

# SOUTH LAKELAND DISTRICT COUNCIL

South Lakeland House Kendal, Cumbria LA9 4UQ

[www.southlakeland.gov.uk](http://www.southlakeland.gov.uk)



Wednesday, 15 July 2020

## Overview and Scrutiny Committee - Friday, 17 July 2020

I am now able to enclose, for consideration at the above-mentioned meeting, Appendices 2 & 3 to Agenda Item 17 Locality Development Update Report:

### 17 Locality Development Update Report

To receive an update on the development of the Locality Service since inception in October 2019.

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Team Leaders: Key point of contact for Ward Members, Town & Parish liaison, Customer and Community Development, including Strategic Locality Projects and Events, Performance monitoring and intelligence reporting, campaign management, team development, specialist knowledge and coordination of team activity (set out below), management of local budgets, polling station inspections



Some staff will be required to work across functions as they have knowledge and skills that can be involved in project development work

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## DRAFT - Locality Stakeholder & Communication Plan

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### a. Stakeholders

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The major stakeholders have been identified as:

Town Councils  
Parish Councils  
Ward Members  
Other public bodies e.g. Police, LDNP, National Trust  
Businesses  
Households  
Civic Societies  
Internal staff (Neighbourhood enforcement, EP, Planning, Ctax, Benefits, NNDR, Benefits, Fraud)  
Public  
Community Groups  
3<sup>rd</sup> sector partners and Trusts

### b. Areas of interest

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The main areas of interest in Locality work can be categorised as:

- **Strategic** – The long term or strategic direction of the work across the district and how it may impact or be impacted by other high-level or political strategies, e.g. Council Plan, Environmental Strategy, Localism Agenda, Customer Strategy, Social Value Policy and Climate Change Strategy
- **Financial** – Monetary related matters either regarding the funding required to support the Locality work or the financial impacts of grant giving to locality areas, e.g. Locality Important Project Grants, Community Grants and Members individual locality fund.
- **Programme and Project Activities** – Specific activities required to deliver the priorities of the council as set out in the Council Plan and other key Strategies and policies, e.g. Parks and Open Space development including events, community partnership projects (incl. Keep Britain Tidy, Community Safety and environmental initiatives).
- **Business as Usual** – Day to day operations of the council in the localities and in particular the impact of the changes resulting from that activity, e.g. inspections and enforcement for activity such as fly tipping, abandoned vehicles, water sampling and play areas or home visits to our more vulnerable customers for benefit assessments.
- **Impact on Customers and Communities** – How the work of the locality teams will affect services to customers and community groups, e.g. community development projects



### c. Stakeholder Map

Stakeholder/Area of interest	Strategic	Financial	Programme/ Project activities	Business as usual	Impact on Customers & Communities
Grange TC	√	√	√	√	√
Ulverston TC	√	√	√	√	√
Windermere TC	√	√	√	√	√
Other Town Councils	√	√	√	√	√
Parish Councils	√	√	√	√	√
Ward members	√	√	√	√	√
Police	√	√	√	√	√
Businesses		√			√
Lake Wardens					
Households	√	√	√	√	√
Civic Societies					
Internal Staff	√	√	√	√	√
Public	√	√	√	√	√
Windermere Park for All			√	√	√
Friends of Lightburn Pk			√	√	√
Friends of Nobles Rest			√	√	√
Grasmere Village soc.			√	√	√
Community groups			√		√
Other councils	√		√		√
CCC	√		√		
LDNPA	√		√		√
National Trust	√		√		√



Historic England			√		√
Highways England				√	√
Kendal BID	√	√	√		√
Ulverston BID	√	√	√		√
Natural England			√		√
South Lakes Housing	√	√	√	√	√
Local Plan	√	√	√	√	√
CLL			√	√	√
GLL			√		√
Cumbria in Bloom			√		√
Chamber of Commerce	√	√	√		√
Cumbria Waste	√	√	√	√	
ED Specialists	√	√	√	√	√
Ulverston Community Enterprise	√	√	√		√
Windermere and Bowness Forward	√	√	√		√
Cumbria Wildlife Trust					√
Woodlands Trust					√
Ulverston Canal Trust					√



