

Draft

Caerphilly County Borough Council

Citizen Engagement

Strategy

2012 - 2015

A greener place to live, work and visit
Man gwyrddach i fyw, gweithio ac ymweld



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Forward by Cllr Harry Andrews, Leader of the Council

This council is focused on delivering high quality services. These are services that are shaped by the communities that use them. We have a strong commitment towards raising awareness about the Council's existing services and ensuring that the views of our citizens are informing the decisions that we make.

This Strategy represents a positive move towards consolidating the wealth of current public engagement activity.

The purpose of the Strategy is to co-ordinate, guide and manage the Council's approach to community engagement. We will support and enable all communities within Caerphilly County Borough to participate in shaping the future, enabling better services that more closely match the needs and expectations of residents, businesses and visitors.

In addition, the Strategy aims to ensure that all citizens of Caerphilly are able to effectively participate in all aspects of their community, whether this is taking an active interest in what is going on around them or actively benefiting the lives of others. We are committed to providing an equal opportunity for all our citizens to be involved and will ensure that we meet the duties of the Council Strategic Equality Plan and Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011.

This strategy underpins the council's position on being committed to open, clear and effective communications with our all stakeholders and partners.

Introduction by Anthony O’Sullivan, Chief Executive

The council has determined it wishes to develop a positive approach to public engagement and therefore has developed this three year strategy to guide and enhance its work in this field.

The development of a Public Engagement Strategy is influenced by a wide and complex picture that includes:

Local Drivers - The council Improvement Plan sets out four main ambitions to improve public services. Included within the ambition to Building better public services is the aim to Design and put in place a plan, which will improve how we consult and involve the community. Whatever the challenge facing Caerphilly County Borough Council we know we need to start with the citizen, draw from all the data and research available and then, use these insights to drive our planning process for improving our future services. The Caerphilly Community Strategy Review, Community Planning in Action 2009 - 2012 also identifies Community Planning is about people and organisations working together to improve service delivery and to bring about lasting quality of life improvements for local citizens.

National Drivers - The Government’s White Paper Communities in control – real people, real power (2008), reaffirmed by Building the Big Society (Cabinet Office, 18 May 2010) and most recently in Wales, Shared Purpose, Shared Delivery (June 2012) and Statutory Guidance from the Local Government Measure 2011 (June 2012) all drive forward a programme of engagement.

In the current climate local government is facing increasing pressures to ensure public expenditure meets the needs of the public in the most efficient way.

Introduction

Engagement means anything that we do that *informs* citizens about what we do or *involves* citizens in the Council's decision making process.

Who do we Engage with?

When we talk about engaging "citizens" we make a commitment to engage with:

- People from every part of the county borough and from every community and of all ages, making a particular effort to encourage those currently not engaged/difficult to reach
- Members of the public including those on our Viewpoint Panel, community, voluntary and special interest groups
- Children and Young People including those on the Youth and Junior Forums
- Users of specific Council services
- Our democratically elected representatives
- Partner organisations
- Local businesses and business forums
- Employees of the Council
- Specific subject Forums
- The media

How do we Engage?

Principles of Engagement

In engaging with citizens it is important to have principles that guide the engagement process so that it is undertaken in a meaningful and transparent manner. In 2011, Caerphilly County Borough Council adopted the National Principles for Public Engagement in Wales¹ as a guiding document for all of our engagement activities (**APPENDIX 1: National Principles for Public Engagement in Wales**). Since November 2012, these principles are supported by "The Evaluation Toolkit - Evaluating your engagement practice against the National Principles for Public Engagement in Wales" which outlines a four stage participatory process to evaluate engagement activities in relation to the National Principles.

These are intended to compliment and sit above any engagement standards that are already in use. Specifically, in Caerphilly County Borough there are three sets of standards in place. (For detailed reference, see **APPENDIX 2.**)

- Caerphilly Local Service Board Citizen Engagement Standards (2010)
- National Standards for Children and Young People's Participation (2007) and
- Standards for Service User and Carer Engagement in Social Care Services (SSIA Cymru 2010)

¹ developed by participation Cymru working with TPAS Cymru and endorsed by the Welsh Government

Model of Engagement

Full engagement is an ongoing process as outlined in **Figure 1**. However, engagement can take place at a number of levels. At times, engagement may involve only the first stage (i.e. information provision) whilst at other times will involve a combination of information provision and gathering, consultation, feedback and evaluation and will feed into the decision making process at an appropriate stage.

