

# **Let's Talk – Partner Comms Pack**

## **Overview of Let's Talk campaign**

We are kick-starting North Yorkshire's biggest countywide conversation, Let's Talk, this autumn to understand how the public are feeling, what their priorities for their local areas are and to get their feedback to help inform decision-making for the new North Yorkshire Council.

We're starting the conversation on 26 September with the launch of our 'Let's Talk Local' engagement, finding out which topics are most important, like education, housing, public transport, and climate change. Later in the autumn, we'll be asking the public for their views on the budget for the new council to help inform decision-making, as well as taking the proposed devolution deal for York and North Yorkshire forward for public consultation (subject to political decision).

### **What do we want to achieve?**

- To set the tone for North Yorkshire Council as one that listens and is committed to working at a local level
- To provide data to support informed decision making by the new council
- To explain the breadth of services the new council will deliver and understand the public's priorities
- To maximise the value of consultation and engagement and avoid disparate re-targeting of groups
- To make the most of resources and capacity across all eight councils

### **How are we doing this?**

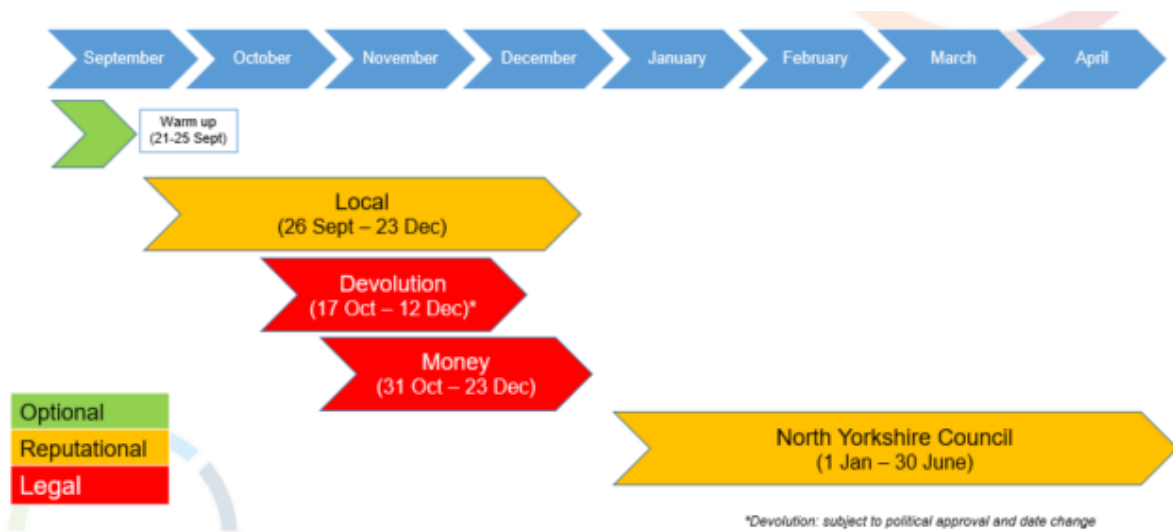
We aim to have at least 1,250 face-to-face conversations over the next four months in local places where people go, socialise, and meet, like libraries and street markets. We will also be talking to partners at their meetings and to community groups. Working with the Stronger Communities and Community Teams from all councils, our team of 40+ volunteers – again from across all eight councils – will be holding these important conversations for 'Let's Talk Local' in person, ensuring we capture a wide range of views, and supporting those who may not be able to complete the survey online.

This will be supported by significant activity between September to December across press, radio, print and digital media, with a target of attracting 3,750 online responses. We're using a safe and easy-to-use platform called Commonplace to provide our own consultation platform where we will host surveys to capture online feedback and inform the public what happens after the consultations.

