



LUSANGAZI TOWN COUNCIL CITIZEN ENGAGEMENT STRATEGY

**(With a focus on Output Based Budgeting and Project
Implementation Management)**

September 2025

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1.0 Introduction

1.1 Background

Every citizen has a right be informed and updated on matters that affect their wellbeing within the district. A process of engagement with stakeholders is critical to development projects and processes and is cardinal in the process of ensuring transparency, timely communication and citizen ownership in the end products. Lusangazi District is among the fifteen Districts in the Eastern Province of Zambia. It is approximately 470 Km east of Zambia's Capital – Lusaka. Lusangazi District was officially created in 2018 and it shares district boundaries with Petauke in the south and with Sinda and Mambwe in the north-east, as well as Serenje and Chitambo in the north-west, Nyimba in the south west and Lavushimanda in the North.

A Stakeholder Engagement Plan is a formal, written strategy for identifying, analyzing, communicating with and involving stakeholders throughout a project or initiative serving as a roadmap to ensure stakeholders' needs are addressed and understood, building transparency, ensuring support for project goals and fostering trust. This Stakeholder Engagement Plan (SEP) sets out the approach to communicating, consulting and partnering with stakeholders for effective service delivery, sustainable development and transparent governance. The plan strives to build a system of engagement on Constituency Development Fund (CDF) projects, local economic development and council financial planning/budget processes as well as any developmental agendas in Lusangazi district. The plan will be living and breathing to speak to the realities of engagement and dynamics of the district.

Lusangazi district lacks a number of social amenities and lags behind. This is an opportunity for members of the district to drive the agenda of making Lusangazi better. A citizen engagement process provides a platform for our citizens to be engaged by the local authority and be sensitized on proposed projects as well as provide them with an opportunity to either endorse or propose new projects for the consideration of the local authority and other well-wishers.

1.2 Current Citizen Engagement efforts

The local authority has been engaging the community continuously through meetings, radio communication, posters, and phone calls as well as through the local leadership. The current leadership in the district include headmen, ward development committee members, chiefs as well as the people through the civic leadership. The business community has been engaged many times throughout the process of levy collection and other opportunities. The traders have an open-door policy with the local authority.

2.0 Vision, Aim and Objectives

2.1 Vision

Inclusion of all stakeholders with improved social and economic welfare through wellcoordinated climate smart investments and sustainable Development Goals by 2030

2.2 Aim

To ensure all stakeholders within Lusangazi district have their input in the growth and development of the district and provide a road map so that no one is left behind.

2.3 Objectives

The objectives of this SEP include to:

- Strengthen partnerships with relevant parties including community structures, traditional leaders, local businesses and government agencies.
- Ensure inclusive participation in decision-making for CDF, the council budget, and economic development programs.
- Support local investment and diverse Job creation and opportunities through business engagement.
- Align all development activities with the Integrated Development Plan (IDP) that has direct input of the community
- Promote transparency and accountability in all council operations.

3.0 Approaches and methods of engagement

3.1 Engagement Methods

Engagement methods we propose reflect the rural context— some areas have low internet access, language diversity, and low literacy. The intended result is to leave no one behind. The table below shows the methods of engagement, brief description and possible stakeholders for effective engagement.

Method	Description	Suitable Stakeholders
Community Meetings	Open forums led by council reps	Residents, traditional leaders, Ward Development Committee leadership, Civic leadership
Focus Group Discussions	Small-group discussions by interest groups	Women, youth, People Living with Disability (PWD), farmers
Radio Programs	Local language programs with callin sessions	General public
Mobile Outreach	Ward visits by local authority officials	Remote communities

Workshops	Interactive meetings for capacity building and feedback	CSOs, businesses, government agencies
Printed Materials	Posters, flyers in local languages	Residents
Suggestion Boxes	Anonymous feedback collection at public locations like clinics and markets	All community members
Online Platforms	Website updates, social media like Facebook and What's app	Diaspora, educated youth, tech savvy individuals, those with access to the internet

3.2 Stakeholder engagement Methodology

The local authority will endeavor to utilize a versatile and strategic approach to conducting our stakeholder engagement. These are some of the engagement strategies we will use during implementation of programs and projects:

- Public notices and community posters
- Local authority committee meetings and full council platforms
- District Development Coordinating Committee (DDCC)
- Social media platforms like Facebook and online engagement
- Community gatherings and public engagement meetings
- Radio programs and call-in platforms
- Focus group discussions and stakeholder forums
- Collaborative efforts with quasi-government, central government and non-governmental organizations
- Public relations published notices, newsletters and press releases

4.0 Implementation Plan

The implementation plan will be multi sectoral and will involve multi-tasking engagements. Some meetings and engagements will include more than one agenda to ensure efficient and prudent resource use. Below is a table for the implementation of activities in the district.

