
REPORT TO:	FINANCE & MANAGEMENT COMMITTEE	AGENDA ITEM: 10
DATE OF MEETING:	21st JUNE 2012	CATEGORY: DELEGATED
REPORT FROM:	CHIEF EXECUTIVE	OPEN
MEMBERS' CONTACT POINT:	KEVIN STACKHOUSE Kevin.Stackhouse@south-derbys.gov.uk	DOC:
SUBJECT:	CONSULTATION STRATEGY ANNUAL REPORT 2011/12 AND ACTION PLAN 2012/13	REF:
WARD (S) AFFECTED:	All	TERMS OF REFERENCE:

1.0 Recommendations

1.1 That Members:

- Note the key consultation achievements for the year ending 31st March 2012, shown in Appendix A.
- Approve the refreshed Action Plan, attached at Appendix B, which will guide the work of the Council in undertaking consultation with its service users, residents, partners and staff.

2.0 Purpose of Report

- 2.1 To present the annual Consultation Strategy Report for 2012/13 that details how consultation activities will support the delivery of key priorities set down in the Corporate Plan 2009/14.
- 2.2 To detail the achievements made during 2011/12, attached at Appendix A and their contribution to Council priorities for the year.
- 2.3 In addition, to present the refreshed 2012/13 Action Plan attached at Appendix B.

3.0 Executive Summary

- 3.1 The importance of effective consultation with services users, community groups and members of the public remains a high priority both locally and nationally. This is reflected in our Corporate Plan where having robust systems and processes to consult, assess and use feedback will ensure that resources are directed to the priorities of our local community.
- 3.2 The agenda of the Government through the Localism Act 2011 continues to assert new rights for citizens to have more information and influence over the local

decisions and, where they choose, more opportunity to get directly involved in managing and shaping how local services are delivered.

- 3.3 This report includes the updated Action Plan for 2012/13, which has been refreshed to incorporate the significant change in the approach for seeking the public's views, from 'consultation' towards 'engagement'.

4.0 Detail

- 4.1 We are required to deliver high quality and value for money services that the residents of South Derbyshire need and want. This is a fundamental part of the Council's vision, *'Making South Derbyshire a better place to live, work and visit'*. Consultation is, therefore, a permanent and valued part of our approach to continuously improving the quality and cost effectiveness of the services that we provide.

- 4.2 This is the fifth annual report outlining the progress made in consultation activity over the past twelve months to 31 March 2012.

5.0 Key achievements 2011/12

- 5.1 There have been a number of key outcomes achieved during 2011/12, these are outlined below:

- 5.2 **Best Companies employee survey** – we sent out an internal survey to all employees asking for their views on their workplace. The response rate to the survey was 40%. Overall, the survey results illustrate an improving picture for the Council with positive points emerging in most areas. We also maintained a 'one to watch' status in the Best Companies Accreditation.

- 5.3 **Citizens Panel Surveys** – A survey were sent out to Panel Members in February 2012. This survey was sent out to a thousand Panel Members and covered a range of topics, which included Local Decision Making, Safer Communities, Physical Activity and Broadband. The response rate for this survey was 49% and response rates have remained at similar levels to previous years.

- 5.4 **LDF consultation** - The latest consultation was 'Options for Housing Growth' with residents, landowners and developers, which consulted on the amount of new housing needed over the next 15 years and where it should be located. 15 Consultation events with around 500 attendees held the session and were held across the District between July and September 2011. We also received in total of 790 individual comments made by 118 people. We have commissioned a Housing Requirements Study to look in more detail at the amount of housing needed which has taken into account the comments from consultation.

- 5.5 **Swadlincote Town Centre Vision** - The second stage of this consultation took place with 10 locally held events in the Autumn/Winter of 2011 new pages and an online survey form on the website. The consultation attracted a total of 292 comments which were submitted by residents and businesses.

5.6 **Responding to National Consultations produced by the Government** - During 2011/12 the Council has responded to a number of national consultations. These have included:

- Allocation of accommodation: Guidance for local housing authorities in England
- Social Housing Fraud
- Fire and Rescue National Framework for England
- Proposals for Business Rates Retention
- Technical reforms to Council Tax
- Health and Wellbeing

5.7 **Budget/Corporate Priorities** - Extensive consultation took place with residents in the development of the Council's budget and corporate priorities for 2012/13.