### **Key messages**

- On 1 April 2023 North Yorkshire Council will replace the eight councils currently delivering public services in North Yorkshire
- This is North Yorkshire's biggest countywide conversation
- The new council is being built with local at the heart of everything it will do – local staff providing local services, based on local priorities and decision making
- Having one new council will save money by joining up services so they make sense to you, and ending duplication. This money will help support services to ensure they are stronger and fit for the future and will fund empowered local decision-making.

## Timeline



### How you can help

We'd love you to share your thoughts, as partners of the council, and residents of the county. We truly appreciate your input and views.

We would appreciate any support you can offer in promoting these important conversations, helping to encourage as many North Yorkshire residents to take part as possible and providing a wide range of views from across the county. In the pages that follow, you will find information about the campaign, and suggested copy and logos/images attached to help promote the campaign.

We'll be back in touch with more details about the consultations for the council budget and proposed devolution deal for York & North Yorkshire (subject to political approval) later in the autumn.

## Social Media copy and assets

Below are a series of suggested social media posts you may wish to share or adapt to use on your social media channels to help promote the campaign; we would really appreciate any support you can give.

- For use from 26 September
- We want to remind residents about the local conversations taking place in their area and keep momentum throughout the campaign with reminders to complete the survey

### Key points throughout this phase:

- Brand new council from 1 April
- North Yorkshire's biggest conversation
- #LetsTalkNorthYorkshire

**You can download the social assets detailed below, plus alternative assets and logos, via the following link:**

<https://nydrive.northyorks.gov.uk/thinclient>


Username: esep22002

Password: Letstalk22!

If you have any problems downloading these assets, please contact:

Caroline Harrison-Jones [caroline.harrison-jones@northyorks.gov.uk](mailto:caroline.harrison-jones@northyorks.gov.uk) or

Rebecca Proctor [Rebecca.proctor@northyorks.gov.uk](mailto:Rebecca.proctor@northyorks.gov.uk)

Asset	Content
<p>Let's Talk Video:</p> 	<p>On 1 April 2023, North Yorkshire Council will replace the eight councils currently delivering public services in North Yorkshire</p> <p>Over the next few months, they'll be asking you how you'd like to work with the new council and what you think they should focus on as part of 'Let's Talk', the biggest conversation North Yorkshire has ever seen.</p> <p>They're starting by asking you about your local area. Teams from the new council will be out in your communities at the places you visit and socialise, and talking to members of local groups, to find out which local issues which are important to you.</p> <p>Visit <a href="https://letstalkny.commonplace.is/">https://letstalkny.commonplace.is/</a> to find out where your local conversations are taking place, or share your views online. #LetsTalkNorthYorkshire</p> <p><b>Twitter version:</b> North Yorkshire Council will replace the 8 existing councils from 1 April. They want to know which local issues are important to you &amp; what the new council should focus on. Join North Yorkshire's biggest conversation at <a href="https://letstalkny.commonplace.is/">https://letstalkny.commonplace.is/</a> #LetsTalkNorthYorkshire</p>



The new North Yorkshire Council is being built with local at the heart of everything it does, empowering local communities and making services easier to access.

Around 30 community networks across North Yorkshire will decide local priorities and will see communities work with businesses and public sector agencies to have a stronger voice and get things done, supported by an area coordinator.

The council needs your help to define the areas these Community Networks should cover. Have your say by taking part in North Yorkshire's biggest countywide conversation, Let's Talk, either online or in person. Find out more at <https://letstalkny.commonplace.is/> #LetsTalkNorthYorkshire

**Twitter version:**

Have your say on Community Networks for the new North Yorkshire Council, and help define how they can support your local area. Have your say at <https://letstalkny.commonplace.is/> #LetsTalkNorthYorkshire

Let's Talk Local Video1:



Have you taken part in North Yorkshire's biggest countywide conversation yet? Have your say on the priorities in your local area for the new North Yorkshire Council.

Teams from the council are holding these conversations at venues across <town/village/area> this month, and they want to hear from you. Find out where your local conversations are taking place, or share your views online at <https://letstalkny.commonplace.is/>.

