

### Appendix 3 - Annual Community Engagement Plan April 2008 – March 2009

Activity to be undertaken	Category of Consultation (A-E) (See below*)	Who is being consulted?	How will the results be used?	Estimated Cost (£)	Start Date/ Finish Date	Lead Officer	Comment
<b>CORPORATE COMMUNICATIONS, POLICY AND PERFORMANCE</b>							
Customer Panel Survey 1 – Priorities and Customer Standards / Satisfaction	B	Customer Panel on Council priorities	To enable the perception and customer satisfaction with each support service to be monitored. Also to seek views on priorities to feed into budget process and help shape Members' views on which options to select	£6,500	Completed by July 2008	JM	
Customer Panel Survey 2 – Quality of Life issues	A	Customer Panel	To enable the perception of local quality of life to be monitored	£6,500	Completed by December 2008	JM	Actually completed in February 2008
Budget Consultation	B	Focus Groups on budget choices	To feed into budget process and help shape Members' views on which options to select	£1,500	Completed by December 2008	JM	Completed as planned. Will be replaced by Budget Jury for 2009-10 Budget round (see below).
Budget Consultation	B	Equalities Forum and Disabilities Forum.	To feed into budget process and help shape Members' views on which options to select	Within existing staff costs.	Completed by December 2008	JM	
Budget Consultation	B	Public through on-line consultation.	To feed into budget process and help shape Members' views on which options to select	Within existing staff costs.		JM	Successful first running of online budget consultation.

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Budget Consultation	B	Public, through Citizen's Jury.	To feed into budget process and help shape Members' views on which options to select	Within existing staff costs and attendance payments of £30 a head for public.	Completed by November 2008	JM	Meetings held in May and June 2008, with further meetings scheduled for October and November, prior to Full Council in Jan 2009.
Young People (participatory budget approach would provide excellent PR for Council)	B	Young People, through the annual YP Convention and LSP CYP Theme Group's YP Forum	To provide a dialogue with YP, feed their information into the Council and to provide a mechanism for departments to consult with YP	£1,500	Annually	LB	A Participatory Budgeting event is being planned in conjunction with WCC and will take place in January 2009. L, E, & D workshops will also take place with Children and Young People in Local Democracy Week in October 2008 (not programmed in 08-09 Business Plan).
Older People	B	Older People, through the LSP's	To provide a dialogue with Older People, feed their	£5,000 BARN support costs.	Bi-monthly	LB	Additional Focus Groups

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		Older People Project Group	information into the Council and to provide a mechanism for departments to consult with Older People				held in July 08 covering Older People's Quality of Life
Member Survey	A	All Members (and senior officers)	To enable the 'temperature' of the organisation to be tracked and practices and procedures that improve Member/ Officer relations to be improved	GB/JM using SNAP software. Within existing staff costs.	March 2009	JM	Planned to take place in October 2008
Internal Customer Survey	A	All managers	To enable the perception and customer satisfaction with each support service to be monitored	GB/JM using SNAP software. Within existing staff costs.	Dec 2008	JM	Planned to take place in October 2008
Neighbourhood Management Pilots x3 (total)	D	Area Committee Membership	2009/2010 budget bids?	£8,000	Sep 2008	HB	2 Neighbourhood area committees already exist and Budget bids for 2 more (a total of 4) more will go forward.
LSP Stakeholder (town hall) event x 1	B	Specific invitees e.g. voluntary sector, businesses, schools etc. and	To enable local organisations and residents to be better informed about local priorities and feed back	Within budget	July 2008	LB	Completed. Will be opened to the public next year.

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		interested members of the public	their views				
PACT meetings	B	Residents of 17 local areas, representatives from partner organisations	To enable communities and partners to feedback specific information and share views on specific issues in their local areas  To produce an Annual report to be circulated to Members on PACT issues raised and solutions proposed	Within budget	Dates TBC, but quarterly in each of 17 areas across the district  Jan 09	HB	Customer Standard that 85% of these meetings are attended by a senior officer. Standard is being met.
<b>FINANCIAL SERVICES</b>							
Residents in relation to accessibility of Council Tax information	A & B	All Residents	To improve accessibility (Via WEB)	Marginal – questionnaire in C Tax bills	March 08- Nov 08	JLP	Will now be undertaken in 2009
Discussions with 3 <sup>rd</sup> Age customers to identify success of project	A&G	Third Age customers	To improve customer relationships and benefit take up	Marginal – to be asked during visits	April 08- Dec 08	JLP	Ongoing - conducted by Visiting Welfare Officer and Benefits Manager
Consult with public re priorities	BCD&E	Customer Panel	To support members decision making in relation to council tax	SNAP survey – as part of current contract funding	Jun 08	JLP	Incorporated in Customer Panel Survey 1 – Priorities and Customer

