

CAERPHILLY COUNTY BOROUGH COUNCIL CITIZEN ENGAGEMENT STRATEGY

ACTION PLAN UPDATE FEBRUARY 2014

Task	Details	Timescales	Responsibility	Measuring success	Status	RAG
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>	<p>Analysis July/August with reporting in September 2013</p> <p>Feedback in November 2013</p>	Engagement Officer	<p>Improved outcomes compared to results of last HHS</p> <p>People are saying “I know what happened next”</p> <p>“My voice is listened to”</p>	<p>Survey completed (June 2013).</p> <p>Positive change in public perception in almost all service areas</p> <p>Key Findings report to Cabinet October and P&R November 2013.</p> <p>Media campaign and Key Findings report available on CCBC Website .</p> <p>All data fed into Ffynon.</p> <p>Further detailed analysis made available to Heads of Service.</p> <p>Update on progress/changes made as a result of survey to P&R March 2014</p>	G
Newsline Survey to gather feedback on council services (to gather data)	Publish a biennial survey in Newsline to capture public opinion on a range of council services and as with Household Survey to ensure findings are fed	Biennial – alternate years to the Household Survey from 2014	Communications Manager	<p>Year-on-year improvements in response data</p> <p>People are saying “I know</p>	<p>Survey planning in progress – discussion with CMT and service managers to identify appropriate topic for survey</p> <p>May/June 2014 Newsline survey</p>	A

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between the larger biennial household survey)	into the decision making process/fed back to residents			what happened next” “My voice is listened to and I get to know the results and my involvement is valued”		
When feeding back, ensure that clear links are made between the engagement activity and the decisions or actions taken as a result “We asked, You said, We did”	Develop a clear protocol for feeding back the impact of an engagement activity where appropriate. Communicate this with all staff.	Sept 2013	Engagement Officer	People are saying “My voice is listened to and I get to know the results and my involvement is valued”	Progress in developing “Caerphilly Asks, Caerphilly Listens” database as a means of feedback CCBC Protocol in draft for discussion by working group before adoption	A
Ensure that planning for	Create a step by step guide outlining where in	13/14		guide completed	Protocol in draft for discussion by working group before adoption	A

engagement becomes a fundamental part of the project planning cycle across the organisation	the project planning process that engagement should be considered from pre planning through to feeding back					
Develop clear processes to enable the outcomes of engagement to be fed into the decision making process of the authority where appropriate	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	October 2013	Engagement Officer	Step by step guide completed	guide in draft for discussion by working group before implementation	A
Appropriate consultation reflected in CCBC committee reports	Develop guidance on how to complete the "consultation" section on council reports	Sept 2013	Democratic Services Manager	All CCBC committee reports fully explain and reflect consultation activity where appropriate	The committee report template allows you to view guidance notes on each section by highlighting the section and pressing shift F9. Officers have recently taken part in report writing training, which included guidance on the content of the report.	A

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<p>Reinstate the “Caerphilly Asks Caerphilly Listens” database</p>	<p>Develop an implementation plan and put in place appropriate structures and training to support the system within each directorate and corporately</p> <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 	<p>Acquire software by April 2013 with system populated and live by June 2013</p>	<p>Each directorate to identify responsible individuals for training, coordination, updating and maintenance of the database</p>		<p>Software in place. 38 entries added April 2013 to end January 2014</p> <p>All directorates have identified staff to maintain the system and training undertaken.</p> <p>Protocol for maintaining the system agreed by cross directorate working group.</p> <p>Ensuring higher profile of engagement for public view being considered as part of New Website development</p>	<p>G</p>
<p>Capturing evidence of good practice across organisation</p>	<p>Identify and learn from good practice within directorates on how to plan engagements and utilise resources effectively</p>	<p>Ongoing</p>	<p>Communications Unit</p>	<p>Develop an evidence file of examples of good practice that can be shared with colleagues</p>	<p>In progress via consultation database. Further developed with intranet redesign</p>	<p>A</p>
<p>Ensure Links between this Engagement strategy</p>	<p>There are strong links and cross over between the Council’s Communications Strategy, Internal Communications</p>	<p>Ongoing</p>	<p>Communications Unit/ Equalities Team</p>		<p>There are strong links and cross over between the Council’s Communications Strategy, Internal Communications Strategy and Equalities Objectives and Action Plan.</p>	<p>G</p>

