



Community Governance Review

Communications Strategy

Background and introduction

In April 2013 Council agreed to undertake a district wide electoral review of Thanet and a community governance review of the un-parished parts of the district.

As a result of this, Thanet District Council will undertake a review of community governance arrangements in the currently un-parished Margate area. This review is taking place due to some interest being expressed in the creation of a parish council for Margate, as reflected in the report to Council in April 2013.

The review will take place in three stages:

Stage one

Public consultation with residents and stakeholders on the preferred governance arrangements.

Stage Two

Responses considered by the Boundary and Electoral Arrangements Working Party and recommendations made for the next stage.

Stage three

Public consultation with residents and stakeholders on the recommended governance arrangements resulting from stage one feedback.

Responses considered by the Boundary and Electoral Arrangements Working Party and final recommendations made to Council.

Margate's population is approximately 50,560 people. The Mosaic Profile for Margate illustrates that:

Goals and objectives

Promote the Community Governance Review to residents and stakeholders.
 Raise awareness of the different community governance options.
 Engage the hard to reach population.
 Obtain a high level of consultation response.
 Deliver comprehensive response analysis to inform recommendations.

Communication objectives

Awareness: Raise awareness of community governance options, the Community Governance Review and consultation process.

Comprehension: Explain the different community governance options such as:

Charter Trustees
 Parish Council
 Community Forum
 Community Development Trust
 Neighbourhood Management
 Residents' and Tenants' Association
 Community Association

Conviction: Increase community engagement with governance in Margate.

Action: Undertake a public consultation and marketing campaign, specifically targeting Margate Wards and hard to reach groups, using a mix of channels to launch 3 March 2014.

Partnership

Partner	Objective
Thanet's Gateway Plus (KCC)	Raise awareness of CGR consultation/ address queries / signpost to online consultation
Press/Media	Raise awareness of CGR consultation/signpost to online consultation
Call Centre (East Kent Services)	Raise awareness of CGR consultation/ address queries / signpost to online consultation
Local Businesses	Raise awareness of CGR consultation/signpost to online consultation
Charity Organisations	Raise awareness of CGR consultation/signpost to online consultation
Local Clubs & Organisations	Raise awareness of CGR consultation/signpost to online consultation
Libraries	Raise awareness of CGR consultation/signpost to online consultation
East Kent Housing	Raise awareness of CGR consultation/signpost to online consultation
Housing Associations	Raise awareness of CGR consultation/signpost to online consultation
Job Centre Plus	Raise awareness of CGR consultation/signpost to online consultation

Target areas

As the Community Governance Review is relating to Margate, specific attention will be afforded to the following wards ensuring maximum exposure to the residents most affected by the review. Many of these wards contain high levels of hard to reach individuals and so special attention will be paid to engage them.

Ward	Pop	Mosaic Profile	% Pop
Cliftonville West	9200	I - Transient young singles on benefits and students, renting terraces in areas of higher ethnic diversity	43.6%
		K - Singles and lone parents on low incomes, renting terraces in town centres	16.1%
		J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment	9.3%
		L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing	8.7%
		White	91.8%
		BME	8.2%
		Other EU	18%
		Elderly 60+	19.1%
		Main language - Other EU	16.5%
Margate Central	5400	K - Singles and lone parents on low incomes, renting terraces in town centres	31.1%
		I - Transient young singles on benefits and students, renting terraces in areas of higher ethnic diversity	29.3%
		L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing	25.6%
		J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment	6.6%
		White	92.8%
		BME	7.2%
		Other EU	8.2%
		Elderly 60+	17.9%
		Main language - Other EU	6.2%
Cliftonville East	6260	C – Retired people living comfortably in large bungalows and houses, often close to the sea.	45.2%
		F - Singles and divorcees approaching retirement, mostly living in privately rented flats and bungalows	18.4%
		E - Cusp of retirement trades people with some health issues, mainly owning their homes	12.2%
		A – Extremely affluent, well educated owner occupiers	7.0%
		White	96%
		BME	4%
		Other EU	2.9%
		Elderly 60+	40.6%
		Main language - Other EU	1.6%
Dane Valley	7900	L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing	46.7%
		J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment	16.3%
		K - Singles and lone parents on low incomes, renting terraces in town centres	9.1%
		M - Elderly pensioners in poor health, living in social housing on very low incomes	7.7%
		White	95.9%
		BME	4.1%

