

REPORT TO: Cabinet Member – Performance and Governance –

DATE: 16th February 2011

SUBJECT: Annual Report of the Public Engagement and Consultation Team and Standards Panel

WARDS AFFECTED: All

REPORT OF: Sue Holden, Head of Corporate Improvement

CONTACT OFFICER: Jayne Vincent, Public Engagement and Consultation Manager -
0151 928 2233 ext 380

EXEMPT/CONFIDENTIAL: No

PURPOSE/SUMMARY:

To inform Cabinet Member Performance and Governance of the activities of the Public Engagement and Consultation Team and Standards Panel between January 2010 and December 2010.

REASON WHY DECISION REQUIRED:

To ensure that the Cabinet Member Performance and Governance is fully informed about the consultation activities which the Panel has considered.

RECOMMENDATION(S):

The Cabinet Member for Performance and Governance is recommended to note the contents of this report.

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: N/A

ALTERNATIVE OPTIONS:

None

IMPLICATIONS:Budget/Policy Framework: N/AFinancial:-

There are no immediate financial implications arising directly from this report.

<u>CAPITAL EXPENDITURE</u>	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £	2013/ 2014 £
Gross Increase in Capital expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N				
How will the service be funded post expiry?				

Legal: Not applicable

Risk Assessment: Not applicable

Asset Management: Not applicable

CONSULTATION UNDERTAKEN/VIEWS

Not applicable

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	✓		
2	Creating Safe Communities	✓		
3	Jobs and Prosperity	✓		
4	Improving Health and Well-Being	✓		
5	Environmental Sustainability	✓		
6	Creating Inclusive Communities	✓		
7	Improving the Quality of Council Services and Strengthening local Democracy	✓		
8	Children and Young People	✓		

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Public Engagement and Consultation Framework
Report to Public Engagement and Consultation Standards Panel – 28th January
2011

1. Background

- 1.1 The Council and its partners have adopted the principles and standards outlined in the Public Engagement and Consultation Framework to ensure that the public engagement and consultation that takes place within the borough is coordinated and of a high quality.
- 1.2 A key element of this co-coordinated approach has been the establishment of a Public Engagement and Consultation Panel (the Panel).
- 1.3 The Panel has been operating to Terms of Reference that outlines its main purpose as being:

To act as an independent quality assurance panel to improve the quality, efficiency and effectiveness of engagement and consultation throughout the Borough.

2. Activity between January – December 2010

- 2.1 During the period in question the Panel has had six meetings and has appraised the proposals as outlined in Table 1 below.

Table 1: Proposals appraised by the Panel during the period of January 2010 – December 2010

<u>Organisation/ Department</u>	<u>Engagement or consultation activity</u>	<u>Purpose of activity</u>
SMBC Leisure Services Department	Southport Cultural Centre	To raise awareness of the proposed facilities within the redeveloped building and to reassure users that the current level of service will be retained. It is also an opportunity to raise awareness of the service with those who are not currently users.
SMBC Planning, Economic Regeneration Dept.	Core Strategy phase 2	The primary aim is to give the opportunity for people living and working in Sefton to give their views on the different Core Strategy Options. This will help the Council to decide on a Preferred Option.

<u>Organisation/ Department</u>	<u>Engagement or consultation activity</u>	<u>Purpose of activity</u>
SMBC Planning, Economic Regeneration Dept.	Concept Plan for the Violet Road area	To gauge public opinion about a number of options to address ongoing issues of concern in the Violet Road area of Linacre Bridge.
SMBC Technical Services Department	A565 Route Management Strategy Consultation	To gather views from local residents, local businesses and key stakeholders in respect to the draft A565 Route Management Strategy and Action Plan.
SMBC Leisure Service Department	Parks and Green space Service	To consider the generic process by which Sefton Leisure Services Department will undertake public engagement and consultation on Parks and Greenspace developments.
SMBC Leisure Service Department	South Park & Kings Gardens (Bootle) Improvements	To consider the proposal by Sefton Council Leisure Services Department to undertake public engagement and consultation on the South Park and Kings Gardens Improvements
SMBC Safer Stronger Community Partnership	Consultation as part of a feasibility study for a Family Justice Centre	To raise awareness and gain service user views on the development of a Family Justice Centre.

<u>Organisation/ Department</u>	<u>Engagement or consultation activity</u>	<u>Purpose of activity</u>
The Southport Partnership/SMBC Technical Services	Kew Gardens Development	To inform residents, stakeholders and businesses in the area of the proposals for the development and to gain their feedback. This will then be comprehensively fed into the design framework process and overall vision.
SMBC Children, Schools and Families Department	Childcare Sufficiency Assessment	To undertake public engagement and consultation as part of an assessment of the sufficiency of childcare in the borough.