and other Council Strategies	<p>Strategy and Equalities Objectives and Action Plan.</p> <p>Local Participation Action Plan (LPAP)</p> <p>Ensuring links between these documents is key.</p>				<p>LPAP feeds into this strategy and representative on cross directorate working group as a regular agenda item</p>	
Internal communication	<p>Outline clear processes for Staff Engagement across the organisation (Internal Communications Strategy links)</p> <p>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</p>	Ongoing	Communications Unit	<p>Directorates are aware of the Citizen Engagement Strategy and the support on offer and utilise the expertise within the corporate communications unit</p>	<p>Practitioners network regular electronic communication on topics/training relevant to engagement</p> <p>Through the cross directorate working group there are links with teams in all service areas. Recent examples where central team have supported engagement activities include Council Tax reduction scheme consultation, Facilities Management staff survey, credit union survey, public services consultation (through viewpoint panel)</p>	G
Ensure that appropriate/key Officers at all levels are made	<p>Awareness raising and training on the benefits and importance of engagement at all levels – through internal</p>	April 2013 and ongoing	Communications team – links to the internal communications strategy	<p>Awareness across organisation of strategy</p>	<p>In progress – appropriate/key staff have been made aware of the new strategy (April 2013)</p> <p>Strategy available on intranet site</p>	G

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aware of a) this strategy b) the benefits of engagement to their roles	communications Using a variety of mediums e.g. how to videos and using case studies/examples of good practice and to do this				Working with IT to develop intranet pages Through practitioner network	
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		CMT / Communications Unit	Forward plan developed in consultation with CMT process	Communications Manager attended CMT 23 January 2014 to agree way forward and incorporate into the media planner	G
	Create a forward planning programme for engagement activity to be reviewed 6 monthly	September 2013	Engagement Officer and Members of working group	All officers receive clear information about effective processes for engagement	Some progress through increased use of the "Caerphilly Asks, Caerphilly Listens" database Standing agenda item on internal Citizen Engagement Working group	A
Support the development of the Local Service Board Engagement Strategy around the development	Improve partnership working – work with partner organisations to support them to meet their engagement objectives	January 2013	Members of working group	January 2013	Engagement Strategy on the Single Plan developed (Jan 2013) Consultation on Single Plan completed (March 2013) Ongoing work as members of the LSB Engagement working group LSB group has been reviewed	G

t of the Single Plan					following adoption of Single Plan and due to meet March 2014	
Reinvigorate the Practitioners and Facilitator Network and develop a structured training programme across partner organisations	<p>Identify staff within Directorates who are involved in engagement</p> <p>Coordinate a regular 6 weekly programme of training for staff (partners and linked organisations) to enhance our ability to engage with our citizens</p> <p>Share information electronically with and between members of the network</p>	Programme of training for 2013 in place by February 2013	Led by Engagement officer, but with support by members of Network Group	Effective Practitioners and Facilitator Network established and meets regularly	<p>Survey to refresh practitioner network (January 2013)</p> <p>Training needs identified and training programme in place for 2013/14. 3 full day training courses provided by Participation Cymru (April, June October 2013). 8 staff attended corporate SNAP training day in Bristol (October 2013).</p> <p>Further SNAP training arranged for February 2014. half day equalities in consultation and engagement training (Feb 2014) and half day questionnaire design April 2014 (provided by Engagement Officer)</p> <p>Regular e-mail communication with network members.</p>	G
Review the use of existing mechanisms for engagement	<p>Identify all formal engagement mechanisms (Junior and Youth Forums, Viewpoint Panel, 50+ Forum, Communities First etc)</p> <p>Review the methods used for existing</p>	Work programme and forward planning of topics across forums	Communications Unit	Sept 2013	<p>Audit of existing mechanisms ongoing alongside Partnership audit</p> <p>Youth Forum has implemented all changes following its review in 2011 and the Junior Forum continues in a position of strength with the JF Cabinet recently reinstated</p> <p>Further work through the Local</p>	G