		Other EU	1.9%
		Elderly 60+	21.1%
		Main language - Other EU	1.1%
Salmestone	5800	J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment	38.4%
		K - Singles and lone parents on low incomes, renting terraces in town centres	13.4%
		L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing	13.1%
		M - Elderly pensioners in poor health, living in social housing on very low incomes	11.2%
		White	92.7%
		BME	7.3%
		Other EU	2.2%
		Elderly 60+	20.8%
		Main language - Other EU	1.3%
Westbrook	4100	E - Cusp of retirement trades people with some health issues, mainly owning their homes	21.5%
		B - Well off families with older children, working in managerial and professional careers	15.4%
		I - Transient young singles on benefits and students, renting terraces in areas of higher ethnic diversity	14.4%
		F - Singles and divorcees approaching retirement, mostly living in privately rented flats and bungalows	14.3%
		White	94.9%
		BME	5.1%
		Other EU	3.8%
		Elderly 60+	28.1%
		Main language - Other EU	2.1%
Westgate-on-sea	7000	F - Singles and divorcees approaching retirement, mostly living in privately rented flats and bungalows	30.3%
		J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment	29%
		M - Elderly pensioners in poor health, living in social housing on very low incomes	13.8%
		I - Transient young singles on benefits and students, renting terraces in areas of higher ethnic diversity	6.7%
		White	96%
		BME	4%
		Other EU	2.2%
		Elderly 60+	30.5%
		Main language - Other EU	0.8%
Garlinge	4900	J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment	18.9%
		M - Elderly pensioners in poor health, living in social housing on very low incomes	17.6%
		L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing	13.8%
		D - Middle aged couples living in well maintained often semi detached houses that they own	13.1%
		White	97.7%
		BME	2.3%
		Other EU	1.9%

	Elderly 60+	26.1%
	Main language - Other EU	0.8%

Audience Scope

Audiences	Channels for communications	Communications Partners
Internal		
Staff Members	Intranet All TDC Email Internal posters Staff briefings Member briefings Press release	Corporate Communications Team. Elected Members. Democratic Services.
External		
General public	TDC Dedicated web pages Twitter Leaflets Posters Local press ads/releases Local newsletter ads/articles Automated information phone line	Thanet Gateway Plus Call Centre Local Businesses Libraries East Kent Housing
Students & Young People	TDC Dedicated web pages Twitter Posters Leaflets Local press ads/releases Student newsletter ads/articles Automated information phone line	Thanet Gateway Plus Call Centre Universities/6 th Form Local Businesses Libraries Job Centre Plus
Black & Ethnic Minority Groups	TDC Dedicated web pages Twitter Local BME community events Face to face (Gateway) Posters	Thanet Gateway Plus Community Groups Call Centre Local Businesses (ethnic food store /restaurants/venues) Clubs & Organisations Charities Religious Leaders Job Centre Plus
HMO's	Frontline council services communications channels : Council Tax letters/bills/website Benefits letters/bills/website Recycling & Waste letters/bills/website EK Housing letters/newsletters/website Parking (permits) Gateway	Thanet Gateway Plus Call Centre Charities (Mencap, Sense, Porchlight, Help the Homeless) Libraries Local Businesses East Kent Housing
Disabled and those with additional communications needs	Large print literature Braille Literature Audio Accessible website Translated Literature Face to face (Gateway) Automated information phone line	Thanet Gateway Plus Call Centre Clubs & Organisations Charities East Kent Housing Housing Associations Local Businesses Libraries
Elderly	TDC Dedicated Website Automated information phone line	Thanet gateway Plus Call Centre

	Face to face (Gateway) Local press ads/releases Leaflets	Charities (Age UK, Help the Aged) East Kent Housing NHS / Doctors surgeries Libraries Clubs and Organisations
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Key messages

Key Messages	
1.	Speak up for Margate
2.	Complete the Community Governance Review Consultation
3.	Visit www.thanet.gov.uk for information.
4.	For further information contact Electoral Services on 01843 577500

Evaluation

Objective	Measure	How to measure
Promote the Community Governance Review to residents and stakeholders.	Promotional campaign specifically targeted at Margate Wards.	Number of consultation responses received from Margate residents and stakeholders. Number of unique web page views. Number of Tweets.
Raise awareness of the different community governance options.	Low contact for further information regarding options.	Number of calls for info. Number of emails for info. Number of unique web page views. Number of Tweets.
Obtain a high level of online consultation response.	Number of online responses.	Low consultation document printing and postal costs. Low requests for hard copy consultation documents. Number of online responses.
Deliver comprehensive response analysis to inform recommendations	Consultation response report.	Comprehensive consultation analysis report delivered to Boundary and Electoral Arrangements Working Party by 9 June 2014.