Recognising that different levels of involvement are appropriate in different circumstances, how we engage will depend on

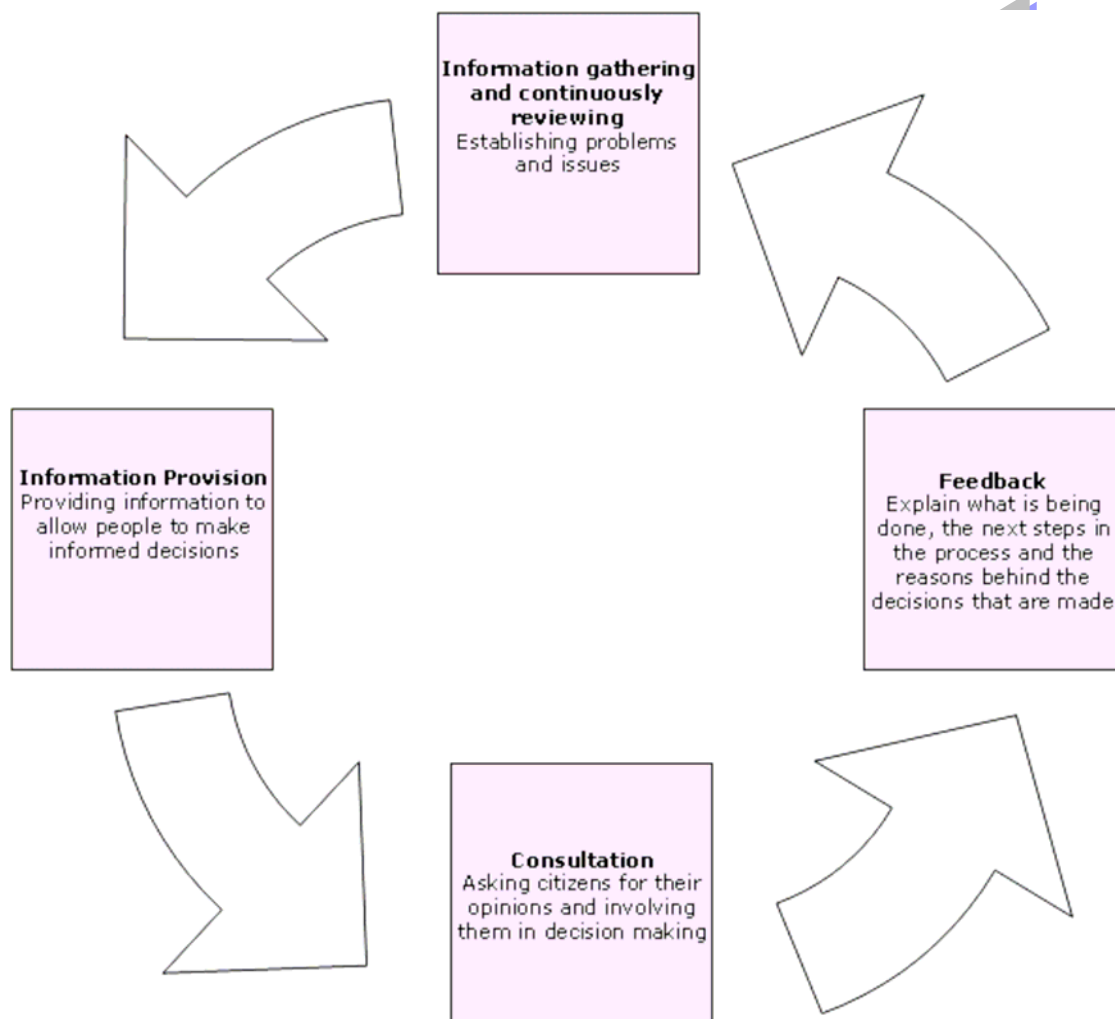
- the purpose of the engagement
- the stage in the project planning cycle at which engagement takes place
- those we are engaging with – recognising that different groups and individuals have different preferences

Tools for Engagement

A wide range of tools and methods are available to help us to engage with citizens in the best way. No one tool is better than another, what is important is that the most appropriate tool is used in each engagement activity.