#LetsTalkNorthYorkshire

**Twitter version:**

North Yorkshire Council are in your local area this month asking for your thoughts on which local services matter to you & how North Yorkshire Council can support your community. Find your local conversation at <https://letstalkny.commonplace.is/> #LetsTalkNorthYorkshire



Are local issues important to you? The new North Yorkshire Council launches on 1 April 2023, and they want to find out how they can best support your local community.

They will be out across <town/village/area> over the next few months to find out which issues matter most to the people who live and work here, and they want to hear what you have to say.

Find your local conversation or share your views online at <https://letstalkny.commonplace.is/>.

**Twitter version:**

North Yorkshire Council are visiting places across <district name> to find out what issues matter most to the people who live and work here, & want to hear your views. Find your local conversation at <https://letstalkny.commonplace.is/> #LetsTalkNorthYorkshire

## **Copy for website / magazines / newsletters / emails (long version)**

- For use from 26 September
- Content links to <https://letstalkny.commonplace.is/>
- QR codes can be supplied for printed material – please contact Caroline Harrison-Jones [caroline.harrison-jones@northyorks.gov.uk](mailto:caroline.harrison-jones@northyorks.gov.uk) or Rebecca Proctor [Rebecca.proctor@northyorks.gov.uk](mailto:Rebecca.proctor@northyorks.gov.uk)

From 1 April 2023, North Yorkshire Council will replace the eight councils in North Yorkshire to deliver all the public services your local council currently provides. Having one new council will save money by joining up services to end duplication, helping to support services so they are stronger and fit for the future, as well as fund local decision-making.

The new council is being built with local at the heart of everything it will do. There will be a main office in each district, supported by customer access points across North Yorkshire so you can still access help and advice face-to-face. There will also be a single website, a single telephone number, and a single local councillor serving your area.

Community Networks will bring together residents, councillors, businesses, town and parish councils, MPs, community groups, and partners like the NHS and police and fire services. Area committees will oversee decisions on matters like licensing and planning at a local level. There will also be a single website, a single telephone number, and a single local councillor serving your area.

Over the next few months, the new council will be asking you what local services are most important to you, how you'd like to work with them, and what you think they should focus on as part of 'Let's Talk', the biggest countywide conversation that North Yorkshire has ever seen.

### **How can I take part?**

The first topic of conversation is 'Let's Talk Local', focussing on what's important to you in your local area, as well as asking for your views on the proposed Community Networks. This will be followed by conversations about the budget and proposed devolution deal for York and North Yorkshire later in the autumn. You'll hear more about 'Let's Talk' in the paper, on the radio, online and on social media, and the conversation will run from early September right through to December.

Teams from the council will be holding these conversations in person across North Yorkshire at the places you visit and socialise at, like libraries and street markets, and talking to members of local groups.

You can also share your views online or, if you'd prefer, on paper. Surveys are available in accessible formats including large print and easy read, plus selected alternative languages - simply call 01609 780780 to request your copy.

### **Join the conversation**

Visit <https://letstalkny.commonplace.is/> <if using QR code: or scan the QR code> to share your views online, and find out where your local conversations are taking place.

## **Copy for website / magazines / newsletters / emails (short version)**

- For use from 26 September
- Content links to <https://letstalkny.commonplace.is/>
- QR codes can be supplied for printed material – please contact Caroline Harrison-Jones [caroline.harrison-jones@northyorks.gov.uk](mailto:caroline.harrison-jones@northyorks.gov.uk) or Rebecca Proctor [Rebecca.proctor@northyorks.gov.uk](mailto:Rebecca.proctor@northyorks.gov.uk)

On 1 April 2023, North Yorkshire Council will replace the eight councils currently delivering public services in North Yorkshire.

Over the next few months, the council will be holding the biggest countrywide conversation North Yorkshire has ever seen – ‘Let’s Talk’ – to find out which issues are most important to you, and how they can best support you and your community.

