

Appendix 2 – Vision for Kent consultation plan

1. Objectives of the consultation

To engage people in the consultation and get as much useful feedback as possible, we will need to be clear about:

- Why we need a Vision for Kent (and why this new version is needed)
- What impact the Vision for Kent will have
- Why people should be interested in the Vision and give their views on it (“what’s in it for me?”)
- How people can give their views (call to action)

2. Consultees

In order to achieve the objectives, we will need to identify those whose views we are seeking, communicate with them and effectively encourage them to respond to the consultation with their views. The following main groups of consultees have been identified and will be engaged with as below:

2.1 Members of the public

A short, easy to understand leaflet has been produced for members of the public to tell them about Vision for Kent and the consultation and encourage them to respond to the consultation.

The leaflet is available in hard copy and PDF. The leaflet provides a link to the Kent Forum website where people can find out more, read the full draft and complete an online consultation survey if they wish (see section 3.1 below.) Alternatively, the last page of the leaflet contains the consultation questions for members of the public. It can be torn off, completed and returned in a freepost envelope provided with the leaflet.

The leaflets are being distributed to members of the public in the following ways:

- Given out by Community Engagement Managers at local meetings such as Neighbourhood Forums and Local Boards. CEMs have been briefed and equipped with a crib sheet of the key messages that we want to communicate so they are able to present and explain the consultation, answer any questions and encourage people to respond.
- Given out and emailed out by Youth Participation Workers to youth projects and centres across the county. They will also be equipped with a crib sheet of key messages to help explain the consultation.
- Available at the 13 major libraries across Kent and all Gateways. Staff have been sent information about the consultation in order to answer questions that arise.
- Available at the public Reception areas of all main Council offices in Kent

- A batch of the leaflets (and the PDF) and freepost return envelopes have been given to each District Council and other key partners to use as appropriate
- Used to support a workshop on the Vision for Kent consultation at Kent Youth County Council in June

In addition, members of the public who have expressed an interest in responding to consultations such as this one have been contacted directly, for example those registered to KCC's consultation database, which the consultation will also be loaded on to.

There has been internal communication about the consultation within the Kent Forum Authorities, for example it has featured in KCC's staff bulletin and intranet home page. This will be to encourage them to respond themselves, but also to encourage members of the public that they come into contact with to respond.

2.2 Representatives of public sector organisations

Public sector partners have been targeted specifically via email. A large distribution list has been compiled which identifies a contact in each of the key public sector organisations operating in Kent. These people have been emailed and also asked to forward the information on to any other colleagues they feel would be interested in the consultation. The email briefly explained the consultation and provided a link to the Kent Forum website where people can find out more, read the full draft and complete the online survey. Some specific consultation questions have been developed for public sector representatives and are included in the online consultation survey. A follow-up email will be sent towards the end of the consultation period to remind people to respond.

2.3 Representatives of voluntary and community sector organisations

Voluntary and community sector organisations have been emailed via VCS umbrella organisations, primarily Kent CAN and Voluntary Action Within Kent (VAWK,) which have a large database of members. As above, the email will briefly explain the consultation and provide a link to the Kent Forum website where they can complete the online survey, which includes some specific consultation questions for voluntary and community sector representatives.

The next VCS conference is taking place on 7 July 2011, and this opportunity will be used to engage with VCS representatives on the consultation and ask them to respond.

A separate and important part of the VCS is the faith sector. Faith groups are being contacted and asked to respond via the County Ecumenical Officer.

2.4 Representatives of Parish Councils

All but a few Parish Councils in Kent are registered with Kent Association of Local Councils, who hold a database of email addresses. KALC have kindly forwarded on an email promoting the consultation and providing a link to the Kent Forum website where Parish Councils can fill in the online survey. Some specific consultation questions have been developed for Parish Councils and these are available in the online consultation survey and have also been sent to each Parish Council separately so they can respond via email or post. Any Parish Councils not reached in this way have been written to.

2.5 Representatives of businesses

Private sector partners have been contacted via Kent Economic Board and the Business Advisory Board. Business organisations on these Boards including Chambers of Commerce and Institute of Directors will cascade the message to their members, reaching around 6000 Kent businesses. As above businesses have primarily been emailed and encouraged to fill in the online survey, including specific questions for business representatives.

2.6 Community / Special Interest Groups

Community and special interest groups in Kent will be contacted separately to encourage them to respond to the consultation.

2.7 Elected members

Elected members from the Kent Forum Authorities were informed about the consultation on the first day. They are being encouraged to respond themselves, and encourage others to do so.

3. Other forms of communication

3.1 Websites

As mentioned above, people are being directed to the Kent Forum website to find out more about the consultation and complete the online survey. The web pages on the consultation contain:

- A brief introduction to Vision for Kent, the countywide ambitions and the consultation
- Film clips of each of the Ambition Champions introducing their ambition
- A downloadable version of the full draft document
- A downloadable version of the summary leaflet
- A link to the online survey
- Contact details for the Kent Forum team for further information

In addition, a feature on the Vision for Kent consultation has been added to the websites of each of the Kent Forum Authorities. This provides a link to the Kent Forum website where people can find out more.

3.2 Social media

We will make use of social media to promote the consultation and signpost to the online survey, using methods like Yammer and Twitter. Colleagues in KCC's Communications, Consultation and Customer Engagement are advising on this.

3.3 Media release

A media release was produced and sent out to key media partners in Kent at the start of the consultation. This introduced the new Vision for Kent, explained why people should respond to the consultation and how to do so. KCC's Press Office is leading on this and the release was approved by the Chairman and Vice-Chairman of the Kent Forum.

4. Feedback

Everyone who submits a consultation response is being asked to provide an email or postal address if they wish to receive feedback on how the consultation responses were used. Following the consultation, these people will be contacted.