	<p>mechanisms for 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>Participation Action Plan</p> <p>Youth Forum and young people from Hub team attended Viewpoint Panel meeting October 2013</p> <p>Viewpoint Panel re-established. First meeting held 24th October 2013. Topic “public services” chosen to follow on from the public services survey conducted over the summer 2013.</p> <p>Report to Regeneration and Environment Scrutiny Committee 18th February 2014.</p> <p>Targeted recruitment to increase diversity of membership is taking place e.g. parents network, VALREC, libraries.</p>	
<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>September 2013</p>	<p>Engagement Officer with IT</p>		<p>Meeting with Web team (April 2013)</p>	<p>A</p>

	Possible Portal for staff on intranet or at least – review existing intranet					
Investigate and promote innovative tools for engagement beyond the more traditional methods whilst ensuring that these tools are used appropriately	Use the practitioners network to share good practice, provide training and guidance to officers		Engagement Officer, Digital Media Officer	People are engaging in a meaningful way using appropriate tools	Working with Digital Media Officer to set up online consultation and engagement for Viewpoint Panel members	G
Identify clear purposes for every engagement activity at the outset and ensure that participants are made aware of		ongoing	Engagement officer	Clear, targeted approach to consultation with measureable outcomes	Happening but not consistent How to guidance should improve	A

this						
Put processes in place to ensure everyone who is potentially affected by changes to service delivery is reached	Develop stakeholder channels relevant to service areas	April 2013	Service areas is consultation with Engagement officer	Positive feedback via surveys mentioned above	Wider communication of consultations via all media	A
Identify the most appropriate tools for engaging with different groups on specific issues	Use customer insight tools (MOSAIC) to ensure that we engage with our citizens through the most appropriate communication channels Explore options for using appropriate engagement tools including the use of social media for seeking views (beyond communication)	October 2013	Communications Unit	Greater use of non-traditional communication channels to engage key audiences	Working with Digital Media Officer National event on digital engagement June 2013	A
Develop citizen capacity to	Communicate with citizens to ensure that they understand how	Autumn 2013	Engagement officer / Training	When those who have been involved		A

engage with Council and its Partners	<p>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 effectively with us</p>		Provider	in an engagement process indicate that they would be “happy to be involved again”	Youth and Junior Forum members receive training/support to enable them to get involved	
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			Ability to demonstrate that exercises have been undertaken in accordance with guidelines and are influencing outcomes where appropriate	<p>Training on Evaluation of Engagement in June 2013</p> <p>Evaluation of a recent engagement as a standard agenda item of cross directorate working group</p>	A
Support members’ Community Leadership Role	Training to ensure that members are aware of the scope and benefits of engagement		Democratic Services Manager		<p>Community Leadership Training provided to Members on 17 June 2012</p> <p>Scrutiny Spotlight Conference 28 November 2013 - workshop on Public Engagement in Scrutiny attended by 4 Chairs</p>	G

	<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>				<p>attended by 4 Chairs</p> <p>The terms of reference for the newly established Scrutiny Leadership Group includes 'Encourage public involvement with scrutiny and consider requests for scrutiny involvement'</p> <p>The Scrutiny Improvement Action Plan considered by Council on 8 October 2013. The process for the forward work programme for public engagement was agreed.</p> <p>Scrutiny Committees draft forward work programmes available for members of the public to comment on and make requests. These will be highlighted using social media and the public can have the opportunity to give evidence to scrutiny committees.</p> <p>Councillor Call for Action - a requirement under the Local Government Measure will be highlighted to Members and Partners in the new year.</p>	<p>G</p>
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