The conversation will start with ‘Let’s Talk Local’, looking at what’s important to you in your local area, and what you think about the proposed community networks. Teams from the council will be visiting your communities at the places you visit and socialise, like libraries and street markets, and talking to members of local groups to find out which local issues are most important to you.

Later in the autumn, they will be asking for your views to help shape the budget for the council, as well as the proposed devolution deal for York and North Yorkshire.

### **Join the conversation**

Visit <https://letstalkny.commonplace.is/> <if using QR code: or scan the QR code> to share your views online, and find out where your local conversations are taking place.

## **Press Release**

- Distributed on 7 September

### **Public urged to help shape future of North Yorkshire's new council**

The biggest ever conversation with the public in North Yorkshire will help shape a watershed moment in local democracy and pinpoint the future priorities for vital services for hundreds of thousands of people in the county.

The largest programme of consultation events ever undertaken by councils in North Yorkshire will be launched this month (September).

The aim of North Yorkshire's biggest ever engagement programme is to collate thousands of views from the county's residents and businesses to help provide the bedrock for decision-making and policies for when a new council is launched in the spring of next year.

The county council will merge with North Yorkshire's seven district and borough authorities as part of the biggest restructuring of local government in the county for nearly 50 years.

North Yorkshire County Council's leader, Cllr Carl Les, claimed the Let's Talk campaign is key to helping draw up a detailed vision for the new authority, as well as identifying people's priorities for spending on services on a local level ranging from social care and education to waste collection, recycling and highways maintenance.

Cllr Les, who will assume the leadership of the new North Yorkshire Council when it launches on April 1 next year, said: "The new council will be the largest geographically in the country as it will cover England's largest county, but it is being built with local at the heart of everything it will do.

"There will be local staff providing local services, based on local priorities and decision-making taking into account the views of the public.

"Having one new council will save millions of pounds by streamlining services and preventing duplication, creating the most efficient and cost-effective way of delivering them that we can.

"This money will help support services to ensure they are stronger and fit for the future and will fund decision-making on the most local level possible.

"It is vital we engage with the public to help shape exactly how the new council will operate, and this biggest ever conversation in North Yorkshire will be the way in which we can glean people's views.

"I would urge everyone who lives and works in North Yorkshire to take time to put forward their opinions, and we will listen carefully to those views."

The first topic will be focused on the new council's commitment to serving communities on a local level. Teams of staff and volunteers from all eight councils which will merge will travel across North Yorkshire to gather the public's views on how the new authority can best serve people on a grassroots level.

Questions will focus on people's opinions on their own communities, asking what are their priorities for issues including job opportunities, education provision and facilities for young people as well as access to nature, parks and open spaces.

Other issues set to be part of the conversation include public transport, road and pavement repairs and traffic congestion along with access to libraries, museums and theatres and shopping facilities.

The conversation will also aim to get the public's views on the new council's priorities over an initial three-year period to tackle wide-ranging issues from social inequality and the cost of living crisis to regenerating town centres, improving rural transport and tackling climate change.

Other issues which the public will be asked to consider for the new council's initial priorities include tackling climate change, creating more housing to counter the affordable homes crisis and improving connectivity for mobile phone and internet coverage.

Additional subjects that will be covered in the ongoing Let's Talk conversation include money and how the new council's budget will be spent, as well as a specific engagement with the public from the start of next year on the actual authority itself.

A potential conversation about a proposed devolution deal for York and North Yorkshire, details of which were unveiled on August 1, could be launched in the autumn, although this is dependent on the approval of councillors on the county council's executive.

The Let's Talk conversation will be aimed at engaging with residents, businesses and community groups as well as town and parish councils and council staff.

The Let's Talk conversation will be available online at [www.northyorks.gov.uk/LetsTalkNY](http://www.northyorks.gov.uk/LetsTalkNY) and the site will be regularly updated to provide details of public events taking place across North Yorkshire.