



Case study pro-forma

Case Study Title	Local Environment Communications Workshops (Powys County Council)
Partner Organisation (s)	Powys County Council (Internally focussed project so only involves Powys County Council)
Key words	Communications, Local Environment, Operational Services, Powys

1. Brief Introduction

My project is engagement with Local Environment staff in Powys County Council. The Local Environment Initiative is about operational services being delivered on an area basis.

2. Details of the issue addressed

At the Chief Executive's Roadshows across the depots in Powys, communication appeared to be a concern expressed on several occasions, as a result the Chief Executive tasked the Corporate Communications Team to investigate further. It was decided to hold focus groups in April and May across the depots in Powys with the Local Environment Operatives and Local Environment Managers and feedback with recommendations.

3. Actions/approach taken

The events needed to be in the day and needed to be suitable for the stakeholders. In this case the focus groups needed to fit in with the work schedule of the Local Environment Operatives, as it is hard to get everyone in the same place at the same time due to working patterns. The Local Environment Managers were contacted beforehand and asked about working patterns to ensure that the focus groups were held at the end of the working day and so didn't disrupt services to the public. A Local Environment Communications report has been produced which is the culmination of the work, outlining all the comments and discussion from all of the focus groups and providing clear recommendations for action. The report is split into five key sections:

1. Methodology and timescales
2. Findings from the depot focus groups
3. Findings from Local Environment managers focus groups
4. Conclusions – overview Re Local Environment communications
5. Key recommendations
6. Appendices (detailed notes from all of the focus groups)

4. Benefits such as: improvements to service, improved dialogue about funding and service planning between third sector organisations and local authorities, in-kind support arrangements etc

Follow up Operative Forum – One of the recommendations in the report was to establish an Operative Forum. The first Forum took place in October with two nominations per depot. The first meeting allowed the opportunity to sign off the recommendations from the feedback from the depot focus groups and have an open discussion regarding other solutions which could be brought forward.



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Verbal feedback – There was verbal feedback to all the stakeholders and the Chief Executive, via 1-2-1 meetings and a larger meeting with Local Environment Managers and the Local Environment Operatives.

5. Sustaining and or building on the benefits realised

The benefits are that everyone has a better understanding of what is going on, both at an operational and management level and key recommendations from the work are being implemented.

6. How do you feel the approach met the National Principles for Public Engagement in Wales?

The approach met the National Principles for Public Engagement in Wales as the communications issues were explored further using participatory engagement which allowed the opportunity for all stakeholders to have their say

7. How would you rate your approach to the project against the National Principles for Public Engagement in Wales?

Evaluation

1 = very poor: 2 = poor: 3 = average: 4 = good: 5 = excellent

Principle	Evaluation
Engagement is effectively designed to make a difference	3
Encourage and enable everyone affected to be involved, if they so choose	4
Engagement is planned and delivered in a timely and appropriate way	3
Work with relevant partner organisations	2
The information provided will be jargon free, appropriate and understandable	4
Make it easier for people to take part	4
Enable people to take part effectively	4
Engagement is given the right resources and support to be effective	3
People are told the impact of their contribution	4
Learn and share lessons to improve the process of engagement	4

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