

# Gypsy and Traveller Accommodation Assessment Stakeholder Engagement and Communication Plan Draft - July 2021

### Background

The following Stakeholder Engagement and Communications Plan has been developed to support the delivery of the Gypsy and Traveller Accommodation Assessment (GTAA) in line with the Welsh Government (WG) methodology and accompanying work brief. This plan has been developed in response to previous recommendations from Communities Scrutiny Committee around the need for early member engagement on work around Gypsy and Traveller Accommodation and the need for more engagement with the Gypsy and Traveller community within the GTAA process.

The Stakeholder Engagement and Communications plan has been developed with support from the following:

- GTAA Project Board
- DCC Officers – including Strategic Planning and Housing, Property Services, Communications and Public Engagement
- Travelling Ahead (Gypsy and Traveller Advocacy Organisation)
- Regional Community Cohesion Officer
- BCUHB
- NWP
- GTAA Scrutiny Task & Finish (T&F) group

The development of this Plan has been completed with the support of the GTAA Scrutiny Task & Finish group.

This plan is not intended to be a static document and may evolve as the project and the Gypsy and Traveller Accommodation Assessment (GTAA) process progresses.

### Monitoring and Review

It is proposed that the progress on the plan can be reviewed by the GTAA Scrutiny Task and Finish group at the next scheduled monitoring meeting (expected to take place in Sept 21).

**Aim 1:** Ensure open and transparent engagement and communications on the Gypsy and Traveller Accommodation Assessment project across all stakeholder groups

**Objectives:**

1. To engage with Elected Members at an early stage
2. To engage and communicate with all stakeholders during the course of the GTAA process

\*All timescales are provisional and are dependent on project progress

Activity	Stakeholders	Areas of interest	Method	Lead	Provisional Timescales*
Establish Project Board ensuring member involvement at a senior level. Responsible for overall project reporting.	Leader Lead Member Director Head of Services	All aspects of project management. Legislation. Project Reporting. Project Communications.	Terms of Reference Monthly meetings Cabinet reports Scrutiny Reports	Director/ Leader/Lead Member	January 21 for duration of the project
Establish Scrutiny Task & Finish Group to provide a monitoring / Quality Assurance role for GTAA process and Stakeholder Engagement Plan	6 x Elected Members from the Member Area Groups	Legislation. Application of the WG methodology. Effective communications and engagement	Terms of Reference 6 + meetings and associated papers Scrutiny Reports	Director/Head of Service	May - July 21 Sept 21 Oct 21
Establish GTAA Steering group as a requirement of WG methodology to advise on cultural requirements, local knowledge and promotion of the GTAA	As set out in methodology: Officers from Housing / Planning Lead Member Gypsy and Traveller rep organisation (Travelling Ahead)	Application of the WG methodology Participation	Terms of Reference 2 + meetings	Strategic Planning and Housing Manager	June/July 21 – then as required

Work with Travelling Ahead to explore options to enable Gypsy and Traveller community members to contribute to GTAA Steering group	Travelling Ahead Gypsy and Travellers DCC Officers from Housing/Planning	Participation Ensuring cultural understanding Application of the WG methodology	Support to access meeting Or Focus group info	Strategic Planning and Housing Manager	June/July 21 – then as required
Ensure that the consultant commissioned to deliver the GTAA is aware of the key stakeholders and project requirements	Opinion Research Services	Legislation Application of the WG methodology Participation Reporting requirements	Emails Meetings Project Brief Stakeholder Engagement Plan	Strategic Planning and Housing Manager	May 21 – on-going
Establish working group to explore Stakeholder engagement/develop stakeholder engagement action plan	DCC Officers Travelling Ahead BCUHB NWP Regional Community Cohesion Team	Engagement / communication during project.	2+ Meetings Emails	Project Manager	May/June 21
Ensure all Elected Members are kept informed of the GTAA project	All Elected Members	Purpose and need for GTAA. Legislation. Member involvement. Participation. Timescales. Outcome of the Assessment	Council Briefings Committee meetings/reports Briefing Notes Email Press Releases Committee reports FAQs	Lead Member/Leader/ Chair of T&F group/ Scrutiny T&F grp members	January 21 – ongoing at key milestones including start of Assessment, completion of report, outcome of the report
Ensure that any new Elected Members are provided with an introduction to the project	New Elected Members	Purpose, need and benefits for the GTAA Legislation Cultural Awareness	Meeting Reports Background docs	Leader/Lead Member	Individuals as required and following any election period

