

# **CORPORATE AND COMMUNITIES OVERVIEW AND SCRUTINY PANEL 28 MARCH 2023**

## **RESIDENT ROADSHOWS**

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### **Summary**

1. The Corporate and Communities Overview and Scrutiny Panel has requested an overview of the Council's Resident Roadshows and reinforce their purpose. It includes a summary of outcomes from the 2022 roadshows and the proposals for delivering Resident Roadshows for 2023.
2. The Cabinet Member with Responsibility for Corporate Services and Communication and the Strategic Director for Commercial and Change have been invited to the meeting.

### **Background**

3. Worcestershire County Council (the Council) has delivered annual Resident Roadshows every year since 2010, except for 2020 and 2021 due to the Covid-19 pandemic.
4. Last year, seven key events were attended with a roadshow event held in every District within Worcestershire.
5. In addition to the face-to-face Resident Roadshows, a Digital Roadshow was available online for those who could not attend the events in person.
6. This included an overview short survey that was promoted in the traditional media and via the Council's social media channels.

### **Resident Roadshow Objectives**

7. As in previous years, the main purpose of the roadshows has been to give Officers and Councillors the opportunity to talk face to face with local Worcestershire residents.
8. The Roadshows seek to raise awareness of the services that the Council provide, its plans, how it spends its budget and also to get feedback on any local or county wide issues.
9. The 2022 Roadshows had several key engagement elements:
  - To engage on the key objectives of the Corporate Plan 'Shaping Worcestershire's Future.'
  - To inform and discuss with residents the Council's budget and encourage feedback on current spending priorities, using a giant 'connect 4' game as an interactive tool.

- In line with the Council's Health and Wellbeing priority and wider objective to keep people living independently for longer, a key element was to promote the health benefits of taking regular exercise including a free exercise band and leaflet as a giveaway.
- To engage on and help to shape the new County Council website which launched in March 2023.
- To share information on Worcestershire Children First and promote fostering.

## Information and Outcomes from the 2022 Resident Roadshows

10. A summary of events attended in 2022 is shown in the table below:

District	Event	Date (2022)
Redditch	Astwood Bank Festival	Saturday, 9 July
Wyre Forest	Far Forest Show	Saturday, 13 August
Worcester	Worcester Show	Sunday 14 August
Wychavon	Plum Festival	Sunday, 28 August
Wychavon	Saltfest	Saturday, 3 September
Malvern	Farmers Market	Saturday, 19 November
Bromsgrove	Market	Saturday, 3 December

11. A few facts from the 2022 Resident Roadshows are shown in the table below:

Roadshow Themes	Corporate Plan New website Budget Health Neighbourhoods
Number of face-to-face Conversations	1,046
People exposed to the WCC the Council's brand (face-to-face)	41,800
Total Social Media impressions	104,633
Total Social Media engagements	2497

12. The details of the 2022 resident roadshows are detailed in [Appendix 1](#)

## Proposals for 2023 Resident Roadshows

13. It is proposed to run the Resident Roadshows again in 2023. The larger events work well and allow the Council to engage with a wide range of residents. Town centre events in Kidderminster and Redditch are also proposed this year in order to extend the range of residents we can engage with, as not all will be able to get to an event.

14. The Resident Roadshow schedule for 2023 being proposed is:

**Wyre Forest:**

Far Forest Show: 12 August  
and  
Town Centre Kidderminster

**Malvern Hills:**

Tenbury Show  
Upton Town Centre

**Wychavon:**

Evesham River Festival: 8 July  
or Saltfest: 1/2/3 September

**Worcester:**

Worcester Show: 13 August and  
Town Centre

**Redditch:**

Hanbury Show: 1 July and  
Town Centre Redditch

**Bromsgrove:**

Bromsgrove Carnival: 14/15 July

15. It is intended to use the same base equipment as these were all new for 2022 therefore the only additional costs for this year will be updates to the banners.

16. The themes, still to be finalised, are planned to be similar to 2022 with refreshed 2023 information. The proposed themes include:

- Corporate Plan achievements
- What services the Council provides.
- How the Council spends its budget – this year the focus will be on the gross figure in addition to the net council tax budget.
- How residents would spend the budget if they allocated spend.
- The Council as an employer of choice.
- County Highways Liaison Engineer on hand at each event to discuss local highway issues.

17. From the 'lessons learnt' log, it is proposed to have fewer banners than 2022 to ensure the pitch is less cluttered and more easily accessed, however we can increase the amount of printed material we hand out if required.

18. It is also proposed to further develop and promote the Digital Roadshows more in 2023, to increase participation

19. The costs for resourcing the Roadshows will be met, as in 2022, from the existing corporate communications budget and will be minimal this year as resources such as the survey have already been set up and supporting resources already purchased.

## **Purpose of the Meeting**

20. The purpose of the meeting is to share information on past Worcestershire County Council Resident Roadshows and the intention to hold them again during 2023. Feedback and comment on the 2023 plans would be welcomed.

## **Specific Contact Points for this report**

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## **Background Papers**

In the opinion of the proper officer (in this case the Assistant Director for Legal and Governance) there are no background papers relating to the subject matter of this report.

[All agendas and minutes are available on the Council's website here.](#)