

# **CORPORATE AND COMMUNITIES OVERVIEW AND SCRUTINY PANEL 26 MARCH 2024**

## **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 to reinforce their purpose. It includes a summary of outcomes from the 2023 roadshows and the proposals for delivering Resident Roadshows for 2024.
2. The Cabinet Member with Responsibility for Corporate Services and Communications has been invited to the meeting.

### **Background**

3. Worcestershire County Council (the Council) has delivered an annual programme of Resident Roadshow events every year since 2010, except for 2020 and 2021 due to the COVID-19 pandemic.
4. Last year, the programme of events was organised in every district within Worcestershire.
5. In addition to the face-to-face Resident Roadshows, a Digital Roadshow was available on the Council's website for those who could not attend events in person. This carried the same key messages and opportunity to feedback and was promoted via social media channels and on the Council's website home page.

### **Resident Roadshow Objectives**

6. As in previous years, the main purpose of the Roadshows has been to allow officers and councillors to talk face-to-face with local Worcestershire residents.
7. The Roadshows seek to raise awareness of the services that the Council provides, its plans, how it spends its budget and to get feedback on any local or county-wide issues.
8. The 2023 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, promotion of the health benefits of regular exercise including a free exercise band and leaflet as a giveaway.
- The roadshows in August and September 2023 were conducted to gauge opinion on health improvement work. Survey participants were asked their opinion on what the top priority should be in “keeping adults healthy”.
- To share information on Worcestershire Children First and promote fostering.

## Information and Outcomes from the 2023 Resident Roadshows

9. A summary of events attended in 2023 is shown in the table below:

District	Event	Date (2023)
Redditch	Hanbury Show	Saturday, 1 July
Wychavon	Evesham River Festival	Saturday, 8 July
Bromsgrove	Bromsgrove Carnival	Saturday, 15 July
Malvern	Tenbury Show	Saturday, 5 August
Wyre Forest	Far Forest Show	Saturday, 12 August
Worcester	Worcester Show	Sunday, 13 August
Wychavon	Droitwich Saltfest	Saturday, 3 September
Malvern	Upton Town Centre	Saturday, 9 September
Wyre Forest	Kidderminster Town Centre	Saturday, 23 September

10. Outcomes from the 2023 Resident Roadshows are shown in the table below:

Objective	Output
To promote the key objectives of the Corporate Plan ‘Shaping Worcestershire’s Future.	Chosen themes displayed: <ul style="list-style-type: none"> <li>• Corporate plan overview</li> <li>• WCC budget breakdown</li> <li>• How and where we have invested</li> </ul>
To inform and discuss with residents the Council’s budget and encourage feedback on current spending priorities.	<ul style="list-style-type: none"> <li>• An interactive tool using a giant ‘Connect 4’ game</li> <li>• 2,217 meaningful conversations</li> <li>• 76,000 people exposed to WCC brand</li> <li>• 33,805 views on social media</li> <li>• 1,240 engagements on social media</li> </ul>
Promote the health benefits of taking regular exercise and staying healthy and well.	<ul style="list-style-type: none"> <li>• On-site demonstration of how to use a resistance band</li> <li>• Approx 1,350 tote bags given away with County Council literature, health literature, a free exercise band and a toothbrush pack.</li> </ul>

11. A full review of each of the events from the 2023 programme, including a summary of some of the comments received at each event, can be seen in Appendix 1

## Proposals for 2024 Resident Roadshows

12. Due to the success of last year, and previous years, in terms of face-to-face engagement with residents, it is proposed to run a programme of Resident Roadshows again in 2024.
13. The focus for 2024 will be on larger, organised events to enable the Council to engage with a wide range of residents in a safe environment for those staffing the events. This also enables more effective use of resources e.g. utilising the drivers to help set up and take down the exhibition stand and having multiple stands next to each other to share staffing.
14. The Council's Communications and Engagement Officers recommend attending events during the summer months only (June, July and August) to minimise the impact of poor weather on the equipment and ability to meet residents.
15. To ensure residents' expectations are met on understanding the decisions taken by the Council, it is recommended that members of the Cabinet and Local County Council members, supported by Senior Leadership Team (SLT) and a minimum of one other Chief Officer Group (COG) representative, are present at every event.
16. It is also recommended that each show is again supported by the relevant highway's liaison officer since based on feedback from previous shows, queries about highway issues make up a larger proportion of the overall discussions.
17. Councillors, COG, SLT and team captains will be invited and assigned to their respective roadshows in April.
18. The Resident Roadshow schedule for 2024 being proposed is:

<b>Wyre Forest:</b> Far Forest Show: 10 August	<b>Worcester:</b> Worcester Show: 11 August
<b>Malvern Hills:</b> Malvern Food Festival: 7 July and Tenbury Show: 3 August	<b>Redditch:</b> Hanbury Show: 6 July and Astwood Bank Carnival: 13 July
<b>Wychavon:</b> Battle of Evesham: 4 August and Saltfest: 28 August-1 September	<b>Bromsgrove:</b> Wythall Fun Run: 23 June and Bromsgrove Carnival: 12 July

19. Where possible existing equipment such as the gazebo, display frames, table and associated equipment will be reused. New graphic displays and a new back display for the gazebo will be created, together with additional cloth tote bags ordered.
20. The themes, still to be finalised, are planned to be similar to 2023 with refreshed 2024 information. The proposed themes include:

- Corporate Plan – what has been delivered and what is next
- How the Council spends its budget including council tax
- Projects delivered locally
- How residents would spend the budget if they allocated spend
- County Highways Liaison Engineer on hand at each event to discuss local highway issues.

21. It is proposed to have a 'Report It' QR code on the stand. This will enable issues reported during each show to be dealt with in real-time.

22. In addition, there will be a digital form available on iPads to capture other feedback and comments at the time. These will be directed to Customer Services to respond to.

23. For 2024, the Digital Roadshow will be developed further to increase the engagement of residents unable to attend a roadshow.

24. The roadshows will provide the opportunity to give out the Your Worcestershire resident's magazine, to anyone who has not received a copy or who is a new Worcestershire resident.

25. The costs of the roadshows will be met, as in 2023, from the existing corporate communications budget. These are expected to be minimal this year as resources such as equipment will be low, and the survey has already been set up. The only additional cost will be for members of the communication team, and wider council teams, who attend to support the events outside of their normal working hours, but are however are essential to the effective delivery of the Roadshow programme.

### **Purpose of the Meeting**

26. The Panel is asked to consider and comment on the headline information provided on last year's programme of Resident Roadshows and the plan for the 2024 programme.

### **Supporting Information**

Appendix 1 - Summary of comments from 2023 Roadshows

### **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) the following are the background papers relating to the subject matter of this report.

- Agenda and Minutes for Corporate and Communities Overview and Scrutiny Panel on 28th March 2023

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