To enable practitioners to select and use the appropriate tools, a range of toolkits are available which outline good practice and provide details of specific tools and methods for practitioners in engagement. **APPENDIX 3: Tools of Engagement.**

Figure 1: Model of Engagement



(Source: Caerphilly Local Service Board's Citizen Engagement Strategy (2008))

Background and Purpose

This Citizen Engagement Strategy builds upon developments within Caerphilly County Borough Council since the adoption of our first Consultation Strategy in 2001 and the Caerphilly Local Service Board's Citizen Engagement Strategy in 2008. It also considers the wider national context through an increased emphasis on citizen engagement with the Welsh Government, in particular, embracing citizen engagement in the decision making process with "citizen voice" as a driver for service improvement (Local Government (Wales) Measure (2011); Shared Purpose, Shared Delivery (2012)).

Links to other strategies, policies and plans can be found in **APPENDIX 4: Links to other strategies and plans.**

Taking into consideration the significant changes that have taken place in the national and local context, this Strategy outlines the direction and scope of Caerphilly County Borough Council's engagement activities. A key objective for the Authority (as outlined in our Improvement Plan) is to

“Ensure the citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services” (Improvement Objective for 2012/13)

This strategy aims to consolidate previous work and put in place the mechanisms that will enable the authority to achieve this objective.

Outcomes

The outcomes of this strategy, derived from the 10 National Principles of Engagement, are as follows:

- 1. Where there is an opportunity to influence, engagement is effectively designed to make a difference**
- 2. Those affected by an issue or change are encouraged and enabled to be involved, if they so choose**
- 3. Engagement is planned and delivered in a timely and appropriate way**
- 4. Organisations will work together wherever possible to ensure peoples time is used efficiently and effectively**
- 5. People have easy access to relevant information that is tailored to meet their needs.**
- 6. People find it easy to take part if they so choose**
- 7. People have the skills, knowledge and confidence to get involved if they so choose**
- 8. Engagement is given the right resources and support to be effective**
- 9. Where appropriate, people know the impact of their contribution**
- 10. Organisations share lessons to improve the process of engagement**

Whilst reflecting the national direction, these outcomes have been identified within the local context to help Caerphilly County Borough Council to provide better services that more closely match the needs and expectations of residents, businesses and visitors whilst ensuring that these needs are met in the most efficient way. The table below identifies the success factors associated with each of these outcomes i.e. how we will know when we have achieved these outcomes. The detailed action plan gives further details on what we need to

do to achieve these outcomes including timescales, resource implications and identifies who will be responsible for taking the various elements of the strategy forward.

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Success Factors

	Outcome	Success Factors - We will know when we have achieved this when...
1	Where there is an opportunity to influence, engagement is effectively designed to make a difference	<p>Engagement gives a real chance to influence policy, service design and delivery from an early stage</p> <p>Elected members have a clear understanding on their role and responsibility in the engagement process</p> <p>Participants are clear from the outset about what engagement is for and what will happen</p> <p>Where appropriate, individuals can say “my views do count and have made a difference”</p> <p>Service delivery has been improved as a result</p>
2	Those affected by an issue or change are encouraged and enabled to be involved, if they so choose	<p>The people affected by an issue or change are included in opportunities to engage, with their views both respected and valued.</p> <p>Everyone who wants to participate in issues which involve them is able to do so</p> <p>Engagement activities are relevant to people using relevant media/tools</p> <p>People are saying “I know how to take part in engagement activities that are relevant to me”</p>
3	Engagement is planned and delivered in a timely and appropriate way	<p>Engagement processes are clearly defined, communicated and used by all staff</p> <p>Engagement is carried out in a way that’s easy to understand within a reasonable timescale</p> <p>People can engage in a meaningful way using appropriate methods</p> <p>Engagement is cost effective i.e. there is no duplication of effort, focuses on what matters</p>
4	Organisations will work together wherever possible to	<p>Partner organisations are communicating and working together to avoid duplication and over consultation</p> <p>Information is shared with the relevant people and agencies</p>

