

### **As a Community Leader – We will engage with residents in an open and meaningful way**

By:

Delivering the Communications and Engagement Strategy Action Plan.  
Embedding the principles of consultation and engagement (as set out in the Communications and Engagement Strategy).  
Undertaking a Resident Survey to identify how residents feel about the council.  
Use customer tools (Acorn) to gain insight into the communities within Maidstone and how to engage them.  
Ensuring that information and advice we provide uses language that is clear and concise

*Measurement:*

- I. Resident Survey Percentage of residents that feel the Council keeps them well informed about the services and benefits it provides.*
- II. Percentage of residents that agree they can influence decisions affecting their local area.*
- III. Percentage of parishes that are satisfied with the level of communication and engagement they have with MBC.*

### **As a Service Provider – We will ensure our services are inclusive, accessible and support residents and customers.**

By:

Undertaking Equality Impact Assessments when making a change to a policy or service  
Reviewing the equality information we collect to develop our understanding our service users  
Raise staff awareness of equality and diversity issues that are relevant to Maidstone's communities  
Creating and delivering a Financial Inclusion Action plan  
Promote the Financial Inclusion Forum to partners and third sector as an opportunity for sharing best practice and networking  
Delivering the Customer Service Improvement Programme

*Measurement:*

- I. Take-up of training*
- II. Increased level of equality information*
- III. Membership at Financial Inclusion Forum*
- IV. Monitoring of channel shift indicators*
- V. Monitoring the take-up of our frontline services*

**As an Employer –To have a workforce that feel valued and respected**

By: Delivering the Workforce Strategy

Undertaking the IIP assessment and actions identified for improvement  
Continue to deliver one council briefings  
Offering opportunities for staff in relation to wellbeing and work/life balance

*Measurement:*

- I. Stress Survey*
- II. Best Council Survey*
- III. IIP Assessment*