



MPULUNGU TOWN COUNCIL
STAKEHOLDER ENGAGEMENT PLAN



June, 2024

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Foreword

My fellow residents, partners, and stakeholders of Mpulungu District,

It is with immense pride and unwavering commitment that I present this Institution Engagement Plan. This document is more than just a plan; it's a testament to Mpulungu Town Council's dedication to building a future where every voice is heard, every concern is addressed, and every resident plays an active role in shaping our beloved district.

Mpulungu, with its unique position as a vital trade hub, faces both incredible opportunities and significant challenges. From urban development to public health, and from waste management to economic growth, the issues we tackle daily are complex and multifaceted. We recognize that sustainable progress cannot be achieved in isolation. It demands a collective effort, guided by shared vision and mutual understanding.

This three-year plan outlines our strategic approach to fostering genuine collaboration and transparency. It emphasizes systematic engagement with all of you our citizens, local businesses, community leaders, government partners, and civil society organizations. By opening clear channels of communication, building strong partnerships, and ensuring your input directly informs our policies and initiatives, we aim to deliver municipal services that are not only effective and responsive but also truly reflective of your needs and aspirations.

I am confident that through the diligent implementation of this plan, we will strengthen trust, enhance accountability, and collectively build a healthier, safer, and more prosperous Mpulungu for generations to come. Your active participation is not just welcomed; it is essential. Let us embark on this journey together.



Deo Sichilengwe

Council Chairperson

Executive Summary

This Institution Engagement Plan outlines Mpulungu Town Council's comprehensive three-year strategy (2025-2027) to enhance collaborative governance, improve municipal service delivery, and foster sustainable development in the district. Recognizing our pivotal role as a trade hub, we aim to address challenges like urban congestion, public health, security, and sanitation, alongside other vital municipal services such as urban planning, waste management, infrastructure development, and economic growth. Our core objective is to move beyond past approaches and ensure all services are relevant, accessible, and contribute to a better quality of life for all residents through systematic and inclusive engagement.

The plan identifies and prioritizes diverse stakeholder groups, including local residents, ward councillors, businesses, government ministries, and civil society organizations, acknowledging their varied interests, influence, and roles. We've developed a detailed 3-Year Rolling Action Plan, allocating an annual budget of K55,000 to facilitate engagement. Year 1 (2025) focuses on foundational activities like establishing a stakeholder database, internal alignment, and broad community consultations. Year 2 (2026) shifts to deeper engagement through multi-stakeholder forums and targeted discussions on specific services, while Year 3 (2027) emphasizes sustained engagement, impact measurement via citizen satisfaction surveys, and capacity building for community leaders.

To ensure effective communication, a tailored Communication Plan will disseminate key messages regarding our vision, service updates, public health initiatives, and budget allocations across various channels. Crucially, a robust Grievance Redress Mechanism (GRM) will be established, managed by a dedicated officer, providing multiple accessible reporting channels (phone, email, suggestion boxes, online forms, in-person). This system will ensure timely acknowledgement and resolution of grievances, with clear timelines and confidentiality, fostering trust and accountability.

Monitoring and evaluation are embedded throughout the plan, using specific indicators like meeting attendance, communication reach, and grievance resolution rates to track effectiveness. This continuous assessment, coupled with the flexible K55,000 annual budget allocation, will allow us to make necessary adjustments, ensuring the plan remains relevant and impactful. By diligently implementing these strategies, Mpulungu Town Council aims to strengthen relationships with all stakeholders, enhance transparency, and ultimately drive the sustainable development and well-being of our entire district.


Milton Semmy Sakala
COUNCIL SECRETARY
MPULUNGU TOWN COUNCIL



1.0 Introduction and Rationale

Mpulungu Town Council is committed to fostering a collaborative and transparent environment for the effective delivery of municipal services and the sustainable development of the district. We recognize that robust engagement with our diverse stakeholders is crucial for informed decision-making, successful project implementation, enhanced public trust, and responsive service delivery across all sectors.