Activity	Objective	Frequency	Lead Unit
Announce stakeholder meetings	Enhance participation	2 weeks before each meeting	Planning
CDF Sensitization Meetings	Communicate to the general public any updates concerning CDF	Twice per year	Public Relations
Ward Budget Consultations	Collect zone and ward preference for development focus	Annually (Aug—Sep)	Finance & Planning
Business Forum Engagement	Engage the business community	Twice per year	Finance
Social Media Updates	Keep citizens updated on the go	Weekly	Public Relations

Financial Literacy/ Trainings	Capacitate community members	Twice per year	Planning & Finance
District Development Stakeholder Engagement Forums	Encourage continuous input	Twice per year	Council Management
Share outcomes of engagements	Close feedback loop	Quarterly	Planning Dept.
Collect ongoing feedback	Get citizen opinions	Quarterly	Public Relations
Update stakeholders on project progress	Maintain transparency	Monthly	Public Relations + Planning

5.0 Communication Strategy and Plan

Effective communication is essential for good governance, accountability, transparency and community development. This strategy outlines how Lusangazi Town Council will engage, inform, and involve stakeholders—especially residents of rural areas—in government initiatives, policies, and services.

5.1 Communication Channels and Tools

Tailored to rural access levels, cultural norms, and cost-effectiveness. Below is a table with communications strategies.

SN	Channel	Description	Stakeholders	Strength
1	Community Radio	Talk shows, call-ins and mass sensitization	Residents, elders, general public, other interested parties	Wide reach, local languages
2	Public Meetings	In-person forums, community engagements, WDC and Zone engagements	All residents, local leaders	Face-to-face, inclusive
3	Posters/Flyers	In markets, churches, clinics and schools	General public	Medium-cost, visible
4	What's App Broadcasts	Group announcements and polls	Youth, members of the diaspora, CSOs, people in other districts but with interests	Quick, direct
5	Notice Boards	Publicly posted updates on all visible boards available	Community members, market-goers, traders	Easy to update
6	SMS Messaging	Event reminders, surveys	General public with phones	Direct and fast
7	Mobile Loudspeakers	Outreach in remote areas	Remote communities	Good for announcements
8	Social media (Facebook)	Updates, live streams, visuals	Youth, educated groups, those with access to social media	Engaging, traceable

6.0 Budget (implementing Citizen Engagement)

6.1 Engagement on council budget

- **Pre-Budget Consultations:** Ward-level meetings to collect community priorities (September — October annually).
- **Budget Presentation:** Open session for public and stakeholders to view approved budget and performance (February annually).
- **Mid-year Review:** Progress report and adjustments where necessary (July annually).
- **Public Financial Reports:** Quarterly reports shared via notice boards, website, and radio.

6.2 Budget Estimate

These are the proposed costs to support the annual stakeholder engagement activities for the district. Below is a budget for the program.

SN	ITEM	ESTIMATED COST
1	Radio airtime (1 per quarter of the year)	(K2, 500. 00 X 4) K10, 000.00
2	Transport for outreach teams (Fuel in liters)	(250 liters of diesel X K40) K10, 000.00
3	Printing (flyers, posters)	K2, 000.00
4	Meeting costs (refreshments, transport refunds, stationery) in 11 wards	(K1, 500 X 11) K11, 500.00
5	Monitoring and evaluation	K1, 500.00
6	Contingency	K1, 000.00
	TOTAL	K35, 100.00

Engagement on business & economic development

Business Forums: Twice yearly to discuss investment climate, local procurement opportunities, and business.

Partnership Agreements: Encourage joint ventures and PPPs in infrastructure and services with local businesses and possible partners including farmers.

Tax & Rates Awareness: Annual campaign on compliance and benefits of paying council rates

7.0 Monitoring, Evaluation and Reporting

There is need for any program to have a mechanism of checking its effectiveness and areas that require improvement. Therefore, even with engagement of stakeholders, it is important to evaluate the effectiveness and provide improvement in real time. The table below highlights the periods and indicators to be reviewed.