	ensure peoples time is used efficiently and effectively	
5	People have easy access to relevant information that is tailored to meet their needs.	<p>Information is clear, accessible and appropriate</p> <p>Information is available in a range of media</p> <p>People are saying “I have the information I need”</p> <p>The right <i>amount</i> of information is provided that is relevant to the engagement process</p>
6	People find it easy to take part if they so choose	<p>Engagement processes are simplified</p> <p>People can engage easily and effectively because barriers preventing engagement have been identified and addressed</p> <p>People are saying “my input was as important as anyone else’s”</p>
7	People have the skills, knowledge and confidence to get involved if they so choose	<p>Appropriate training, guidance and support are provided to enable all participants to effectively engage</p> <p>People are saying “I would be happy to get involved again”</p>
8	Engagement is given the right resources and support to be effective	<p>Engagement is well supported by the organisation at every level</p> <p>Appropriate training, guidance and support are provided to enable staff to effectively engage</p> <p>Staff feel fully equipped to carry out engagement work</p> <p>Directorates take responsibility and allocate the necessary resources to undertake effective engagement at the appropriate time</p>

9	Where appropriate, people know the impact of their contribution	<p>Where appropriate, timely feedback is given to all participants about the views they expressed and the decisions or actions taken as a result</p> <p>The methods and form of feedback takes account of participants' preferences</p> <p>People are saying "My voice is listened to and I get to know the results and my involvement is valued"</p> <p>People are saying "I know what happens next"</p>
10	Organisations share lessons to improve the process of engagement	<p>Learning is shared internally and with partners</p> <p>Lessons are shared and applied in future engagements.</p> <p>Engagement activities are monitored and evaluated to measure success</p> <ul style="list-style-type: none"> a) in engaging people and b) where appropriate, the effectiveness of their participation

ACTION PLAN

Task	Details	Link to Outcome/ Principle	Timescales	Responsibility	Resources	Measuring success
Results of the 2013 residents biennial Household Survey to be fed into the decision making process	<p>Analysis of the Household Survey 2013 to assist in forward planning at corporate and service levels</p> <p>The findings of the survey and any changes to service delivery as a result of these findings to be fed back to residents</p>	1 9	<p>Initial analysis of survey end April 2013</p> <p>Feedback September 2013</p>	Engagement Officer		<p>Improved outcomes compared to results of last HHS</p> <p>People are saying “I know what happened next”</p>
Newsline Survey to gather feedback on council services (to gather data between the larger biennial household survey)	Publish an annual survey/feedback form in Newsline to capture public opinion on a range of council services and as with Household Survey to ensure findings are fed into the decision making process/feedback to residents	1, 9	Annual	Communications Manager		<p>Year-on-year improvements in response data</p> <p>People are saying “I know what happened next”</p>
When feeding back, ensure that clear links are made	Develop a clear protocol for feeding back the impact of an engagement activity where appropriate.	9, 1				People are saying “My voice is listened to and I get to know the results and my

<p>between the engagement activity and the decisions or actions taken as a result</p> <p>“We asked, You said, We did”</p>	<p>Communicate this with all staff.</p>					<p>involvement is valued”</p>
<p>Ensure that planning for engagement becomes a fundamental part of the project planning cycle across the organisation</p>	<p>Create a step by step guide outlining the where in the project planning process that engagement should be considered from pre planning through to feeding back</p>	<p>3, 9</p>				
<p>Develop clear processes to enable the outcomes of engagement to be fed into the decision making process of the authority where appropriate</p>	<p>Create a step by step guide / flowchart outlining the stages in the engagement process from pre planning through to feeding back for all staff to follow</p>	<p>1, 3, 9</p>	<p>April 2013</p>	<p>Engagement Officer</p>		<p>Step by step guide completed</p>