Ensure wider stakeholders are informed of the GTAA project	MSs/MPs City, Town & Community Councils Residents – from the Settled community and the Gypsy and Traveller community Business community	Open and transparent process. Purpose and need. Timescales. Outcome of the Assessment	Press releases Media updates DCC Website DCC Social Media County Voice Committee meetings / reports FAQs	Communications & Marketing Mgr / Project Manager	May 21 – on going at key milestones including start of Assessment, outcome of report
Ensure Welsh Government are kept informed on progress or any queries around the application of the GTAA methodology.	Welsh Government Officers /Ministers	Correct application of the GTAA methodology. Legislation. Timescales.	Emails Submission of GTAA Report	Strategic Planning and Housing Manager	Jan 21 – on-going as required. Report deadline Feb 22
Promote positive relations between all communities through the engagement and communications activities for the GTAA project	Equalities Commission	Legislation	Emails (to respond to any queries raised)	Strategic Planning and Housing Manager	Communications with Equality Commission likely to only be required if there are any areas of concern/queries raised

**Aim 2:** Targeted Engagement / Communications to ensure maximum data is acquired to inform the Gypsy and Traveller Accommodation Assessment. This will be through the completion of questionnaires with Gypsy and Traveller households and the collection of relevant data from other sources.

**Objectives:**

1. To ensure front line staff who may have contact with Gypsy and Traveller families are aware of the Assessment and can advise households on how to participate
2. To raise awareness within the Gypsy and Traveller community of the Assessment and how to participate
3. To identify and capture any relevant data around Residential and Transit need to inform the GTAA

\*Timescales are provisional and are dependent on project progress

Activity	Stakeholders	Areas of interest	Method	Lead	Provisional Timescales*
Contact relevant services to identify whether they hold any data which may inform the GTAA	<p>DCC Frontline services to include Education, Social Care, Housing</p> <p>Registered Social Landlords</p> <p>BCUHB: To include health visitors and GP surgeries (this list may be extended - to be informed further by BCUHB engagement team)</p> <p>NWP community policing teams</p> <p>Gypsy and Traveller representative organisations including Travelling Ahead</p>	<p>Purpose and benefits</p> <p>Types of information</p> <p>GDPR requirements</p> <p>Timescales</p>	<p>Email / letter</p> <p>Meeting</p> <p>Phone Call</p>	<p>Strategic Planning and Housing Manager</p>	<p>Prior to and at the start of the Assessment</p>

Provide an opportunity for elected representatives to input any local knowledge of Gypsy and Traveller families / unauthorised encampment patterns in their area into the Assessment process	Elected Members  City, Town and Community Council	Purpose and benefits Who is eligible Practical details of participation GDPR requirements Timescales	Email Online survey FAQs	Consultant (ORS) / Strategic Planning and Housing Manager	During the Assessment
Provide information on the assessment / how to get involved to front line staff who may have direct contact with Gypsy and Traveller families / households and be able to promote the assessment	DCC: Education, Social Care, Housing  Registered Social Landlords  BCUHB: To include health visitors and GP surgeries (to be informed further by BCUHB engagement team)  NWP community policing teams  Gypsy and Traveller representative organisations including Travelling Ahead  Gypsy and Travellers	Purpose and benefits Who is eligible Practical details of participation. GDPR requirements Timescales Covid safe practice	Email Virtual Leaflet DCC Internal Staff Online Newsletter (Linc) BCUHB, Registered Social Landlords and NWP internal staff comms FAQs	Consultant (ORS) / Strategic Planning and Housing Manager	At the start of the Assessment Midway through the Assessment
Publish and promote details of the assessment / how to get involved directly to Gypsy and Traveller families through the Council's usual channels and	Local Media Current Gypsy and Traveller publications (i.e. Traveller Times) Faith organisations	Purpose and benefits Who is eligible Practical details of participation. GDPR requirements	Press Release Email/Briefing Note Virtual Leaflet Updated webpage information	Comms & Marketing Mgr/ Consultant (ORS) / Strategic Planning and	At the start of the Assessment and at regular intervals during the Assessment period

