

Long Term Plan 2018-28

Service Plan for Public Information and Participation

Adopted by Council with the final Long Term Plan 2018-28 on 26 June 2018




| Approvals | | |
|--------------------|-----------------|---|
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What does the overall Group of Activities do and why do we do it?

We ensure that the community is informed about Council activities and services, has opportunities to be involved and input in decision-making, and understands Council issues and processes.

The activity, which involves providing the communications' expertise and delivery to support the Council in engagement and communication of messages, both internally and externally, encompasses:

- Communications strategy, advice, planning and provision.
- Media liaison and information.
- Social media strategy, policy, advice and delivery.
- Content production – content for digital news channel and shared to media, targeted elected member communications and targeted databases.
- Marketing strategy, advice, planning and provision.
- Consultation and engagement planning and delivery.
- Design and Distribution of information material.
- Communications support for elected members.
- Internal communications of organisational projects and initiatives.
- Brand strategy and management.
- Stakeholder relationships (e.g. sponsors, media, suppliers, Council Controlled Organisations (CCO's) such as Christchurch NZ).

1. What does this activity deliver?

We are here to engage with the community about their needs. Connecting with our community means providing a mix of print, in-person, and online public information about the Council's services, activities, decisions and vision and engaging with the community at seminars, drop-in sessions and community events. Channels for disseminating information need to be diverse and accessible and include online, print, mainstream and social media.

The activity's goals are that:

- The Council can excel at fulfilling its statutory responsibility to enable democratic local decision-making and action on behalf of the community

- There are opportunities for engagement for all citizens, and especially those who historically have lower engagement in the democratic processes such as youth and ethnic minorities.
- Citizens are aware of the services that the Council provides and are encouraged to use them.
- Communications/engagement is established as a whole-of-organisation responsibility.

Our aim is to provide communications and engagement which are pro-active and involve co-creation with our citizens. It is important that the communications are community focused and specific. We are continuing to refine the Council's citizen databases so we can tailor communications to geographic and issues-based interest groups.

Typically the main kind of work undertaken to support this activity is:

- Preparation and implementation of communication, marketing, copywriting, engagement and consultation plans and materials for all major, high-interest and sensitive projects and decisions made across the Council.
- Preparing information on Council and committee decisions.
- Proactively anticipating issues of interest and preparing information to meet community interest.
- Disseminating information prepared through a variety of channels including the website, social media, the Council's digital news channel *Newsline* and targeted information to communities, ensuring consistency and alignment to the organisations brand.
- Responding to media requests for information, comment and interviews.
- Production and implementation of activity to inform the community of products and services the Council provides including the execution of marketing activities to drive participation and business goals of some units.
- Engaging with the community.
- Social media strategy, policy, advice and delivery.

2. Why do we deliver this activity?

Connecting with its citizens is a Council priority. This activity allows us to inform citizens about the services and activities that the Council provides. We need to make information from the Council accessible and available and engage with the community about their needs.

The Public Information and Participation service plan aligns to the Council's Strategic Priority:

Enabling active citizenship and connected communities

It helps achieve the following Community Outcomes.

Strong communities:

- Strong sense of community
- Active participation in civic life
- Safe and healthy communities
- Celebration of our identity through arts, culture, heritage and sport.

Prosperous economy

- Great place for people, business and investment

The Public information and Participation service plan also aligns to the **organisational goals** of:

- Being citizen centred
- Enabling delivery and;
- Providing value for money

3. Specify Levels of Service

The Levels of Service, Performance Measures and Performance Targets for Public Information and Participation activity are provided below. Shaded rows are the levels of service and performance measures to be included in the Long Term Plan. Non-shaded rows are non-LTP management level measures.

| Performance Standards Levels of Service (we provide) | | Results (Activities will contribute to these results, strategies and legislation) | Method of Measurement (We will know we are meeting the level of service if.....) | Current Performance | Benchmarks | Future Performance (targets) | | | Future Performanc e (targets) by Year 10 2028/29 |
|---|--|--|---|---------------------|------------|--|--|--|--|
| | | | | | | Year 1 | Year 2 | Year 3 | |
| | | | | | | 2018/19 | 2019/20 | 2020/21 | |
| Provide advice, leadership and support for engagement and consultation planning and processes | | | | | | | | | |
| 4.1.11 | Provide advice and leadership in community engagement and consultation planning and delivery | The Council consults and engages with residents on issues that matter to them. This may be determined by an assessment of a projects significance, or by directed by Council on any other issue that they may wish to have community engagement on (regardless of significance assessment) | 4.1.11 | 4.1.11 | | 4.1.11 | 4.1.11 | 4.1.11 | 4.1.11 |
| 4.1.11 | | | Appropriate community consultation and engagement processes are applied to issues / projects / activities consistent with the Council's Significance Policy and the LGA | Not measured | | Target 1 Community consultation occurs for all projects / issues of high significance or as directed by Council | Target 1 Community consultation occurs for all projects / issues of high significance or as directed by Council | Target 1 Community consultation occurs for all projects / issues of high significance or as directed by Council | Target 1 Community consultation occurs for all projects / issues of high significance or as directed by Council |
| 4.1.11 | | | 4.1.11.2 | 4.1.11.2 | | 4.1.11.2 | 4.1.11.2 | 4.1.11.2 | 4.1.11.2 |
| 4.1.11 | | | Community Boards are informed of engagement plans for all relevant projects, and where appropriate, have sign off for local engagement activities. | Not measured | | Target 2 95% | Target 2 95% | Target 2 95% | Target 2 95% |