Historically, Mpulungu District, as a key trade hub, faces challenges such as urban congestion, public health concerns (including the spread of STIs), security issues, and sanitation challenges. While the previous plan focu plan adopts a holistic approach, addressing these issues and promoting general well-being through comprehensive engagement for all municipal services, including but not limited to urban planning, waste management, public health, infrastructure development, economic development, and social welfare programs.

This plan outlines how Mpulungu Town Council will strategically engage with key stakeholders over the next three years to ensure that municipal services are relevant, accessible, and contribute to the overall improvement of the quality of life for all residents.

2.0 Objectives of the Institution Engagement Plan

This plan aims to achieve the following over the next three years:

- To systematically identify and prioritize all relevant stakeholders for various municipal services.
- To facilitate effective communication by establishing clear, inclusive, and timely communication channels to inform stakeholders and gather their input on municipal plans, projects, and services.
- To build strong partnerships by fostering collaborative partnerships with key institutions, community groups, and private sector entities to support municipal initiatives and improve service delivery.
- To develop structured mechanisms for managing stakeholder expectations and effectively addressing their concerns and grievances.
- To promote local ownership and participation through encouragement of active citizen participation and promote local ownership of municipal programs and development initiatives.
- To enhance transparency and accountability by increasing transparency in municipal operations and decision-making processes, thereby enhancing public trust and accountability.
- To ensure stakeholder input meaningfully informs the development of municipal policies, plans (including the Integrated Development Plan), and budget allocations.

3.0 Stakeholder Identification and Analysis

This section identifies key stakeholder groups and analyzes their interest, influence, and primary role across municipal services, along with their engagement priority. This is a living document and will be reviewed annually to include emerging stakeholders and adjust priorities.

Stakeholder Group	Interest / Influence	Role in Municipal Services	Engagement Priority
Mpulungu Town Council	High / High	Project owner, regulator, service provider, policy maker	High
Local Residents / Citizens	High / High	Direct users/beneficiaries of all services, taxpayers, community voice	High
Ward Councillors / Community Leaders (Chiefs, Headmen)	High / High	Community mobilization, representation of local needs, bridge between council and citizens	High
Local Businesses & Associations (e.g., Chamber of Commerce, Market Associations)	High / Medium	Beneficiaries (economic development, permits), partners in service delivery, revenue contributors	High
Truck Drivers & Transporters	High / Medium	Direct users of transport infrastructure, contributors to trade, specific health/safety concerns	High
Government Ministries & Departments (e.g., Ministry of Local Government and Rural Development, Ministry of Health, Ministry of Infrastructure, Zambia Police Service, ZEMA, Ministry of Fisheries and Livestock)	High / High	Policy guidance, technical oversight, regulatory enforcement, service provision support	High
Mpulungu Harbour Corporation	High / High	Key economic player, directly impacts trade and associated municipal service needs (e.g., infrastructure, waste)	High
Civil Society Organizations (CSOs) / Non-Governmental Organizations (NGOs) (e.g., focusing on health, environment, youth, women, governance)	Medium / Medium	Partners in service delivery (e.g., public health campaigns, social welfare), advocacy, community capacity building	Medium
Media Houses (e.g., Walamo ZANIS, NAISE Radio, community newspapers)	Medium / Medium	Information dissemination, public awareness, platform for feedback and dialogue	Medium
Local Contractors & Service Providers	High / Medium	Partners in infrastructure development and service delivery, employment creation	Medium

Youth & Women Groups	High / Medium	Specific needs and contributions, beneficiaries of targeted programs, community development	High
Educational Institutions (Schools, Colleges)	Medium / Low	Future workforce, beneficiaries of educational infrastructure, community sensitization platforms	Medium
Faith-Based Organizations (FBOs)	Medium / Low	Community mobilization, social support, advocacy	Medium

4.0 Engagement Methods

Engagement methods will be tailored to the specific stakeholder group, purpose, and municipal service.