## Stakeholder Analysis

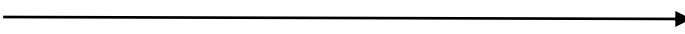
<p><b>Keep Satisfied</b>          Windermere Park for All          Friends of Lightburn Park          Friends of Nobles Rest          Friends of Fletcher Park          Grasmere Village Society          Local community groups          Other councils          CCC          LDNPA          National Trust          Historic England          Highways England          Kendal BID          Ulverston BID          Park Run</p>	<p><b>Keep Involved</b>          Grange Town Council          Ulverston Town Council          Windermere Town Council          Other Town Councils          Parish Councils          Ward members          Police          Businesses          Lake Wardens          Households          Civic Societies          Internal (Neighbourhood enforcement, EP, Planning, Ctax, Benefits, NNDR, Benefits, Fraud, CIL &amp; S106 officers)          Public</p>
<p><b>Minimal Effort</b>          Cumbria Wildlife Trust          Woodlands Trust          Ulverston Canal Trust</p>	<p><b>Keep Informed</b>          Natural England          South Lakes Housing          Local Plan          CLL          GLL          Cumbria in Bloom          Chamber of Commerce          Cumbria Waste          ED Specialists          Ulverston Community Enterprise          Windermere and Bowness Forward</p>



INFLUENCE



INTEREST







## Communications Plan

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- **Communication Objectives**

There are a number of objectives in terms of communications:

- Report progress, risk and issues by exception to Senior Leadership Team
- Report Progress to Cabinet Members
- Keep Ward Members up to date on daily/weekly/monthly activity happening in their ward
- Keep key delivery partners and their personnel involved and engaged in the delivery of projects and activity across the locality areas
- Keep wider partners informed of progress and ask for their input on community development
- Keep Parish and Town Councils up to date with activity and progress of issues in their areas
- Give Customers an opportunity to input into community development through the customer focus groups, social media and other formats
- Provide all stakeholders with information about national and local campaigns taking place in their areas
- Promote the locality activity and its objectives locally, regionally and nationally to share best practice, identify support and attract funding
- Identify the correct channels for different types of queries or issues to be reported

- **Communication Mechanisms**

Some mechanisms are:

- Audio presentations
- Briefing notes (Internal & External)
- Direct email to Ward Members
- Progress updates through Portfolio Holder reports
- Social Media
- Videos & talking heads
- Website
- Workshops with key officers & council Members (incl. Overview and Scrutiny Committee)
- Customer focus groups and community meetings
- Parish & Town Council meetings

- **Communication Performance Measures (proposed by O&S Task and Finish Group)**

- Acknowledge Member enquiries within two working days and reply in 10 working days. If the matter requires longer keep them updated
- Attend as appropriate Town and Parish Council Meetings (see appendix 1)
- Establish as appropriate drop in sessions with Ward Members and Parish Councils a maximum of three times in twelve months (see appendix 1)
- Provide quarterly data sets for each locality area (broken down by ward) providing information about activities, issues and customer requests for service



### **Appendix 1 – Communication Frequency with Town and Parish Councils**

Due to the number of town and parish councils across South Lakeland and the need to keep them up to date with activity and progress of issues in their areas the best way to communicate is via email or briefing papers on a regular basis. There will be a need to give presentations and other face to face discussions and the following table suggests that they are clustered based on the district wards to make best use of officer and Member time.

Ambleside & Grasmere  
Arnside & Milnthorpe  
Bowness & Levens  
Broughton & Coniston  
Burton & Crooklands  
Furness Peninsula  
Grange  
Kendal (East, Rural South & Natland, Town & West)  
Sedbergh and Kirkby Lonsdale  
Ulverston (East & West)  
Windermere

Officers will attend CALC meetings as required



## Appendix 2

### Annual Campaign Timeline (link to SharePoint page for more details)

Month	Campaign	Locality Team	Area
January	Christmas Recycling	All	SL
February/March	Elections/Voting	All	SL
16-22 March	Nutrition and hydration week	Allotments and any other food related projects	
March	National Tree Week	All	SL
(throughout spring and summer)	Keep Britain Tidy Campaigns	All	SL
April	Dog Fouling	All	SL
April	Fly tipping	All	SL
4-10 May	Sun Awareness week	All - for SLDC workers, particularly outdoor staff, sun creams, hats, breaks from the sun, hydration	SL
May	Noise Action Week	Environment	SL
18 June	National clean air day	Environment	Kendal
June	Food Safety week	Environment	SL
July	Fly tipping	All	SL
July	Dog Fouling	All	SL
8 August	National cycle to work day	All	SL
September	World environmental health day	Different theme each year	SL
11-27 September	Great British Spring Clean	All	SL
October			
November			
December	Christmas Recycling	All	

Red – world/national campaigns

Black - local campaigns

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