Appropriate consultation reflected in CCBC committee reports	Develop guidance on how to complete the "consultation" section on council reports	1, 9	April 2013	Committee Services / Scrutiny Co-ordinator		All CCBC committee reports fully explain and reflect consultation activity where appropriate
Reinstate the "Caerphilly Asks Caerphilly Listens" database	Develop an implementation plan and put in place appropriate structures and training to support the system within each directorate and corporately <ul style="list-style-type: none"> • as a planning tool, • for co-ordinating engagement activity, • to avoid duplication of effort, • sharing good practice and • a means of providing feedback 	3, 9, 10, 4	Acquire software by January 2013 with system populated and live by April 2013	Each directorate to identify responsible individuals for training, coordination, updating and maintenance of the database		
Capturing evidence of good practice across organisation	Identify and learn from good practice within directorates on how to plan engagements and utilise resources effectively	3, 10	Ongoing	Communications Unit		Develop an evidence file of examples of good practice that can be shared with colleagues
Ensure Links between this Engagement strategy and other Council	There are strong links and cross over between the Council's Communications Strategy, Internal Communications Strategy	9, 10	Ongoing	Communications Unit/ Equalities Team		

Strategies	and Equalities Objectives and Action Plan. Ensuring links between these documents is key					
Internal communication	Outline clear processes for Staff Engagement across the organisation (Internal Communications Strategy links) Raise awareness of the coordinating role of the Engagement Officer and the wider resources available within the corporate communications team to assist directorates with consultation and engagement	8, 10	Ongoing	Communications Unit		Directorates are aware of support on offer and utilise the expertise within the corporate communications unit
Coordinating topics and issues across engagement groups/forums	Develop a forward work programme for topics and issues to be considered by the key engagement mechanisms	3		CMT / Communications Unit		Forward plan developed in consultation with CMT process
	Create a forward planning programme for engagement activity to be reviewed 6 monthly	3	April 2013	Engagement Officer		All officers receive clear information about effective processes for engagement
Support the	Improve partnership	4, 10	January 2013	Members of working		January 2013

development of the Local Service Board Engagement Strategy around the development of the Single Plan	working – work with partner organisations to support them to meet their engagement objectives			group		
Reinvigorate the Practitioners and Facilitator Network and develop a structured training programme across partner organisations	Identify staff within Directorates who are involved in engagement Coordinate a regular 6 weekly programme of training for staff (partners and linked organisations) to enhance our ability to engage with our citizens Share information electronically with and between members of the network	7, 8, 10, 4	Programme of training for 2013 in place by February 2013 (SNAP training, questionnaire design training, social media for engagement, facilitation training)	Led by Engagement officer, but with support by members of Network Group		Effective Practitioners and Facilitator Network established and meets regularly
Review the use of existing mechanisms for engagement	Identify all formal engagement mechanisms (Junior and Youth Forums, Viewpoint Panel, 50+ Forum, Communities First etc) Review the methods used for existing mechanisms for	3, 6, 8, 10	Work programme and forward planning of topics across forums	Communications Unit		April 2013

	<p>engagement and identify the way forward for the Viewpoint Panel</p> <ul style="list-style-type: none"> • Review membership • Review methods • Investigate e-panels • Review topics for discussion (link with coordinating topics and issues across engagement groups/forums) 					
<p>Raise awareness of existing toolkits, guidance and support that is available to staff</p>	<p>Identify gaps in resources available</p> <p>Identify and promote the use of existing guidance and toolkits to identify the most appropriate techniques for engaging with different groups. (see appendix)</p> <p>Possible Portal for staff on intranet or at least – review existing intranet</p>	<p>3, 8, 6</p>	<p>March 2013</p>	<p>Engagement Officer</p>		
<p>Investigate and promote innovative tools for engagement</p>	<p>Use the practitioners network to share good practice, provide training and guidance to officers</p>	<p>3, 8, 6</p>				<p>People are engaging in a meaningful way using appropriate tools</p>

beyond the more traditional methods whilst ensuring that these tools are used appropriately						
Identify clear purposes for every engagement activity at the outset and ensure that participants are made aware of this		1, 5	ongoing	Engagement officer		Clear, targeted approach to consultation with measureable outcomes
Ensure that Officers at all levels are made aware of a) this strategy b) the benefits of engagement to their roles	Awareness raising and training on the benefits and importance of engagement at all levels – through internal communications Using a variety of mediums e.g. how to videos and using case studies/examples of good practice and to do this	1	April 2013 and ongoing	Communications team – links to the internal communications strategy		Awareness across organisation of strategy
Put processes in place to ensure	Develop stakeholder channels relevant to service areas	2	April 2013	Service areas is consultation with Engagement officer		Positive feedback via surveys mentioned above