5.8 **Changes to the Area Forums/Safer Neighbourhoods** - During 2012 we have moved to joint area meetings. Regular consultation takes place quarterly at each of the six wards across the district, offering residents the opportunity to share their crime and disorder issues, help set priorities in their areas and give feedback on possible solutions suggested.

5.9 **Other consultation that has taken place during 2011/12 has included:**

- Christmas Lights
- Healthier South Derbyshire Event
- Development of Equalities Objectives
- Liberation Day
- Dog Control Orders
- Glade in the Forest events
- Tree Consultation

5.10 **Engagement Review** - During 2011/12 we have undertaken a review of consultation and engagement arrangements with a view to developing a new Engagement Strategy. This has looked at how we engage with our customers and considers alternative approaches through which we can engage and involve local people in shaping service delivery, whilst keeping them informed on Council news.

6.0 Looking Ahead to 2012/13

6.1 To meet the challenges we are continuing to focus on embedding a culture of engagement across all of the Council's functions. Furthermore, we will continue to work closely with the Communications Team to promote our decision-making processes and how people can 'have their say' that is just as important as communicating the results of the consultation.

6.2 In this section we highlight a number of the activities that will be happening during 2012/13, a full list of these are shown in Appendix C.

6.2.1 **Liberation Day** - We will undertake consultation and evaluation with three key groups on the day, attendees (to find out whether they enjoy the event, how it can be improved, what key crime safety messages they will take away with them, whether the event has helped to reduce their fear of crime, etc), stallholders and

staff to find out how useful the day has been for them, and with the young people who volunteer to help to find out why they are there and what they take away with them from the event.

- 6.2.2 **Leisure Facilities** - Consultation and evaluation will take place during the year at all our leisure facilities to help benchmark the facilities and their services against others on a local and national level.
- 6.2.3 **Festival of Leisure** - At this event we will be asking attendees what they think about the event, why they attend, where they travel from to attend and what they would like to see at future festivals so that it can be improved.
- 6.2.4 **Parks** - Urban parks will be the subject of consultation to find out who attends them, their current recreational use, reasons why or why parks are not used by the public, what they would like to see at the parks, etc so that potential in these areas can be identified and funding/groups secured to look at this work.
- 6.2.5 **Sport and Health** - All young people who attend any of the provision provided by the Sport and Health Team will be consulted to find out whether they enjoyed the activity, where they heard about it, whether they are happy with the provision offered and what improvements can be made to future provision. Using this information we will help to sign post people to more or new activities and look at the provision of existing activities against what people would like to see available.
- 6.2.6 **Business Events** - Consultation will take place with participants at future events to capture ideas for improvements and future events.
- 6.2.7 **The National Forest Walking Festival** - Both walkers and walk leaders will be consulted during the 13 day event to find out whether this project has worked in terms of attracting people to try walking/join walking groups/increase their weekly exercise, whether they are a visitor, if/how long they stayed in the area in regards to secondary spend and to discover whether there are further links to be made with other community based walk groups and/or local authorities.
- 6.2.8 **Preferred growth strategy** - Consultation aligned with other Derby Housing Market Area authorities will happen during the year on the amount and location of housing growth to 2028, to replace regional targets.
- 6.2.9 **Tenants Survey** - We will collect feedback to ascertain satisfaction levels of tenants with our landlord services during the year.
- 6.2.10 **Localism Act 2011** - We will be consulting on the reforms to allocations, length and security of tenure, new build, buy back, Right to Buy reforms and co-regulation. This consultation will inform policy decisions.
- 6.2.11 **Environmental Health** - To determine how the work of the Environmental Health service is valued by businesses within the context of maintaining a vibrant local business community.
- 6.2.12 **Recycling** - To assess options for future service delivery.

6.2.13 **Budget Consultation/Corporate Priorities** - Consultation is scheduled across the district on the budget options and priorities for the Council for 2013/14.

6.3 **Engagement Review** - Over the next six months we will produce a new Engagement Strategy following the review which has been undertaken in 2011/12. We will then roll out this new approach across the Council through training for staff/members and regular communication.

7.0 Financial Implications

7.1 There will be some costs associated with Consultation over the next 12 months. Any costs will be found from existing budgets.

