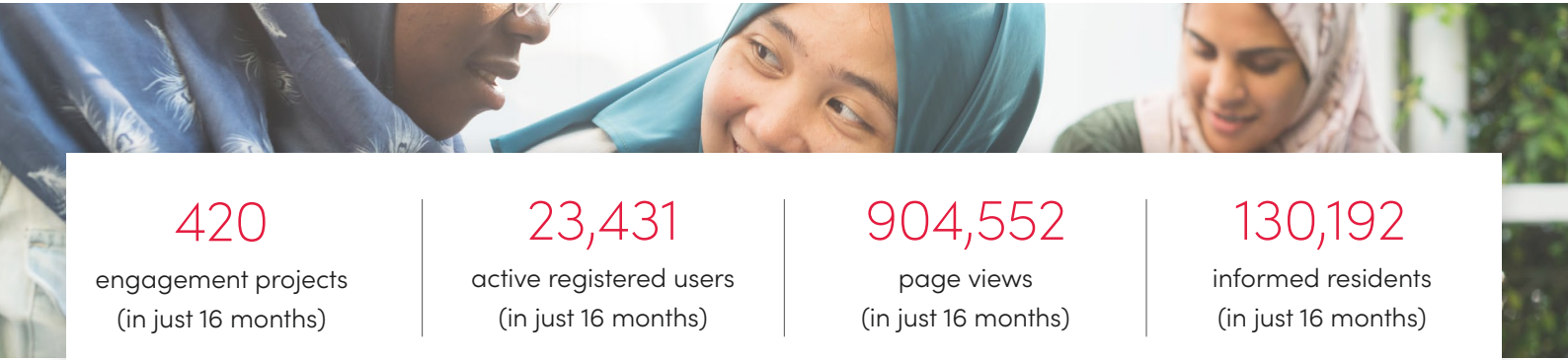




Kent County Council

creates a flexible online environment for engagement and consultation



MUST HAVE SOLUTION

EngagementHQ

OVERVIEW

Kent County Council (KCC) is constantly searching for ways to listen to what's important to their residents and respond in effective and helpful ways. Their strategies and planning are informed by the views of residents, service users, stakeholders, and staff. After launching Let's Talk Kent, a digital community engagement platform, they carried out over 420 projects that have enabled them to better understand their constituency and how they can work together to maximise public value.

SITUATION | BROAD, ONGOING CONVERSATIONS

KCC set out to have more broad, ongoing conversations with residents about how to achieve better outcomes that improve quality-of-life, efficiency, and effectiveness. The council decided to invest in a new digital engagement platform using EngagementHQ software called Let's Talk Kent, with a wide range of engagement tools to broaden their ability to engage with residents, service users, partners, and other stakeholders.

SOLUTION | EXCITING, WELCOMING, AND FLEXIBLE

The vision for Let's Talk Kent was to create an exciting, welcoming, and flexible online environment for engagement and consultation, with a greater range of engagement tools that go beyond standard surveys.

To achieve this, they established the following goals:

- Strengthen the formal consultation process and support ongoing conversations
- Involve the entire organisation to engage all residents
- Seek to understand the views and priorities of residents and service users
- Deliver consistent and regular reporting
- Provide a central database to facilitate informed decision-making
- Use the data collected to inform how the council engages with the community in the future

RESULTS | OPEN, SAFE, AND MEANINGFUL

The platform provides an open and safe environment for participants who can engage with the council and each other, including space for private moderated and facilitated forums. In the 16 months since the launch, KCC has carried out over 420 projects, including engagement for the Queen's Platinum Jubilee, No Mow May, and Great Big Green Week (GBGW). KCC has built a cohort of 23,431 active registered users, with over half requesting to be kept informed. There have been 904,552 page views and 370,916 visits by 332,146 visitors. 30,567 participants have engaged with the site and 130,192 have been informed.