

	Title
A	Appendix A: Final draft text (Word document)
B	Appendix B: Consultation document (visual overview, tabled on the day)
C	Appendix C: LTP communications and engagement plan