- 2.2 In addition to this, the Public Engagement and Consultation Team have also supported officers from Sefton MBC and NHS Sefton, Sefton Council for Voluntary Services, Merseyside Fire Service and Mersey Travel to develop a further 30 public engagement and consultation proposals, which is a 200% increase from the 12 month period before.
- 2.3 The Public Engagement and Consultation Manager has reported through her activity reports that the Public Engagement and Consultation Team have also become aware of consultation activity that has gone ahead without a planning proforma being completed. During the 12 month period this equates to 17 consultations, which is a similar amount to the previous 12 months, where 18 proposals were completed without a proforma.
- 2.4 The Panel has agreed to appraise the feedback and evaluation reports in accordance with the standards of public engagement and consultation and consider:-
- how the activity was carried out;
 - the opinions of the people taking part on how they found the process;
 - the number of people who took part and the costs of the different methods of getting them involved;

- how successful different methods were at getting the views of people who are not normally heard, for example, children, young people and people with disabilities;
- how the results will be fed back to the public; and
- how will the results influence policies and service plans?

2.5 Within the period in question the Panel have received the following feedback and evaluation reports as outlined in Table 2 below.

Table 2: Feedback and Evaluation Reports presented to the Panel during the period of January 2010 – December 2010.

Organisation/ Department	Engagement or consultation activity	Changes as a result of the engagement or consultation
SMBC Leisure Services	Play builder Consultation	The consultation resulted in approval for the designs in 4 out of the 6 parks and a redesign of the proposals in Deerbarn Park as a result of the views of local people. That scheme was been re-designed in the light of strong local resident opinion and experience.
SMBC Housing Market Renewal	Tannary Site Development Plans	individual urgent re-housing cases were highlighted during the 'drop-in' and these have been pursued separately.
SMBC Housing Market Renewal	Queens Road and Bedford Road Development Plans	Further amendments to the design proposals were made following the event.

2.6 In addition to this, the Public Engagement and Consultation Team have received an additional 6 completed Feedback and Evaluation Forms and table three below highlights the changes that have taken place as a result of the consultation.

Table 3: Additional Feedback and Evaluation Reports received during the period of January 2010 – December 2010.

Organisation/ Department	Engagement or consultation activity	Changes as a result of the engagement or consultation
Sefton Carers Centre	DCATCH	<p>The results identified the need for a dedicated worker to be employed to work with parent carers to overcome the barriers to remaining in or returning to training and/or voluntary or paid work.</p> <p>Sefton Carers Centre now have two Parent Carer Employment Officers based in two localities in the borough – North and South</p>
SMBC Specialist Transport Unit	Satisfaction Survey	<p>The Survey held a client ID so that if individual or collective change was required, this could be investigated and resolved. An example of a change that has been adopted following the review has been that the One Stop Shop number is now supplied to service users instead of direct depot numbers. This is as a result of some clients complaining that they were unable to get through to the unit as the phone was engaged.</p>

Organisation/ Department	Engagement or consultation activity	Changes as a result of the engagement or consultation
NHS Sefton Public Health	Smoking in Pregnancy Pathways	<p>As a result of the consultation women no longer need to sign a declaration to say that they wish to opt out of the CO2 test. Instead the midwife should record the woman's decision to opt out in the notes so that it can be used as a prompt at the next appointment to ask the woman if they feel ready to quit and would like support.</p> <p>There is no longer the need to send out a letter prior to booking. Instead of the letter a leaflet has been designed which details the process of CO monitoring during pregnancy and it is possible to personalise this leaflet for each hospital/area so that they can be given out at appointments. The leaflets can also be displayed on stands in maternity units, community clinics, children's centre and possibly in GP Practices.</p>
SMBC Environmental Protection	Revision of Statement of Gambling Licensing Policy	As a result of the consultation paragraph 1.11 of the policy was amended and a new paragraph 4.7 was introduced.

Organisation/ Department	Engagement or consultation activity	Changes as a result of the engagement or consultation
SMBC Children, Schools and Families Department	Sefton Parenting Strategy	The results obtained have helped to inform the parenting Strategy and the key commitments. It has enabled parents and carers to become further involved through the area parent forums.
NHS Sefton	Dermatology	The results have been used to inform the final specification for the new service. For example; while the majority of patients were very happy with the existing service, a number expressed a desire for more locations, particularly in the South of the area. We have been able to secure 2 additional sites in the South. Also, clinics outside normal working hours of 9am-5pm and home visits

- 2.7 A request for outstanding feedback forms has been made by the Public Engagement and Consultation Manager on behalf of the Panel and requests will continue to be made to officers on completion of the consultation period.

3. Activity Report and Calendar

- 3.1 During the year the Panel has continued to receive reports detailing the activity that was planned for the coming months ahead. The Panel have selected from the calendar proposals that they wished to receive further information on.