8.0 Corporate Implications

8.1 This report is linked with the theme 'Value for Money' in the Council's Corporate Plan and the priority action 'meeting community needs in delivering effective consultation and communication with the community, businesses and other organisations'. A key outcome will be an increase in the number of residents who feel that they can influence decisions in South Derbyshire.

8.2 We will be working closely with the Communications Team to promote our consultation and engagement activities and to feedback the key messages to residents and to manage any media interest in our consultation and engagement activity.

9.0 Community Implications

9.1 This report is linked to the theme 'Vibrant Communities' in the South Derbyshire Partnership's Sustainable Community Strategy. A key outcome will be public involvement in the Council's decision making processes, thus, rejuvenating the local democratic process.

10.0 Conclusions

10.1 The Council's consultation and engagement programme continues to involve its citizen's and stakeholders in decision-making, ensuring that their views are used to improve our services and inform the development of our policies. The annual report is an essential tool for raising awareness of our progress.

11.0 Background Papers

Appendix A - Consultation and Engagement Strategy 2011-2012 Action Plan

Aim	Action	Key measures of success	Lead	Progress	Deadline
To shape the new approach to resident engagement	To undertake research with partners to establish the key priorities for the residents of the district.	Report produced.	Policy and Communications Manager	Research complete	July 2011
	Undertake a review of our approach to consultation looking at the Citizens Panel and exploring alternative options as to how we engage and involve local people.	Report produced and action plan in place to deliver new approach.	Policy and Communications Manager	Complete.	December 2011
	Produce a new Engagement Strategy following the review undertaken.	The Council's Engagement Strategy reflects the new approach.	Policy and Communications Manager	This report has been drafted and to be finalised in July 2012.	July 2012
To undertake effective employee engagement.	Project manages the Best Companies survey.	40% return for the Best Companies survey.	Organisational Development Officer	Complete	March 2012
To effectively coordinate and disseminate the results of consultation activity.	From the Service plans 2011/12 put together a timetable for consultation.	Update the Google Calendar on the Council's website.	Web Editor	Complete	August 2011
	Continue to develop the consultation sections on the website publishing the results and outcomes of all of our consultations.	Up-to-date consultation section on the website.	Web Editor	Complete	Ongoing

Appendix B - Consultation and Engagement 2012-2013 Action Plan

Aim	Action	Key measures of success	Lead	Deadline
To embed the new approach to consultation and engagement	Produce a new Engagement Strategy following the review undertaken.	Report produced.	Policy and Communications Manager	July 2012
	Roll out the new approach across the Council through training and communication.	Training sessions delivered and new approach publicised.	Policy and Communications Manager	December 2012
To undertake effective employee engagement.	Carry out research into the trends emerging from the latest employee survey.	Report produced.	Policy and Communications Manager	October 2012
To support service areas in engaging with service users and the wider community.	Supporting service areas to develop appropriate forms of consultation to engage with service users and the wider community.	All planned consultation carried out using the full range of consultation tools including online resources.	Web Editor	March 2013
	Providing support and advice to service areas to analyse the information coming out of consultations.	Information coming out of consultation is used to develop services.	Web Editor	March 2013
To effectively coordinate and disseminate the results of consultation activity.	From the Service plans 2012/13 put together a timetable for consultation.	Update the Google Calendar on the Council's website.	Web Editor	August 2012
	Work with service areas to continue to develop the consultation section on the website publishing the results and outcomes of all of our consultations.	Up-to-date consultation section on the website.	Web Editor	Ongoing

Appendix C – Planned Consultations by the Council in 2012/13.