Stakeholder Group	Engagement Method(s)	Purpose	Frequency
Mpulungu Town Council (Internal)	Formal meetings (full council, committee), progress reports, internal memoranda, workshops	Oversight, approvals, policy decisions, internal coordination, capacity building, performance review	Fortnightly / Monthly
Local Residents / Citizens	Public meetings, community forums (ward level), suggestion boxes, surveys (online/offline), radio call-in programs, social media, citizen service desk	Inform, gather feedback, understand needs, encourage participation in decision-making, report issues	Quarterly / As needed
Ward Councillors / Community Leaders	Briefings, community sensitization meetings, regular consultation meetings, joint planning sessions	Mobilize local support, gather grassroots feedback, discuss ward-specific priorities, facilitate conflict resolution	Fortnightly / Monthly
Local Businesses & Associations	Consultative meetings, business forums, workshops on regulatory changes, dedicated liaison officer, online portal for permits/licenses	Inform on policies, gather feedback on economic environment, facilitate ease of doing business, identify partnership opportunities	Quarterly / Bi-annually
Truck Drivers & Transporters	Consultative meetings (at truck parks/borders), flyers/posters, dedicated hotline for feedback	Inform on regulations/services, gather feedback on infrastructure, address concerns	Quarterly / As needed

Government Ministries & Departments	Formal inter-agency meetings, joint technical working groups, briefing sessions, data sharing agreements	Policy alignment, technical guidance, resource mobilization, regulatory enforcement, coordinated service delivery	Monthly / Bi-annually
Mpulungu Harbour Corporation	Consultative meetings, joint strategic planning sessions, information sharing	Collaborate on infrastructure development, trade facilitation, environmental management, revenue generation	Quarterly
Civil Society Organizations (CSOs) / NGOs	Joint program planning meetings, workshops, partnership agreements, information sharing sessions	Collaborate on health, social, environmental initiatives, leverage expertise, co-create solutions	Quarterly / Bi-annually
Media Houses	Press releases, press conferences, radio programs (interviews, talk shows), social media updates, site visits	Create public awareness, disseminate information, counter misinformation, promote transparency	Project milestones / Monthly
Local Contractors & Service Providers	Pre-bid meetings, debriefings, contractor forums, workshops on procurement procedures	Inform on upcoming projects, clarify requirements, gather feedback on procurement processes, build capacity	As needed / Annually
Youth & Women Groups	Focus group discussions, dedicated workshops, youth/women forums, mentorship programs	Understand specific needs, facilitate participation in development, gather feedback on targeted programs	Quarterly / Bi-annually
Educational Institutions	Sensitization campaigns (e.g., on sanitation, environmental protection), partnership meetings for community outreach	Promote civic education, gather insights on youth needs, explore opportunities for collaboration	Bi-annually
Faith-Based Organizations (FBOs)	Consultative meetings, joint community welfare initiatives	Leverage community reach, collaborate on social support programs, foster ethical governance	Bi-annually

5.0 Action Plan (3-Year Rolling Plan)

This action plan outlines key activities, responsible parties, timelines, and expected outcomes. The annual budget of K55,000 will be strategically allocated across these activities, with flexibility for emergent needs.

Year 1: Foundation & Broad Engagement (2025 - K55,000)

Activity	Responsible Party	Timeline	Resources Needed (Budget Allocation)	Expected Outcome
Develop/Update Comprehensive Stakeholder Contact Database & Engagement Matrix for all services	MTC Planning Dept. (Lead) & All Dept. Heads	Month 1-2	Software/Database tools, staff time (K5,000)	Complete, easily accessible stakeholder registry
Conduct Internal Stakeholder Workshop	MTC Council Secretary / Planning Dept.	Month 1	Venue, materials, facilitators (K7,000)	All MTC departments aligned on engagement principles and roles
Project Inception Meeting (Broad Municipal Services Orientation)	MTC Council Secretary / Planning Dept.	Month 2	Venue, invitations, materials (K10,000)	Formal introduction of general municipal service engagement to high-priority external stakeholders
Conduct series of Ward-level Community Consultations / Forums	MTC Planning Dept. / Ward Councillors	Quarterly (starting Month 3)	IEC materials, venue hire, transport, refreshments (K15,000)	Community aware of services, needs identified, initial feedback gathered
Establish Citizen Service Desk / Feedback Channels (phone, email, suggestion boxes at MTC and key locations)	MTC - Public Relations / Admin Dept.	Month 4	Designated staff, communication tools, printing (K8,000)	Accessible mechanisms for citizens to report issues and provide feedback
Develop and disseminate general communication materials (brochures on municipal services, council annual report highlights)	MTC - Public Relations / Planning Dept.	Month 7	Design, printing, distribution (K10,000)	Stakeholders receive clear, consistent information about municipal services