everyone who is potentially affected by changes to service delivery is reached						
Identify the most appropriate tools for engaging with different groups on specific issues	<p>Use customer insight tools (MOSAIC) to ensure that we engage with our citizens through the most appropriate communication channels</p> <p>Explore options for using appropriate engagement tools including the use of social media for seeking views (beyond communication)</p>	2, 3	April 2013	Communications Unit		Greater use of non-traditional communication channels to engage key audiences
Develop citizen capacity to engage with Council and its Partners	<p>Communicate with citizens to ensure that they understand how they can get involved in opportunities that affect them.</p> <p>Investigate providing training to enable members of the public (e.g. members of the Viewpoint Panel and other formal engagement forums) to engage more</p>	2, 7	Autumn 2013	Engagement officer / Training Provider		XX Members of VPP trained p/a when those who have been involved in an engagement process indicate that they would be "happy to be involved again"

	effectively with us					
Audit and evaluate specific engagement activities against the national principles of public engagement	Using the “Evaluation Toolkit”, evaluate individual engagement activities that have been included on the database against the national principles	10				Ability to demonstrate that exercises have been undertaken in accordance with guidelines and are influencing outcomes where appropriate
Support members’ Community Leadership Role	<p>Training to ensure that members are aware of the scope and benefits of engagement</p> <p>Ensure that members are actively involved on the engagement at the final stage of the project planning process</p> <p>Ensure Scrutiny Committees engage positively with citizens and stakeholder groups when developing work programmes or undertaking task and finish group reviews.</p>	1		Scrutiny Co-ordinator		

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APPENDIX 1: National Principles for Public Engagement in Wales

Engagement is effectively designed to make a difference

Engagement gives a real chance to influence policy, service design and delivery from an early stage.

Encourage and enable everyone affected to be involved, if they so choose

The people affected by an issue or change are included in opportunities to engage as an individual or as part of a group or community, with their views both respected and valued.

Engagement is planned and delivered in a timely and appropriate way

The engagement process is clear, communicated to everyone in a way that's easy to understand within a reasonable timescale, and the most suitable method/s for those involved is used.

Work with relevant partner organisations

Organisations should communicate with each other and work together wherever possible to ensure that people's time is used effectively and efficiently.

The information provided will be jargon free, appropriate and understandable

People are well placed to take part in the engagement process because they have easy access to relevant information that is tailored to meet their needs.

Make it easier for people to take part

People can engage easily because any barriers for different groups of people are identified and addressed.

Enable people to take part effectively

Engagement processes should try to develop the skills, knowledge and confidence of all participants.

Engagement is given the right resources and support to be effective

Appropriate training, guidance and support are provided to enable all participants to effectively engage, including both community participants and staff.

People are told the impact of their contribution

Timely feedback is given to all participants about the views they expressed and the decisions or actions taken as a result; methods and form of feedback should take account of participants' preferences.

Learn and share lessons to improve the process of engagement

People's experience of the process of engagement should be monitored and evaluated to measure its success in engaging people and the effectiveness of their participation; lessons should be shared and applied in future engagements.

These are working definitions for the purposes of these Principles. It is recognised that different organisations will use a variety of terminology to mean similar things.

Engagement: An active and participative process by which people can influence and shape policy and services that includes a wide range of different methods and techniques.

Consultation: A formal process by which policy makers and service providers ask for the views of interested groups and individuals.

Participation: People being actively involved with policy makers and service planners from an early stage of policy and service planning and review.

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APPENDIX 2: Citizen Engagement Standards

Caerphilly Local Service Board's Citizen Engagement Standards for Caerphilly County Borough (September 2010)

These are the minimum standards you can expect from us when we are improving services for you or when we are finding out your views.