Housing and Environmental Services

Team	Detail	Purpose of consultation	When	Input from Policy and Comms
Senior Housing Management	Localism Act 2011 reforms	To consult on the reforms to allocations, length and security of tenure, New build, Buy Back, RTB reforms and Co-regulation. This consultation will inform policy decisions.	May – November 2012	No
Performance & Projects	Tenants Survey	To collect feedback and satisfaction levels of tenants on landlord services.	June – August 2012	No
Performance & Projects	Quarterly performance and policy areas	To provide the Tenant led Performance & Scrutiny Panel with in depth information to allow them to scrutinise our services to ensure our services are high quality and of benefit to tenants.	Quarterly	No
Tenant Participation	Publications Panel	To review editions of the Housing News and Annual Report.	Quarterly	No
Tenant Participation	Sheltered Housing Working Group	To consult on improvements to services to elderly and vulnerable people in South Derbyshire.	Quarterly	No
Tenant Participation	Home Standard Panel	To consult on the current repairs policy.	Aug 2012	No
Environmental Health	Better regulation survey	To determine how the work of the Environmental Health service is valued by businesses within the context of maintaining a vibrant local business community.	Throughout the year	Analysis of survey online data
Environmental Health	Safer Neighbourhood Service Review	To review the priorities of the safer neighbourhood service utilising key customer and stakeholder feedback.	Summer 2012	No
Environmental Health	Dog Control Orders	Formal consultation on the proposed Dog Control Order revision in accordance with the relevant Regulation under the Cleaner Neighbourhoods and Environment Act.	Summer 2012	Likely to be significant press interest

Team	Detail	Purpose of consultation	When	Input from Policy and Comms
Environmental Health	Customer Satisfaction Survey	To determine whether customers requesting services from the team were delivered outcomes which met their expectations.	Throughout the year	Analysis of survey online data
Strategic Housing	Homelessness Review	To determine gaps in service provision/ actions to prevent homelessness and develop a New Homelessness Strategy.	Summer 2012	No
Strategic Housing	Tenancy Strategy	To assess the options future tenancy agreements across the social rented sector.	Autumn 2012	No
Waste & Cleansing	Recycling services	To assess options for future service delivery.	May – July 2012	Yes. Design of publicity material and submission of press releases

Community and Planning

Team	Detail	Purpose of consultation	When	Input from Policy and Comms
Safer Communities	Liberation Day	Consultation and evaluation with three key groups on the day, attendees (to find out whether they enjoy the event, how it can be improved, what key crime safety messages they will take away with them, whether the event has helped to reduce their fear of crime, etc), stallholders and staff to find out how useful the day has been for them, and with the young people who volunteer to help to find out why they are there and what they take away with them from the event.	May 2012	No
	Safer Neighbourhood Meetings	Regular consultation take place quarterly at each of the six wards across the district, offering residents the opportunity to share their crime and disorder issues, help set priorities in their areas and give feedback on possible solutions suggested.	Quarterly	No
Safer Communities	Confidence Cold Spots	Surgeries with CVS take place in 'confidence cold spots' identified through Safer Neighbourhood Meetings where there are issues with Anti Social Behaviour. Consultation will take place to ascertain problems and look at the best ways to deal with them.	Quarterly	No
Culture and Community	Leisure Facilities	For e.g. APSE, QUEST, Forestry Commission and National Forest Commission surveys. Consultation and evaluation will take place at all facilities to help benchmark the facilities and their services against others on a local and national level.	Annually	No
	Football Pitches	Questionnaire given out annually to check on satisfaction with pitches and booking service etc.	May/June	No

Team	Detail	Purpose of consultation	When	Input from Policy and Comms
	Festival of Leisure	Consultation and evaluation takes place at the event to find out what residents think about the event, why they attend, where they travel from to attend and what they would like to see at future festivals so that it can be improved and have meaning for both the council and those residents/visitors that attend.	June 2012	No
Culture and Community	Xmas Lights	Consultation and evaluation takes place at the event to find out what residents think about the event, why they attend, where they travel from to attend and what they would like to see at future events so that it can be improved.	November 2012	No
	Open Spaces	Urban parks will be the subject of consultation to find out who attends them, their current recreational use, reasons why or why parks are not used by the public, what they would like to see at the parks, etc so that potential in these areas can be identified and funding/groups secured to look at this work.	Annually and via postcards handed out by park-keepers and service monitors	Support with update of website required Printing of 1000 User Satisfaction postcards to existing template Printing of 200 consultation leaflets
	Community Planning/Parish Plans	Consultation will be taking place through the development of parish/community plan to identify a vision for that community which will include both built environment and programme work. This should lead to development of action plans highlighting specific projects and responsibilities.	When required	No
	Compact	Survey will be sent out to ascertain levels of familiarity with Compact.	Annually	No