Year 2: Deeper Engagement & Specific Service Focus (2026 - K55,000)

Activity	Responsible Party	Timeline	Resources Needed (Budget Allocation)	Expected Outcome
Q1-Q4: Host Quarterly Multi-stakeholder Forums (e.g., themes: urban planning, waste management, public health)	MTC - Planning Dept. (Lead)	Quarterly	Meeting space, facilitators, refreshments (K20,000)	Continuous stakeholder input, progress updates, issue resolution, strengthened partnerships
Q1-Q4: Conduct targeted focus group discussions for specific services (e.g., waste collection, market regulations, water provision)	MTC - Relevant Depts. (e.g., Public Health, Engineering)	Monthly/Bi-monthly	Transport, small incentives for participation (K15,000)	In-depth understanding of user experiences and specific service needs
Q2: Implement joint public health campaigns (e.g., sanitation, STI/HIV awareness)	MTC - Public Health Dept. / DHO / CSOs	Bi-annually	IEC materials, health kits, mobile clinics support (K10,000)	Improved public health behaviors and reduced health risks
Q3: Conduct Business Roundtables on economic development and local regulations	MTC - Commerce / Planning Dept. / Chamber of Commerce	Bi-annually	Venue, materials (K5,000)	Improved business environment, identification of investment opportunities
Q4: Annual Project Review Meeting (covering all municipal services engagement)	MTC - Council Secretary / Planning Dept.	Month 12	Reports, presentations, venue (K5,000)	Review of engagement effectiveness, adjustment of strategies for the next year

Year 3: Sustained Engagement & Impact Measurement (2027 - K55,000)

Activity	Responsible Party	Timeline	Resources Needed (Budget Allocation)	Expected Outcome
Q1-Q4: Continue Quarterly Multi-stakeholder Forums and targeted focus groups	MTC - Planning Dept. (Lead)	Quarterly / Monthly	As per Year 2 (K30,000)	Sustained engagement, ongoing feedback, and adaptive service delivery
Q1-Q4: Conduct Annual Citizen Satisfaction Survey (across key municipal services)	MTC - Planning / Public	Annually (starting Q1)	Survey design, data collection, analysis (K15,000)	Quantitative measure of stakeholder satisfaction, identification of areas for improvement

	Relations Dept.			
Q2: Organize "Open Day" at MTC for public interaction with departments	MTC - Public Relations / All Depts.	Bi-annually	Venue, display materials, staff time (K5,000)	Increased public understanding of MTC functions, direct interaction with staff
Q3: Facilitate Capacity Building Workshops for CSOs and Community Leaders on municipal processes	MTC Planning Dept. / Relevant Depts.	Annually	Training materials, facilitators (K5,000)	Enhanced capacity of community leaders to engage effectively
Q4: Final 3-Year Plan Review and Development of next engagement strategy	MTC Council Secretary Planning Dept.	- Month 12	Comprehensive reports, external expert (if budget allows) (K0 - Internal review)	Strategic direction for future stakeholder engagement

6.0 Communication Plan

Messages will be tailored to the audience and channel to ensure clarity and relevance across all municipal services.