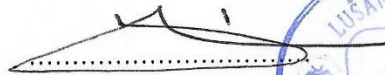
SN	Indicator	Target
1	Communication meetings held	Quarterly
2	Business forums held	Bi-annually
3	Budget consultation sessions	Bi-annually
4	Financial literacy/trainings	Bi-annually

5	Media releases/social media updates	Per Quarter
6	quarterly reports produced	4
7	Citizen engagement and query	Monthly

8.0 Conclusion

This Stakeholder Engagement Plan and Strategy ensures that the goals of the Stakeholder Engagement Plan are met by making communication **inclusive**, **timely**, and **actionable**. It will help build stronger relationships between Lusangazi Town Council and its people, leading to more responsive governance and greater public trust.

Approved by



Tembo Sekani, MZIHRM
COUNCIL SECRETARY



9.0 Annexes

9.1 Annexure 1: Monitoring Tool

Project Monitoring Tool

A. Date of Monitoring: _____

B. Ward Name: _____

C. Council Name: _____

D. Team Composition (who was in the monitoring team)

SN	Name	Sex	Position	Contact Number

E. Name of project being monitored: _____

F. Timeframe of the project: _____

G. Zone where the project is located: _____

H. Reason(s) for Monitoring

1. _____
2. _____
3. _____

I. Funding

source (for the project):

J. Financial Record

Total Project Cost (ZMW)	How much has been spent so far (ZMW)*	Any Comment

K. What is going well on the project?

1. _____
2. _____
3. _____
4. _____
5. _____

L. What is not going well on the project?

1. _____
2. _____
3. _____
4. _____
5. _____

M. How is the project allowing participation of Women, Youth and Persons Living with

Disabilities (PWD)?

1. _____
2. _____
3. _____

N. Recommendations/Next Actions

1. _____
2. _____
3. _____
4. _____
5. _____

O. Date of Next Monitoring Visit: _____

Report Compiled by: _____

Date _____ Signature _____

Report Checked by: _____

Date _____ Signature _____

P. People we met during monitoring

S/N	Name	Sex	Position	Contact	Signature
1					
2					
3					
4					
5					
6					

*Source of Information–Department of works and finance department

NB: This report should be submitted to the Planning Department of the Local

Authority and one copy should remain on WDC file.

Recording Minutes at a Meeting

Name of Council: _____

Name of WDC: _____

Name of Committee: _____

Date: _____

Time: _____

Venue: _____

Name of Meeting: _____ (e.g., Monthly Meeting,

Quarterly meeting, extra-ordinary meeting, Committee Meeting, etc.)

- 1) **Agenda** (the Chairperson shares the agenda of the meeting)
- 2) **Adoption of the Agenda** (members should adopt the agenda)
- 3) **Opening /Welcoming Remarks** (Opening remarks should relate to the objectives of the meeting)

4) Apologies

i. _____

ii. _____

iii. _____

iv. _____

v. _____

5) Correction and confirmation of previous minutes (read minutes of the last meeting

and ask if they are a true reflection of the last meeting)

1. Name of Proposer _____

2. Name of Secunder _____

6) Matters arising from the previous meeting/minutes

I. _____

II. _____

III. _____ IV.

V. _____

7) New items (e.g. from the monitoring report or the Councillor has new information on CDF)

- I. _____
- II. _____
- III. _____ IV.
- _____
- V. _____

8) Issues Resolved at this meeting

- I. _____
- II. _____
- III. _____ IV.
- _____
- V. _____

9) Issues postponed or deferred to the next meeting

- I. _____
- II. _____
- III. _____ IV.
- _____
- V. _____

10) Date and venue of the next meeting _____

Chairperson: _____

Signature: _____

Secretary: _____

Signature: _____

9.3 Annexure 3: Attendance Register

Attendance Register

Name of the Council: _____ **Name of Constituency:** _____

Ward Name: _____ **Date:** _____ **Name of the meeting:** _____

S/N	Name	Sex	NRC Number	Ward/Zone/Organization	Position	Contact number	Do you identify yourself as a Person with a Disability? (e.g., hearing, visual or movement impairment) (Yes/No)	Are you above 35 years old? (Yes/No)	Signature