Team	Detail	Purpose of consultation	When	Input from Policy and Comms
Culture and Community	Community Partnership Scheme	Consultation and evaluation of the service provided by the Community Partnership scheme including organisational development and funding advice. This will help to identify areas of the district not adequately covered by the service and recognise communities that need additional capacity with support/development.	When required	No
	Compact	Survey will be sent out to ascertain levels of familiarity with Compact.	Annually	No
	Cultural Events	The level of participation across communities at cultural events is needed to establish how successful an event is. Consultation will then take place to find out how they have heard about the event, where they have travelled from, what they think about it and what improvements could be made to future events.	Programmed events	No
Culture and Community	Cemeteries	Questionnaires regarding service satisfaction are handed out as part of the burial pack for service users.	When service used	No
Environmental Education project	Environmental Forum	Forum members training needs identified through email and consultation event, and future programme activities based on results	Sept – Nov 2012	Support to promote to potential Forum members
Environmental Education project	Free Tree scheme	To gather information on peoples experience of the scheme and how they heard about it, where the trees will be planted etc	Aug/Sept- Nov 2012	Web editor support to run the scheme on the Council's internet again please
Environmental Education project	School visits	To gain feedback on school visits, ideas for future activities and to measure impact	Weekly	Usual promotional support (design and promotion)
Environmental Education project	Environmental Project events	To gain feedback on success of events and suggestions for follow up	Weekly/ monthly Feb-Oct	Usual promotional support (design and promotion)

Team	Detail	Purpose of consultation	When	Input from Policy and Comms
Sport and Health Partnership	Active People Survey	Questions relating to physical activity are asked on an annual basis and help provide statistics for monitoring national indicators and local performance indicators, which will then suggest further work areas to develop.	Through year	No
	School Holiday Activities	All young people who attend any of the provision provided by the Sport and Health Team will be consulted to find out whether they enjoyed the activity, where they heard about it, whether they are happy with the provision offered and what improvements can be made to future provision. This information will help evaluate the existing provision and the results from the Youth and Junior Needs surveys.	July/August 2012	No
Sport and Health Partnership	Healthier South Derbyshire Events	These events at Green Bank Leisure Centre and Etwall Leisure Centre where attendees will be asked what activities they currently attend and want to see available, whether they reach the 3 x 30 minutes of exercise per week, etc. This information will help to sign post people to more or new activities and look at the provision of existing activities against what people would like to see available.	January and May 2012	No
Economic Development	Business Events	Consultation will take place with participants to find out whether they felt the event was appropriate and valuable and to capture ideas for improvements and future events.	Programmed events	No
	Programme of Tourism Impact Research	A county-based evaluation programme, including research with businesses and visitors, to look at how much income is brought into the area due to tourism and how many jobs are supported as a result. This will help to identify tourist trends, the effectiveness of current activities and to highlight gaps that we should then look to fill.	To be completed by Summer 2012	NA

Team	Detail	Purpose of consultation	When	Input from Policy and Comms
Economic Development	The National Forest Walking Festival	Both walkers and walk leaders will be consulted during the 13 day event to find out whether this project has worked in terms of attracting people to try walking/join walking groups/increase their weekly exercise, whether they are a visitor, if/how long they stayed in the area in regards to secondary spend and to discover whether there are further links to be made with other community based walk groups and/or local authorities.	As part of event (19-31/5/12)	NA
Planning Policy	Scale and Distribution of housing options	Consultation aligned with other Derby Housing Market Area authorities on amount and location of housing growth to 2028, to replace regional targets.		
	Publication of Core Strategy	Statutory consultation on draft Core Strategy prior to formal submission to Government		
Development Management	Customer Satisfaction Survey	Planning agents sent satisfaction questionnaire	Q2/Q3	Assistance with collection of data and reporting (use of Survey Monkey)

Corporate Services

Team	Detail	Purpose		Date(s) when consultation will take place	Input from Policy and Comms
Financial Services	Corporate Plan and Budget Proposals	To seek views on the Council's priorities and financial plans through the Area Forums.	Corporate Management Team	December 2012 to February 2013	Support to run consultation.
Financial Services	Annual Budget Proposals and Medium-Term Financial Plan	To seek views of the Business and Voluntary Sector on the Council's budget proposals for 2012/13.	Chief Finance Officer	January 2013	Support to run consultation.