INFORMATION

We will:

- Give you enough information, and enough time to get involved if you want to
- Let you know what difference you can make
- Give you information that is easy to understand
- Take care to keep your details confidential

RESPECT

We will:

- Challenge all forms of discrimination
- Listen to your ideas, views and experience
- Take you seriously and treat you fairly
- Respect your opinions

WHERE THERE IS AN OPPORTUNITY FOR YOU TO INFLUENCE

We will:

- Make the most of what you tell us
- Work to let everyone have a chance to get their voice heard
- Work with you and our partners to recognise and consider the things you tell us are important or the things you feel we are doing well
- Provide a range of opportunities and a welcome environment to get involved
- Make opportunities for you to talk about issues you feel are important on a continuous basis

FEEDBACK

- Wherever appropriate, we will:
- Let you know what difference you have made and how your ideas have been used
- Keep you up to date with what is happening
- Give feedback as soon as possible and in ways that are easy to understand for everyone

CONSIDERING YOUR VIEWS

We will:

- Ask you what we can do better and use your views to inform our work
- Work with you to help change things for the better
- Make sure your views are considered in decision-making
- Be honest with you about what can and cannot be changed
- Try to learn and improve the way we work with you

National Standards for Children and Young People's Participation (2007)

Do we meet your standards?

"We" means anyone asking children and young people to participate. "You" have the right to expect these standards.

"Participation means that it is my right to be involved in making decisions, planning and reviewing any actions that might affect me. Having a voice, having a choice"

Information

This means

- Information that is easy to understand for everyone
- Adults working with you who know what is going on and are up front and clear

We will:

- Ensure everyone has enough information to get properly involved
- Let you know what difference you being involved will make
- Inform you about who is going to listen and make changes

It's Your Choice

This means:

- You choose if you want to get involved or not
- You choose to work on things that are important to you
- You choose what you do and how you do it.

We will:

- Give you enough information and time to decide if this is something you want to do.

No Discrimination

This means:

- Children and young people are all different but you all have the same right to have a say about the things that matter to you.
- We want everyone to feel welcome and be able to get involved if they want to be.

We will:

- challenge any discrimination
- get in touch with children and young people in lots of different situations
- get you involved in things you want to do.

Respect

This means:

- Everyone has a chance to have a say, your opinions are important and we will respect them.

We will:

- listen to your ideas, views and experiences
- take you seriously and treat you fairly
- work with you to do something about the things you tell us are important
- work with you to help change things for the better.

You get something out of it

This means:

- We want you to enjoy and benefit from taking part
- We know that you have other things to do in your lives as well!

- Making sure that participating is a positive not a negative experience.

We will:

- work in safe, fun, and enjoyable ways
- make the most of what you know
- do positive things that build your confidence
- meet in friendly places that are easy for all young people to use
- value and respect what you have to offer.

Feedback

This means:

- It's really important that you know what difference you have made and how your ideas have been used.

We will:

- keep you up to date with what is happening give feedback as soon as possible and in ways that are easy to understand for everyone.

Improving how we work

This means:

- We want to learn and get better at the way we work with you.

We will:

- look at the way we work with you and how to improve it
- ask you what has gone well and what needs to change
- make sure your views make a difference to the way we make plans and decisions.

SSIA Cymru (2010) Standards for Service User and Carer Engagement in Social Services Having a Voice, Having a Choice

Underpinning Principle: Service users and carers are at the heart of planning and delivering better social care services

Standard 1: Information

This means

- Information that is easy to understand for everyone
- People working with you who know what is going on and are up front and clear.

We will:

- Ensure everyone has enough information to get properly involved
- Let you know what difference you being involved will make
- Inform you about who is going to listen and make changes.

Standard 2: It's Your Choice

This means:

- You choose if you want to get involved or not
- You choose to work on things that are important to you
- You choose what you do and how you do it.

We will:

- Give you enough information and time to decide if this is something you want to do and take part in
- make sure you have the opportunity to identify your own needs in the work
- listen and take account of what you identify as being important in the involvement activity.

Standard 3: No Discrimination

This means:

- People are all different but you all have the same right to have a say about the things that matter to you.
- We want everyone to feel welcome and be able to get involved if they want to be.
- Everyone has an equal opportunity to get involved.

We will:

- challenge any discrimination
- get in touch with people in lots of different situations
- get you involved in things you want to do.
- overcome physical and environmental barriers of access, safety and transport and barriers of attitudes and values
- develop opportunities to include groups that are 'rarely heard', such as people in prisons, homeless people and refugees
- develop opportunities to include groups who it is hard to communicate with

Standard 4: Respect and Valuing You

This means:

- Everyone has a chance to have a say, your opinions are important and we will respect them.