GT specific publications and through word of mouth within the Gypsy and Traveller community	Gypsy and Travellers	Timescales Covid safe practice	DCC Website / Social Media content	Housing Manager /Travelling Ahead	
Promote information on the assessment / how to get involved directly to Gypsy and Traveller families resident in the County via advertising in local venues. Request for Local Members and Town, City and Community Councils to place in prominent local facilities / noticeboards.	Elected Members  Town, City and Community Councils  Gypsy and Travellers	Purpose and benefits Who is eligible Practical details of participation i.e. who to contact GDPR requirements Timescales What and where Covid safe practice	Email / virtual leaflet plus Printed poster or leaflet	Lead Member / Chair of Scrutiny T&F grp	At the start of the Assessment – for the period of the Assessment
Promote the Assessment to transit households travelling through the County during the period of the assessment via front line staff who may have direct contact with Gypsy and Traveller families / households	Via: DCC: Education, Social Care, Housing  BCUHB: To include health visitors and GP surgeries (to be informed further by BCUHB engagement team)  NWP community policing teams  Gypsy and Traveller representative organisations including Travelling Ahead	Purpose and benefits Who is eligible Practical details of participation i.e. who to contact GDPR requirements Timescales Covid safe practice	Email Virtual Leaflet	Consultant (ORS) / Strategic Planning and Housing Manager / Travelling Ahead	Throughout the Assessment

It is unknown if there will be unauthorised encampments during the period of the Assessment. Therefore, collate any relevant information /knowledge gathered through any welfare visits to unauthorised encampments to provide additional insight for the study.	DCC Officers  Gypsy and Traveller Families/households	Any relevant information gathered through the course of the welfare discussion	Email Meeting Face to Face	Consultant (ORS) / Strategic Planning and Housing Manager	May 21 – onwards Prior to the start of the Assessment During the Assessment
Seek additional information on travelling behaviours, patterns etc to inform the GTAA from representative organisations	Use list within WG methodology. <i>* Info suggests that a number of these orgs may not still be operating.</i> Seek guidance from Travelling Ahead / WG on any new organisations.	Geography Purpose and benefits Who is eligible Practical details of participation / nature of the info required GDPR requirements Timescales	Email Phone Call Virtual Leaflet	Consultant (ORS) / Strategic Planning and Housing Manager	During the Assessment
Maximise engagement with all Gypsy and Traveller families identified for the GTAA through following up all referrals from other GT families and ensuring that 3 attempts to undertake the questionnaire are carried out.	Consultants (ORS) Gypsy and Traveller families / households	Purpose and benefits Who is eligible Practical details of participation / nature of the info required GDPR requirements Timescales Covid safe practice			
Engage with neighbouring Councils to avoid issues around 'double counting'	Housing / Planning Officers - North Wales local authorities	Info around Gypsy and Traveller accommodation commitments / needs. Transit patterns	Email Phone Call Meetings	Consultant (ORS) / Strategic Planning and Housing Manager	During the Assessment

Feedback to the participants of the GTAA regarding the outcome of the Assessment	Gypsy and Traveller families who have participated in the GTAA	Outcome of the Assessment Next steps	Phone Call Letter Meeting	Consultant (ORS) / Strategic Planning and Housing Manager / Travelling Ahead	On completion of the Assessment
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