

PAPC

Communication & Engagement Plan

Executive Summary

- The PAPC has worked together within the Puddletown and neighbouring communities for many years.
- There is now an opportunity to develop how we work as a group of councillors to provide even more benefit to the growing community
- A recurring discussion theme is **communication and engagement**, that is not to intimate it has been ineffective in the past but rather, by making tweaks, these may result in greater benefit for: other local groups / volunteers, councillors and not least, the people of **Puddletown and neighbouring villages - Athelhampton, Burleston and Tolpuddle**
- Communication is a wide – ranging topic. As the PAPC, we need to decide on and ‘prioritize’ key workstreams under the banner of communication to ensure the most **visible** and **viable** wins are implemented for the greater good of our constituents.

Many themes could fall under the heading of communication within the context of the PAPC...

ALIGNMENT ACROSS THE
VARIOUS LOCAL GROUPS

QUICKER DECISION-
MAKING

MULTI-CHANNEL
COMMUNICATION TO
CONSTITUENTS

ENHANCED COLLABORATION
ACROSS THE VARIOUS
COMMUNITY GROUPS

REGULAR COMMS WITH
COMMUNITY
(NEWSLETTER)

GREATER VISIBILITY OF
PAPC

CO-ORDINATED APPLICATION(S)
FOR SUPPORT FROM OTHER
BODYS / CHARITIES

GREATER COMMUNITY
ENGAGEMENT eg VOLUNTEERING,
GREATER ATTENDANCE @ PAPC
MTGS

CLARITY FOR
CONSTITUENTS ON WHAT
THE PAPC VISION AND
KEY GOALS ARE (and how
they will benefit the
majority)

What are we trying to cause..?

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Who are we communicating with?....

**A.
RESIDENTS**

**B.
COMMUNITY GROUPS**

**C.
NEIGHBOURING
PCs**

**D.
OTHER PARTS OF DORSET
GOVERNANCE**

* There will be some overlap between A & B and C & D

3 Key Themes:

1. Greater visibility of PAPC



2. Greater Community Engagement

3. Regular communication



RESIDENTS, COMMUNITY GROUPS, NEIGHBOURING PCs, OTHER DORSET GOVERNANCE BODIES

- Effective ID of issues to be addressed by PAPC
- Clearly defined priorities for PAPC
- Enhanced transparency of what PAPC does and why
- Improved decision – making PAPC

- Better co-ordination / collaboration / alignment of initiatives across Community groups
- Improve knowledge sharing to minimize duplication / gaps

- Co-ordination of actions on relevant issues when appropriate
- Improved PAPC effectiveness
- Improved knowledge base to enhance links between next level councils and PAPC for the benefit of the community

Action Plan to address 3 Key Themes...

Lead	SS?
Membership	??

Objective and Scope

1. Facilitated workshop to allow consultation with community / PAPC before year end.
2. Aim of workshop is to reach a consensus on what community vision, goals (incl timelines) are most likely to result in an even better village for all.
3. Communicate results in the community to create greater awareness of vision and goals for Puddletown and surrounding areas.

Key Deliverables

- Workshop delivered by end of December ideally.
- Framework of running order available 6 weeks prior to event.
- Monitor and communicate numbers attending to PAPC.
- Community vision & goals statement to be communicated to community max 2 weeks after workshop.

Critical Milestones

- Set date, time and venue for workshop and invite residents to contribute (diversity crucial here).
- Present results and proposed plan at PAPC meeting November
- Date, time & venue secured at least 8 weeks prior.
- Date and time communicated to residents with outline agenda for workshop at least 4 weeks prior to event
- Agreement on who in PAPC will support facilitation.

In summary....

- This strategy / process could allow us to work on doing a few things well alongside the “business as usual” issues that we deal with.
- This in turn, could speed up the implementation process.
- When the first three have been implemented, discussion can then take place about any new priorities which have been highlighted.
- Work on the next level priorities can commence.
- All the above should make change more dynamic and not so challenging to implement.