Community Governance Review

Proposal Consultation – Communications Implementation Plan

Internal Communications

Tactic	Target Audience	Timing	Cost	Responsibility	Progress
Intranet home page article linking to CGR information and Consultation	All staff	Aug 2014	£0.00	Communications	
Monthly Staff Briefing Slides/Manager's Briefing	All staff	Aug 2014	£0.00	Communications	
Internal Posters in main and satellite offices	All staff	Aug 2014	£50.00	Communications	
All TDC Emails	All staff	Aug 2014	£0.00	Communications	

External Communications

Tactic	Target audience	Timing	Cost	Responsibility	Progress
Social Media:					
TDC Twitter - regular scheduled tweets	General Public Young People/Students BME	Throughout Aug 14	£0.00	Communications	
Call Centre					
Call waiting message	General Public Hard to reach BME	Throughout Aug 14	£0.00	Communications /EK Services	
PR					
Press briefing	General Public Elderly Students Rural and Village Communities	Aug 2014	£0.00	PR	
Press releases	General Public Elderly Students Rural and Village Communities	Aug 2014	£0.00	PR	
Press/online articles	General Public Elderly Students Rural and Village Communities	Aug 2014	£0.00	PR	
Direct Marketing –					
Posters/Leaflets/Postcards					
All Elected Members Margate & Westwood: Libraries	General Public Students/Young People Elderly Disengaged Residents Businesses	Aug 2014	£50	Communications / Electoral Services	

Tactic	Target audience	Timing	Cost	Responsibility	Progress
Hartsdown Leisure Centre Bannatynes Gym Doctor's surgeries Bars and clubs Restaurants/Cafés East Kent College Canterbury Christchurch Broadstairs Campus Vue Westwood Cross Margate residents associations Job Centre Plus Margate Community/Social groups Community centres Local Businesses Thanet's Gateway Plus Post office	Staff Members				
Invitation to Respond					
Letters	1000 random Margate residents	Aug 2014	£100.00	Communications /Electoral Services	
Postage	3000 @£0.33 per item	Aug 2014	£990.00	Communications	
Advertising:					
2x Isle of Thanet Gazette Quarter Page	General Public Elderly Disengaged Residents Rural & Village Communities	Aug 2014	£272.00 (£136.00 each)	Communications	
2 x KM Thanet Extra Quarter page	General Public Elderly Disengaged Residents Rural & Village Communities	Aug 2014	£200.00 (£100.00 each)	Communications	
East Kent Housing Newsletter	General Public Elderly Disengaged Residents	Dependent on publishing date (TBC)	£0.00	Communications /EK Housing	
TDC Website					
Homepage feature (linking to online CGR pages and consultation document)	General Public Students/Young People BME	Aug 2014	£0.00	Communications	
FAQ's	General Public Students/Young People BME	March 2014	£0.00	Communications /Electoral Services	Complete
Events:					
2 x Public meetings	ALL	April 2014	£TBC	Communications /Electoral	

Tactic	Target audience	Timing	Cost	Responsibility	Progress
				Services	

TOTAL COST	£1662.00
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Approval *(to be completed by commissioning manager and communications manager)*

This strategy was approved by:

Commissioning Manager:	
Communications Manager:	Justine Wingate

Website Copy –

Dedicated CGR Home Page - copy

Community Governance Review

Thanet District Council is carrying out a district wide consultation on the way that decisions are made on local issues in Margate. This process, called a 'Community Governance Review' will look at the best ways of enabling you to influence decisions affecting you and represent the interests of this area.

The council is committed to devolving services and assets to local groups and parish councils that will be able to run those services effectively. As Margate does not currently have a parish council, this review offers the opportunity for you to look at all of the options available for the area. Although parish councils are widely viewed as the most local form of community governance there are several other options which should also be considered.

Stage One

The first stage of the Community Governance Review will involve consultation with residents and stakeholders on the preferred governance options. The consultation will launch on 3 March and will be widely promoted throughout Thanet. Public meetings will be held in XXXX and stakeholders and members of the public are invited to ask questions and submit their views on what the best option(s) are for Margate. For more information about the possible governance options see the [What are the Options](#) page. Also see the [Frequently Asked Questions](#) for more information on the Review.

Stage Two

Once the first stage is completed, the council's Boundary and Electoral Arrangements Committee will consider the feedback received and make recommendations for the next stage of the review.

Stage Three

Will involve further public consultation and a ballot of electors on the preferred governance option(s) during XXXXX.