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							Standards / Satisfaction, above (CCPP).
Residents in relation to the Budget Bids Wider consultation via web & press	BCD&E	Focus Groups	To support members decision making in relation to council tax	SNAP survey – as part of current contract funding	Nov 08	JLP	Incorporated in Budget Consultation through Citizens Jury, above (CCPP).
Internal Audit Staff Questionnaire.	A & B.	Staff.	Inform marketing decisions and the future direction of the section.	£0	Apr. '08 – Sep. '08	TW	Timescale has fallen behind as a number of audits have been dropped
Service quality questionnaires, issued following each review.	A & B.	Audit customers.	To improve the Internal Audit service.	£0	Apr. '08 – Mar. '09	TW	Timescale has fallen behind as a number of audits have been dropped
<b>E-GOVERNMENT AND CUSTOMER SERVICES</b>							
E-Government and Customer Services survey	A, B & D	Internal customers	To measure customer satisfaction. To highlight areas of service delivery needing improvement.	Within Budget	Sept 08 – Oct 08	DP	Completed
ICT Helpdesk feedback	A & B	Internal customers	To measure customer satisfaction. To highlight areas of the service needing improvement.	Within Budget	June 08 – July 08	DW	Completed

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Mystery shopper exercise	C	External customers	To measure the quality of service delivery in comparison with peer groups.	£800 pa (Within Budget)	May 08 – June 08	RH	Some work undertaken through Customer First Board
CSC feedback cards	A,B,C,D & E	External customers	To measure customer satisfaction. Provides an opportunity for customers to put forward ideas.	Within Budget	Rolling. Cards are handed to customers on a regular basis for their feedback.	RH	Ongoing
CSC customer questionnaires (walk in and telephone customers)	A, B, C, D & E	External customers	To measure customer satisfaction. To monitor performance against previous survey results.	Within Budget	Quarterly	DP/ RH	Ongoing
<b>HUMAN RESOURCES AND ORGANISATIONAL DEVELOPMENT</b>							
Employee survey	A, B, C, D, E	All employees Trade unions CMT Managers	Shaping future OD strategy, business plans, T&D plan, employer reputation, People Strategy, evidence for IIP.	Internal admin only	April – May 2008	HP	Will take place in September 2008
Generic HR and Health and Safety Policy/ Procedure	A,B,C,D,E	Trade unions CMT Corporate H&S Committee Focus Group (Managers and employees)	To enhance and shape the policies which support and meet customer/business needs.	Internal admin only	On-going as per 3-year plan	DI for Health and Safety	Checked several times per month and used to inform policy as and when required.

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		HSE				HR Advisor for HR	
Shared services/ outsourcing/ restructures proposals	A, B, C D, E	Trade unions CMT Members Focus Groups (County groups)	To advise the responsible steering groups on HR related issues.  Maximise HR joint working.	Internal admin only	Ongoing	JP	Conducted on an ad hoc basis as proposals arise
Budget proposals for annual budget	A, B, C D, E	CMT Members Trade unions Employees	To enable both Cabinet and Full Council to determine what the budget proposals should be, and ultimately what budget is set (i.e. specifically in relation to the proposed deletion/creation of specific posts) following the statutory consultation process associated with proposed redundancies.	Internal admin only	September 08- March 09	JP	The Council has a robust Annual Business Cycle which is followed.
HR department user survey	A, B, C D, E	Internal and external customers of HR&OD service e.g. union reps, CMT, managers	To improve quality and business focus of the activity of HR&OD service.	Internal admin only	April-June 2008	JP	To be completed as part of the Internal Customer Survey
Corporate training plan	A, B, C D, E	CMT	To construct the quarterly training plan and directory.	Internal admin only	Quarterly from June 08	HP	Consulted on through CMT.