We will:

- listen to your ideas, views and experiences
- take you seriously and treat you fairly
- work with you to do something about the things you tell us are important
- work with you to help change things for the better.
- follow recognised guidance on paying service users and carers;
- refund all out-of-pocket expenses; and
- give reward or compensation for involvement in a fair, consistent and open way.

Standard 5: You Get Something Out Of It

This means:

- We want you to enjoy and benefit from taking part
- We know that you have other things to do in your lives as well!
- Making sure that participating is a positive not a negative experience.

We will:

- work in safe and enjoyable ways
- make the most of what you know
- do positive things that build your confidence
- meet in friendly places that are easy for all people to use
- value and respect what you have to offer.

Standard 6: Feedback

This means:

- It's really important that you know what difference you have made and how your ideas have been used.

We will:

- keep you up to date with what is happening
- give feedback as soon as possible and in ways that are easy to understand for everyone.

Standard 7: Improving How We Work (monitoring and evaluation)

This means:

- We want to learn and get better at the way we work with you.

We will:

- look at the way we work with you and how to improve it
- ask you what has gone well and what needs to change
- make sure your views make a difference to the way we make plans and decisions.
- report back to you about how your contribution was used
- share learning with other organisations
- set up ways to make sure involvement can be continually improved

APPENDIX 3: Tools for Engagement

Practitioners Manual for Public Engagement (2011) at <http://www.participationcymru.org.uk/principles/practitioners-manual-for-public-engagement>

Engaging with Children and Young People – A participation toolkit (CCBC)

50+ Engagement Toolbox at <http://www.caerphilly.gov.uk/50plus/english/toolkit.html>

Bringing Generations Together in Wales (2012): The Welsh Local Government Association and Beth Johnson Foundation

English

<http://www.wlga.gov.uk/english/wlga-l-bjf-bringing-generations-together-in-wales-guide/>

Welsh

<http://www.wlga.gov.uk/cymraeg/wlga-l-bjf-dod-chenedlaethau-yng-hyd-yng-nghymru-arweiniad/>

50+ Citizen Engagement Toolkit <http://www.caerphilly.gov.uk/50plus/english/home.html>

The Evaluation Toolkit – Evaluating your engagement practice against the National Principles for Public Engagement in Wales (November 2012)

APPENDIX 4: Links to other strategies and plans

The Council's **Improvement Plan** 2009/2012

Caerphilly Local Service Board's Citizen Engagement Strategy (September 2008)

Shared Purpose, Shared Delivery, - Guidance on Integrating Partnerships and Plans (June 2012)

<http://wales.gov.uk/consultations/improving/shreddelivery/?lang=en&status=open>

Statutory Guidance from the Local Government Measure 2011 (June 2012)

Section 62: Taking into account the views of the public

<http://wales.gov.uk/consultations/localgovernment/statguidelgmeasure/?lang=en>

Caerphilly Single Integrated Plan Engagement Strategy (January 2013)

50+ Engagement Strategy

Participation Strategy for Children and Young People/Local Partnership Action Plan

Children and Young People's Plan 2011-2014

Children and Families (Wales) Measure

The Council's Constitution

Customer Service Strategy

Internal Communications Strategy (2012)

Strategic Equality Plan (2011)

Equalities Objectives and Action Plan (Objective 5) (2011)

Equalities Consultation and Monitoring Guidance (2011)

Equalities Act 2010 Statutory Duties (Wales)

National Standards for Children and Young People's Participation (2007)

Standards for Service User and Carer Engagement in Social Care Services (SSIA Cymru 2010)

Strategy for older People in Wales 2008 – 2013 'Living longer living better'

Community Strategy Review – Community Planning in Action 2009-2012

The Government's White Paper Communities in Control – Real people, real power, (2008)
Building the Big Society (Cabinet Office, 18 May 2010)

Welsh Government paper Delivering Digital Inclusion: A Strategic Framework for Wales (2010)

Delivering Digital Inclusion: A Strategic Framework for Wales (2010)