- 3.2 The Public Engagement and Consultation Manager and the Communications Board Engagement and Consultation Sub-Group undertook a mapping exercise to ascertain the level and breadth of consultation planned from July 2010 to March 2011 and to identify categories of prioritisation and opportunities to join up activities. The lead officers for these organisations have been advised to complete a planning proforma in advance and indeed, some of the activity has since been presented to the Panel.
- 3.3 During the year, the Public Engagement and Consultation Team have also started using the calendar facility on eConsult more. This facility allows officers from Sefton Council, NHS Sefton and Sefton CVS to view when there might be consultations being planned, which they might want to link up with or may result in the consultation being planned for a different time to avoid consultation fatigue.

4. North West Together We Can (NWTWC) Learning Exchange Seminar

- 4.1 At the Public Engagement and Consultation Network Meeting held in March 2010, attendees discussed the imminent budget cuts and how this might impact on engagement and consultation activity. The Network suggested that a workshop or seminar might be the opportunity to discuss this further which might help identify solutions.
- 4.2 At previous meetings of the Public Engagement and Consultation Panel, Panel members have identified the importance of officers having identified budget/resources for their activity and to identify opportunities to work in partnership when consulting to save resources and to help avoid consultation fatigue.
- 4.3 NWTWC agreed to hold a free seminar in Sefton for north-west representatives and that the purpose of the seminar was to explore more cost effective ways of engaging and commissioning in the future.
- 4.4 The seminar which took place in November 2010 attracted over 40 representatives who received presentations on 4 case-studies and took part in round table discussions on how we can engage and consult our communities creatively at a time when budgets are being reduced. The Learning Exchange Seminar provided the opportunity to start this dialogue.

5. Training and Development

5.1 National Open College Network (NOCN) Engagement and Consultation with Communities Level 2

The Public Engagement and Consultation Team with Sefton CVS have developed a NOCN Level 2 accredited training course in Engagement and Consultation with Communities. This 1 day course will support attendees to develop their knowledge and skills in the planning, delivering and evaluation of consultation and engagement activity. The content is based on the implementation of the 8 standards for engagement and consultation.

A pilot of the course was delivered on 30th November with 8 staff from NHS Sefton and 2 from Sefton Equalities Partnership. Sefton CVS subsidised the pilot at a cost of £20 per person.

Funding has been secured from Southport & Ormskirk Hospital NHS Trust to run a further course for employees from NHS Sefton and NHS Trust providers.

5.2 eConsult training and support

The Public Engagement and Consultation Officer have delivered a formal training session on the use of the eConsult system for NHS Sefton staff. The Officer has also delivered 17 informal briefing sessions on the use of the system for staff from Sefton Council, NHS Sefton, Sefton CVS, Sefton Women and Children's Aid (SWACA), the Merseyside Fire and Rescue Service consultation working group and as part of the Sefton CVS research and consultation training. Support has also been provided to officers using the system for engagement and consultation. This support has included drafting surveys, creating surveys on the system, updating the system and providing detailed reports.

The Public Engagement and Consultation Officer have also supported Merseyside Fire and Rescue Service who wanted to run a trial of the eConsult system. An eConsult site was created for them, linked to the existing partner sites, and a consultation for the annual risk assessment was created and entered on the system. MFRS have been pleased with the way the system works and with the number of responses they have received. A trial was also set up for Mersey travel for their local transport plan. A review of this trial is awaited.

5.3 Participating and Influencing Training

The Public Engagement and Consultation Officer took part in the delivery of Sefton CVS Participating and Influencing Training for members of local voluntary groups. These included One Vision Housing trust members, Sefton Partnership for Older Citizens members, members of local health groups and members of parenting groups.

The training included making attendees aware of the Sefton Framework and the Standards Panel. Attendees were also informed of other ways to get involved in Sefton such as local area committees.

5.4 Stakeholder Mapping Training

The Public Engagement and Consultation Team have developed a training course on Stakeholder Mapping. This was to have been delivered in the autumn of 2010 but will now take place in spring 2011.

6. eConsult System (Consultation Finder)

6.1 The Public Engagement and Consultation Officer manages and administers the eConsult (Consultation Finder) system on behalf of Sefton Council, Sefton CVS and NHS Sefton. The system was obtained to satisfy the requirements of the Government Implementing Electronic Government (IEG) project in 2006.

6.2 Between January and December 2010 the Sefton Council system hosted 9 consultations and received over 2230 'hits'.

6.3 In the same period the NHS Sefton and Sefton CVS sites hosted 19 consultations and received over 1600 'hits'.

7. Recommendations

7.1 Cabinet Member Performance and Governance is recommended to note the contents of this report.