

DATE: 24 July 2023
REF: P&O230723

To Parishes and Organisations

CONTACT: George Ballentyne
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Dear Parish, District or Community Organisation,

New communications and engagement strategy

I wanted to update you on work the Environment and Transport department is undertaking on our communications, to help improve the service your community receives from us.

We know that highways, transport and environment issues are important to communities across Leicestershire; we receive a high volume of enquiries from your local areas on these topics. A review has been undertaken on ways we can strengthen our communication and partnerships with you.

Over the past year, in dialogue with key stakeholders, we have developed a new engagement strategy and plan to roll this out incrementally over the next year or so with some changes being implemented in the coming weeks. Underpinning the Action Plan is a series of core elements:

- **Consistency:** That all participants in the enquiries process are treated fairly and equitably.
- **Efficiency:** That all responses to enquiries are carried out to the highest possible standard and include a means to measure customer satisfaction via social engagement software currently used by LCC (e.g. Social Pinpoint).
- **Transparency:** Providing clear responses – and reasons behind them – as well as keeping enquirers regularly updated on the progress of their enquiry to completion.

Key deliverables from this work over the next year will be:

- **Parish Pilot**

A small number of Parish Councils have put themselves forward to trial various actions over a twelve-month period. The outcome of the pilot is to enable local communities to take more responsibility for the upkeep of their own environment. There is still the opportunity for parishes to come forward; if you would like to take part in this pilot, please contact: sue.dann@leics.gov.uk for more information. We will keep you updated on how the trials are progressing and hopefully build upon their success to enable more parishes to undertake additional responsibility; further briefings will take place later in the year.

Environment and Transport Department
Leicestershire County Council, County Hall, Glenfield. Leicestershire LE3 8RJ
Telephone: 0116 305 0001
Website: <https://www.leicestershire.gov.uk/contact-information>

Director, Ann Carruthers

www.leics.gov.uk

- A roads to Zebras**
 We will update the [A roads to Zebras](#) website to reflect the latest conditions and changing situation. This popular and useful website outlines the different [traffic schemes](#) available to improve roads or solve local environment and transport issues, fully costed with a range of options to suit your specific needs.
- Parish briefings**
 We will be sending regular electronic updates to keep parishes and communities current with news, practices and strategies across LCC affecting your localities.
- Information for parish councils and communities**
 We are committed to making more impactful use of the [news and updates section](#) of the [Information for parish councils and communities](#) website, assuring its primacy among our online resources.
- Parish Clerk Operational Meetings**
 We will continue to support these regular online meetings, ensuring useful content related to environment and transport issues in each session.
- Enhanced use of social media**
 Various teams across LCC are developing initiatives of special relevance to Parish Councils and local communities (e.g. WhatsApp Broadcast List for Clerks; podcasts; Facebook reels; Leicestershire Communities etc.). This will ensure that you are kept informed and updated.
- Consolidating relations with organisations working for, with or on behalf of local communities**
 We will make the most of support from Parish and Town Councils e.g. [Leicestershire & Rutland Association Local Councils \(LRALC\)](#) and [Society of Local Council Clerks \(SLCC\) Leicestershire](#) in relation to environment and transport issues in your localities.
- Annual Parish Councils liaison event**
 We intend to strengthen our involvement in this recurring event at County Hall. Providing an opportunity for face-to-face conversation about our work together.
- Social Value**
 We will keep a close watch on Social Value offers in LCC's procurement process, to see what benefits can be brought to local communities with regard to environment and transport.

We will regularly update you on progress throughout the year and when aspects of the project go live. Should you have any comments, queries or feedback, please don't hesitate to get in touch with the Special Projects Team: etdspecialprojects@leics.gov.uk; we will be pleased to hear from you.

Regards

George Merchant Ballentyne
 Members and Communities Liaison Manager
 Special Projects Team, Environment and Transport Department

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