



Consultation and Engagement Plan

Barnet Food Plan 2022 to 2027

Author:	Oliver Taylor
Service:	Public Health
Date:	23/08/2022
Version:	2

This Consultation and Engagement Plan is a live document that should be continuously referred to and updated as you progress through the stages of the project.

Contents

Consultation and Engagement Plan.....	1
<i>Barnet Food Plan 2022 to 2027</i>	1
1. Introduction.....	3
2. Consultation and engagement aims and objectives.....	3
3. Key milestones.....	3
4. Delivery of messages	3
5. Communication messages.....	4
6. Key Stakeholders	4
7. Outline of consultation approach.....	4
8. Levels of Engagement.....	4
9. Consultation and Engagement Detailed Plan: Name of Project	6
10. Consultation and engagement timeline	9
11. Approximate Costs to Consider	9
12. Document Control	11
<i>Record the information relevant to this document in this section</i>	11
Document History	11
Distribution List:	11

1. Introduction

Barnet Council is committed to involving local people in shaping their area and the services they receive. Consultation and engagement is one of the key ways the council interacts with and involves local communities and residents, providing them with opportunities to:

- gain greater awareness and understanding of what the council does
- to voice their views and know how they can get involved
- to have their views fed into the democratic decision making process

This plan aims to provide an effective consultation and engagement programme to help inform the council's *development of the Barnet Food Plan 2022 – 2027*.

The plan aligns to the standards and key guiding principles set out in the council's Consultation and Engagement Strategy and supports the council's Corporate Plan Healthy workstream and Joint Health and Wellbeing Strategy.

2. Consultation and engagement aims and objectives

- To understand and gather views of residents and stakeholders on food projects in Barnet.
- To engage residents and stakeholders to support the production of the Barnet Food Plan that is relevant to and supports them or their work.

3. Key milestones

Note what the key milestones in terms of sign off and committee meetings

The table below outlines the key milestones to the end of the project:

Date	Key Milestones
27 August – 7 October 2022	6-week formal consultation on draft Barnet Food Plan
January 2023	Consultation findings presented to HWBB with draft Barnet Food Plan to approve

4. Delivery of messages

When delivering an effective consultation and engagement programme we need to ensure messages reach all intended audiences, which is why we must adopt a more targeted approach to consultation and engagement.

- Promote the process as being an open, honest and truly consultative
- Identify the different audiences and prepare communication and engagement tools to meet their needs
- Ensure that our approach to consultation and engagement is consistent
- Plan and deliver the core messages and intended outcomes through identified communication channels
- Ensure that all communications and engagement is meaningful and includes all

- relevant parties
- Provide answers to any queries

5. Communication messages

We are encouraging residents and stakeholders to help us set our actions addressing food projects in Barnet over the next four years. We would like to hear your views on our priorities and actions relating to food and how food affects your health and wellbeing.

6. Key Stakeholders

Key stakeholders	Consultation Methods	Methods of promoting the consultation
<i>Residents</i>	<i>Online survey Engagement sessions with key groups</i>	<i>Social media Barnet first e-newsletter Engage Barnet</i>
<i>Residents in key local neighbourhoods</i>	<i>Online survey</i>	<i>Local VCS organisations</i>
<i>Barnet businesses</i>	<i>Online survey</i>	<i>Engage Barnet Business buzz newsletter</i>
<i>Young people</i>	<i>Facilitated session at Barnet Youth Board Survey with school pupils</i>	<i>Youth Board Comms Comms via schools BACE</i>
<i>Parents/carers and families</i>	<i>Online survey</i>	<i>School circular email BACE</i>
<i>Barnet Schools</i>	<i>Online survey</i>	<i>School circular email</i>
<i>VCS (external to working group)</i>	<i>Online survey</i>	<i>Engage Barnet Barnet Together Social Media CTN bulletin Email to VCS links</i>
<i>Anchor institutions – Royal Free London and Middlesex University</i>	<i>Briefing/presentation</i>	<i>Email</i>

7. Outline of consultation approach

Provide a summary of the approach. Note the number of phases of consultation will vary depending on the size and complexity of the project.

Phase 1: This phase is the development activities on the draft plan and include engaging with stakeholders to determine priorities, best practice and the perceived challenges in this area.

- We will run internal workshops with stakeholders to discuss the development of the draft plan and determine the scope and aspirations for the new plan.
- We will commission UCL to conduct focus group sessions with civil society organisations to gain feedback on food security on Barnet and discuss the priorities and aspirations of participants around food.