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|--|--------|--|--|---|---|---|--|---|---|
| | | | | | | Year 1 | Year 2 | Year 3 | |
| | | | | | | 2018/19 | 2019/20 | 2020/21 | |
| 4.1.11 | | 4.1.11.3 Our engagement with youth is significantly increased through collaboration with the Christchurch Youth Council | 4.1.11.3 Youth and the Christchurch Youth Council are engaged. | 4.1.11.3 Not measured | | 4.1.11.3 Implement a dedicated youth engagement strategy in conjunction with a youth intern from the Christchurch Youth Council | 4.1.11.3 Increase our youth target market by 5% on applicable social media platforms | 4.1.11.3 TBD | 4.1.11.3 TBD |
| Provide external communications to inform Christchurch citizens about the Council's services, decisions and opportunities to participate. | | | | | | | | | |
| 4.1.10 | 4.1.10 | Provide external communications, marketing and engagement that are timely, relevant, accessible and cost effective, and that appeal to all citizens – regardless of age, ethnicity, location etc | We respond to requests for information and comment from the media. | Respond to all media calls within 24 hours, 7 days a week. | 90% | We respond to approximately 5,000 media enquiries each year. | 90% | 90% | 90% |
| 4.1.10 | | Activity includes preparation and distribution of material about the Council and city via channels including print, web, social media, digital news channel, CCC.govt.nz, project | We proactively provide information to the public and media that is engaging, accurate, and factual. We have a preference for digital first, but also ensure that there is a range of | Maintain and grow our in-house news channel 'Newsline' and our citizen engagement through social media channels | Newsline (news and events) July 2016 to June 2017 Total page views: 520,301 Business as usual not including emergency events. Average per month: 43,358 | Only Auckland Council has a comparable in house news channel | 4.1.10.2 Use 2016/17 statistics as a baseline but expect a 5% increase given the trend for residents to use social media and the focus we are putting on this. | 4.1.10.2 Continue to increase page views on 18/19 result. | 4.1.10.2 Continue to increase page views on 19/20 result. |
| | | | | | | | | | 4.1.10.2 TBD as method of delivery (channel type) is expected to change further within next 3 years |

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|--|---|---|--|--|------------|------------------------------|---------|---------|---|
| | | | | | | Year 1 | Year 2 | Year 3 | |
| | | | | | | 2018/19 | 2019/20 | 2020/21 | |
| | specific and area specific information newsletters and community board newsletters. Brand strategy delivery and management ensures communications are consistent and recognisably from the Christchurch City Council. | tools to communicate with all citizens. | | <p>Average time spent on page: 2mins 17secs</p> <p>Total figures (including emergency events)</p> <p>Total page views 730,927</p> <p>Average per month: 60,910</p> <p>Average time spent on page: 2 mins 54 seconds</p> <p>Video views from Newline stories on Facebook:</p> <p>Video views: 267,525</p> <p>Reach of Newline stories on Facebook:</p> <p>People reached: 3,755,621</p> <p>Likes comments shares: 46,991</p> <p>Council Facebook page:</p> <p>Page likes: 36,442 (this is a 48% increase on the previous year).</p> <p>Post engagements (this includes a like, comment or a share on a post): 363,939 (this is a 114% increase on the previous year).</p> <p>Council twitter:</p> <p>Followers: 12,411 (this is an 18.4% increase on</p> | | | | | |

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|---|---|---|--|--|------------|---|---|---|---|
| | | | | | | Year 1 | Year 2 | Year 3 | |
| | | | | | | 2018/19 | 2019/20 | 2020/21 | |
| | | | | <i>the previous year).</i> Council Instagram: Followers: 3,007 (<i>this is a 146% increase on the previous year).</i> | | | | | |
| 4.1.10 | | We provide local and relevant communication from Community Boards to their communities | Community Board newsletters produced. Newsletters produced for targeted communications. | Not applicable, has only been introduced in 2017. | | 4.1.10.3 All Community Boards are supported with communications advice and appropriate templates to share as they see fit with their communities. | 4.1.10.3 All Community Boards are supported with communications advice and appropriate templates to share as they see fit with their communities. | 4.1.10.3 All Community Boards are supported with communications advice and appropriate templates to share as they see fit with their communities. | 4.1.10.3 |
| Provide internal communications to ensure staff are informed about organisation-wide projects and initiatives. | | | | | | | | | |
| 4.1.14 | | | | | | 4.1.14 | 4.1.14 | 4.1.14 | 4.1.14 |
| 4.1.14 | Develop and implement internal communications that are effective for elected members and staff. | Information is sent to staff so that staff have access to relevant and accurate information in a timely manner. | Communications plans are produced and implemented for all relevant internal organisational projects. | 100% | Not known | Communications plans are produced and implemented for all relevant internal organisational projects: 100% | Communications plans are produced and implemented for all relevant internal organisational projects: 100% | Communications plans are produced and implemented for all relevant internal organisational projects: 100% | Communications plans are produced and implemented for all relevant internal organisational projects: 100% |

4. What levels of service do we propose to change from the current LTP and why?

To review changes to levels of service between those adopted for the Amended Long Term Plan 2016-25 (Annual Plan 2017/18) and the draft Long Term Plan 2018-28, refer to [section 4 of the draft Service Plan](#).

5. How will the assets be managed to deliver the services?

No assets

6. What financial resources are needed?

Refer to the **Activities and Services** section in the most recently adopted [Long Term Plan / Annual Plan](#).

7. How much capital expenditure will be spent, on what category of asset, and what are the key capital projects for this activity?

No assets

8. Are there any significant negative effects that this activity will create?