Message	Audience	Channel	Frequency
Overall Municipal Vision, Services & Strategic Priorities	All stakeholders	Inception meetings, Annual Reports, Council Website, Radio, Public Forums	At plan launch, Annually
Specific Service Delivery Updates & Improvements	Relevant service users, Community Leaders, Businesses	Ward meetings, targeted flyers, social media, radio announcements, Council website	Quarterly / As needed
Public Health Information & Interventions	General public, Truck drivers, Traders, Youth	Radio, posters, outreach campaigns, health centers	Quarterly / Bi-annually
Budget Allocations & Revenue Utilization for Municipal Services	All stakeholders, particularly Community Leaders, Businesses, CSOs	Annual Budget Meetings, Reports, Community Meetings, Council Website	Annually / Bi-annually
Guidelines for Permits, Licenses & Regulations	Businesses, Residents	Council website, dedicated information sessions, flyers, relevant departmental offices	As needed / Upon policy change

Opportunities for Citizen Participation & Feedback	All citizens	Public meetings, radio call-ins, social media, Council website, suggestion boxes	Ongoing
Response to Common Concerns & FAQs	General Public	Council website FAQ, social media responses, public forums	Quarterly / As needed

8.0 Monitoring and Evaluation

Monitoring and evaluation will be an ongoing process to assess the effectiveness of the engagement plan and make necessary adjustments.

Indicator	Means of Verification	Frequency	Responsible Party
Number of stakeholder meetings/forums conducted	Attendance lists, meeting minutes, event reports	Quarterly	MTC - Planning Dept.
Number of community sensitization events held	Event reports, photos, sign-in sheets	Bi-annually	MTC - Planning / Public Relations
Reach of communication materials (e.g., number of flyers distributed, radio airtime, website analytics)	Distribution records, media reports, website traffic data	Quarterly	MTC - Public Relations
Number of grievances recorded and resolved	Grievance register, resolution reports	Quarterly	MTC - Grievance Officer
Time taken to resolve grievances (average)	Grievance register analysis	Quarterly	MTC - Grievance Officer
Stakeholder satisfaction levels with engagement process	Feedback surveys (pre/post engagement, annual), qualitative interviews	Annually	MTC - Planning Dept.
Number of policy/program changes informed by stakeholder input	Council resolutions, policy documents, project plans	Annually	MTC - Planning Dept.
Percentage of target stakeholder groups engaged (e.g., percentage of wards reached, percentage of businesses surveyed)	Stakeholder database analysis, engagement reports	Annually	MTC - Planning Dept.
Allocation and utilization of engagement budget	Financial reports	Quarterly	MTC - Finance Dept.

9.0 Budget Allocation (K55,000 Annually)

The K55,000 annual budget will be distributed flexibly across the identified activities, prioritizing those that ensure broad and meaningful engagement. This is a general breakdown and can be adjusted based on specific priorities each year.

- Communication Materials (Printing, Design, Radio slots): K15,000 (Includes flyers, brochures, posters, radio adverts for general municipal services and specific campaigns).

- Meeting/Forum Logistics (Venue hire, refreshments, transport for staff/community reps): K20,000 (For quarterly multi-stakeholder forums, ward meetings, business roundtables, etc.).
- Surveys & Data Collection (Questionnaire printing, data entry, analysis software/support): K8,000 (For citizen satisfaction surveys, targeted needs assessments).
- Grievance Redress Mechanism Maintenance (Suggestion boxes, dedicated phone line subscription, basic office supplies): K5,000.
- Capacity Building & Training (Facilitator fees for workshops, materials for CSOs/Community Leaders): K5,000.
- Contingency/Miscellaneous (Unforeseen engagement needs, minor travel): K2,000.

10.0 Conclusion

This Institution Engagement Plan for Mpulungu Town Council provides a robust framework for systematic and inclusive engagement across all municipal services. By consistently implementing the outlined strategies over the next three years, Mpulungu Town Council will strengthen its relationship with all stakeholders, enhance transparency, improve service delivery, foster local ownership, and ultimately contribute to the sustainable development and well-being of the entire Mpulungu District. The annual review and adaptation of this plan, coupled with diligent monitoring and evaluation, will ensure its continued relevance and effectiveness.