Phase 2: This phase is the consultation on the draft action plan and engagement with

specific stakeholders on the plan and food actions.

- We will run an online survey through the Engage Barnet platform. This will give residents and stakeholders such as businesses and VCS orgs, the opportunity to feedback on the draft plan and provide valuable insight to be used to finalise the plan.
- We will run engagement sessions with specific audiences to discuss the plan and gain their feedback on its content and how they can support its implementation.

8. Levels of Engagement

The detailed plan under section 8 refers to the different levels of engagement as outlined in LBB Consultation and Engagement Strategy to help identify and clearly define the variations of engagement.

Insight	Understand better the needs, views, and concerns of our residents using existing data
Inform	As an open council provide balanced information to assist understanding about something that is going to happen or has happened.
Consult	Capture residents' views on issues of relevance to them. Give an extensive range of opportunities for residents to have their say
Involve	Involve residents in testing, designing, and evaluating what we do to ensure that concerns and aspirations are understood and considered prior to decision making.
Empower	Empower public/service users to co-design, develop, manage and evaluate services. Working together to develop understanding of all issues and interests to work out alternatives and identify preferred solutions.

9. Consultation and Engagement Detailed Plan: Barnet food plan

Phase 1: Development of action plan priorities and vision (5 October – 31 Jan 2022)							
Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Task	Deadline/ events dates	Officer Lead
Insight and involve	Working group members, internal partners in delivering the food plan		Workshops	<ul style="list-style-type: none"> To understand current best practice and challenges faced by partners. To discuss the draft action plan and what participants want it to achieve. 	<ul style="list-style-type: none"> To prepare focus group sessions To facilitate sessions and collate feedback 	Wider food systems workshop: 5 th Oct 2021 Tackling underlying causes workshop: 11 th Oct 2021 Supporting the resilience of the VCS workshop: 19 th Oct 2021	

Phase 1: Development of action plan priorities and vision (5 October – 31 Jan 2022)

Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Task	Deadline/ events dates	Officer Lead
Consult and inform	Civil Society Organisations including foodbanks, voluntary sector and parents groups.		Focus groups delivered by University College London	<ul style="list-style-type: none"> • To engage stakeholders and draw together knowledge from the local voluntary sector. • To inform future action on food security in Barnet. • To determine participants' priorities, activities and aspirations for the future around food security. 	<ul style="list-style-type: none"> • To commission research project via UCL. • To support provider with delivery of focus groups. • To review and feedback on findings reports. 	Focus groups to be delivered Dec 2021	

Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Task	Deadline/ events dates
Consult and involve	Barnet residents	Residents	Online survey	<ul style="list-style-type: none"> To understand the view of the public on the draft plan. To gain feedback to support the production of the final version of the plan. 	<ul style="list-style-type: none"> Prepare questionnaire and consultation materials Complete forms to upload consultation to Engage Barnet 	<p>Questionnaire launch: 26th August</p> <p>Close 7th October</p>
		Residents of specific local neighbourhoods (Grahame Park, key housing estates)	Online survey via local organisations (i.e. Colindale Communities Trust)	<ul style="list-style-type: none"> To understand local needs and priorities around food. To gain views on lived experience of food security amongst local communities. 	<ul style="list-style-type: none"> 	
		Barnet MENCAP	Focus group session	<ul style="list-style-type: none"> How do service users perceive healthy and unhealthy food? What do they see as barriers to healthy eating? 	<ul style="list-style-type: none"> Prepare presentation and activities for session 	Focus group session: 16 th June
		Refugees/migrants	Engagement via Public Health Registrar (Survey with migrants and interviews with professionals)	<ul style="list-style-type: none"> What are the experiences of migrants around the food system in Barnet? How can we ensure that culturally relevant actions are taken around food? 	<ul style="list-style-type: none"> Prepare presentation and activities for session 	August 2022
		Parents/Carers	Online survey	<ul style="list-style-type: none"> What challenges do carers face around healthy food and related issues? 	<ul style="list-style-type: none"> Prepare survey and plan to share link 	<p>Survey open: 27th June</p> <p>Survey close: 22nd July</p>

Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Task	Deadline/ events dates	
		Older adults	Engagement session via AgeUK	<ul style="list-style-type: none"> What are their experiences of access to food or food insecurity? How could the food plan specifically help them to eat healthy, nutritious food every day? 	<ul style="list-style-type: none"> Prepare presentation and activities for session 	Engagement session: 5 th July	
		Weight management service users	Survey via GLL	<ul style="list-style-type: none"> To understand the views of those with lived experience of excess weight. What barriers does this group face in preventing excess weight? 	<ul style="list-style-type: none"> Prepare survey and share with service provider 		
		Children and Young People	Facilitated session with Barnet Youth Board	<ul style="list-style-type: none"> To gain specific feedback of experiences of CYP around food To gain feedback from CYP on the draft plan 	<ul style="list-style-type: none"> Prepare presentation and activities for session 	Youth Board Session: 7 th July	
			University Students	Engagement session (potentially via Middlesex Students Union)	<ul style="list-style-type: none"> To gain specific feedback of experiences of students around food 	<ul style="list-style-type: none"> 	
	Barnet businesses			Online survey Webinar/engagement session	<p>How do businesses see their role in the food plan? What actions do they suggest we take to support the circular economy? What support would businesses like from the system around food and sustainability?</p>	<ul style="list-style-type: none"> Prepare presentation and activities for session 	<p>Questionnaire launch: 26th August</p> <p>Close 7th October</p> <p>Engagement session date: TBC</p>
	VCS organisations via Barnet Together			Online survey, Engagement session via Foodbank network	<ul style="list-style-type: none"> To understand the view of the public on the draft plan. To gain feedback to support the production of the final version of the plan. 	<ul style="list-style-type: none"> Prepare presentation and activities for session 	<p>Engagement session: 27th June</p> <p>Questionnaire launch: 26th August</p> <p>Close 7th October</p>

Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Task	Deadline/ events dates
	Barnet schools	Staff	Online survey	<ul style="list-style-type: none"> To understand the opportunities for schools to support the plan. To gain feedback to support the production of the final version of the plan. 	<ul style="list-style-type: none"> Prepare survey and plan to share link 	Survey open: 27 th June Survey close: 22 nd July
		Students	Online survey	<ul style="list-style-type: none"> How do CYP perceive healthy or unhealthy foods? What is important to them about the food they eat and how they access it? 	<ul style="list-style-type: none"> Prepare survey and plan to share link 	Survey open: 27 th June Survey close: 22 nd July
	Anchor institutions	Middlesex University, Royal Free London, Barnet ICP	Briefing	<ul style="list-style-type: none"> To determine views on the draft food plan. To understand how anchor institutions can best support the actions of the plan. 	<ul style="list-style-type: none"> Prepare presentation for session 	
	BOOST Service users	Residents at risk of financial vulnerability	Focus group	<ul style="list-style-type: none"> To understand issues around access to food linked to cost of living and financial vulnerability. 	<ul style="list-style-type: none"> Plan sessions and support delivery 	Planned for October 2022

Level of Engagement	Objectives	Communications method	Audience	Detail	Date to complete
Consult and involve	<ul style="list-style-type: none"> To understand the view of the public on the draft plan. To gain feedback to support the production of the final version of the plan. 	Engage Barnet	Engage Barnet webpage visitors	Web page hosting the online questionnaire. Will contain draft food plan and explanatory text about the consultation.	8 th June
		Message in Barnet First	Barnet households	Message in Barnet First advertising the online	8 th June

Level of Engagement	Objectives	Communications method	Audience	Detail	Date to complete
				questionnaire and informing readers of the close date	
		CTN Bulletin	VCS Organisations	Post in CTN bulletin advertising the online questionnaire and informing readers of the close date	
		School circular	Barnet Schools	Post in school circular advertising the engagement session and how to sign up	
		Business Buzz	Barnet Businesses	Post in business buzz advertising the online survey and the engagement session including how to sign up.	
		Social media	Followers of LBB social media accounts and promoted audiences	Messages on LBB Twitter, Instagram and Facebook pages to advertise the consultation and link to Engage Barnet page. Potential for promoted posts to key audiences	
		Barnet Group	Stakeholders linked to TBG	Brief TBG staff and to share consultation details with their network.	

11. Approximate Costs to Consider

Guidance on costs can be given by the Corporate Consultation Officer

Item	Amount	Approximate Costs
Promoted posts on social media	Costs will depend on frequency of promoted posts on social media	Up to £500
Printed materials	Costs will depend on frequency of leaflets	Up to £200