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<b>LEGAL, EQUALITIES AND DEMOCRATIC SERVICES</b>							
Annual Equalities and Diversity Consultation	A,B,C,D,E	The community, partners and stakeholders	To shape the Inclusive Equalities agenda and to encourage and support participatory budget bids	Room hire, officer time and catering	October 2008 and February 2009	FS	Conference was held in April 2008 and will now take place every 18 months
Black History Society Meetings	D	The community	To influence the events identified as being appropriate to celebrate Black History Month and to secure the appropriate level of funding	Staff time, room hire and refreshments	Monthly meetings annual event in October	FS	Annual event takes place during Black History Month in October
Equalities and Diversity Forum	A,B,C,D,E	The community partners and stakeholders	To influence how we deliver our services. To influence our internal and external policies and procedures. To ensure that service delivery meets the needs of the community.	Staff time, refreshments	Every 6 weeks	FS	Budget bids developed annually –see Budget Consultation: E&D Forum, above (CCPP).
Parish Council meetings	A,B,D	The community and Parish Councillors	To better engage with the new Local Government Act requirements to increase public participation	Staff time	As and when requested	CF	Delivery of training and provision of expertise to parishes. A parish Council Forum has also now been established (not programmed in 08-09 Business



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							Plan).
Scrutiny Task Groups	A,B	The community, stakeholders and elected members	To influence decisions made by the Cabinet	Staff time	As and when arranged	DM	Work programme determined by the Scrutiny Steering Board. Public involvement secured through task-group consultation and website poll.
<b>PLANNING AND ENVIRONMENT SERVICES</b>							
Comprehensive Housing Market Assessment	A	Sample of households	To inform the development of Planning Policy and investment in affordable housing.	Joint funded – BDC £20,000	June 08 Sept 08	AC	Completed
Review of Hackney Carriage Fares	B	Owners of Hackney Carriage Vehicles	To set Hackney Carriage Fares	£60	Dec 08 – Jan 09	SS	Not yet commenced
Review of Policies associated with Licensing	B	Licence holders	To shape policy	£100	Sept 08 - Jan 09	SS	Not yet commenced
Planning Surgery Users.	A -E.	Those people attending planning surgery, those people attending front of house and CSC.	To ensure that the surgery facility is as widely available as possible, within the limits of the service provision.	Within existing resources.	May 2008. Oct 2008.	HP/ DB/ SW	Ongoing
Public Speakers at	A – E.	Those individuals	To ensure that public	Within	Oct 2008.	HP/	Completed

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Planning Committee.		speaking at Planning Committee or identifying desire to speak.	speaking is as widely available as possible, within the limits of the service provision.	existing resources.	April 2009.	DB/ SW	
Questionnaires issued with all building regulations applicants	A-E	Users of the service	Gauge the efficiency and effectiveness of the building control service to end users	nil	April - Dec 2008	Aw/ Dm	Ongoing
Scheme to be extended to include agents who use the building control service	A-E	Users of the service	Ditto but also to assess performance perception against other Authorities	nil	April - Dec 2008	Aw/ Dm	Ongoing
Inward Investment service	A B C	Enquirers	Assess service	Minimal (postage)	1/4/08 ongoing	PM	Ongoing
New Business Start-up service	A B C	Participants	Assess service	Minimal (postage)	1/4/08 ongoing	PM	Ongoing
Farmers Market	A B C	Farmers and customers	Assess service	Minimal (postage)	1/4/08 ongoing	PM	Ongoing
Service users and service recipients	A/B	Service users and service recipients	To inform the modus operandi of the service and assess compliance with best practice	No budget	Ongoing throughout 2008/9	EHM	Ongoing
"Scores on the Doors" publication of hygiene inspection scores	A/B	Service users and service recipients	To inform the proposed scores on the doors scheme prior to implementation	Within proposed budget	April – June 2008	CTL	Completed ahead of schedule
Core Strategy Preferred Options	A,B,C,E	General Public, Key Stakeholders, other Local authorities.	The results from the preferred options consultation is a key input to the preparation of the final Submission version of	£ 3000	October 2008 - November 2008 (Statutory	MD	Core Strategy delayed by other LDF documents have been out

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			the Core Strategy		6 week period)		to consultation
<b>STREET SCENE AND COMMUNITY SERVICES</b>							
Seeking of feedback in response to annual delivery of refuse and recycling leaflets	B	All residential properties.	Delivery generates feedback on all aspects of the service which is used to make service improvements	Within existing budgets	October 2008	A Wardell	Consultation on proposals to charge for Green Waste Collection has also taken place, as well as liaison with parish councils to identify litter hotspots (neither programmed in 2008-09 Business Plan)
Consultation with users of Shopmobility	B/C	All current users of service	To develop the service and to support budget bids.	Likely budget bid	September 2008	S Martin	This has now been taken over by the E&D Forum (L, E&D).
Sports Strategy	A,B,C,D&E	County Sports Partnership, School Sports Partnership, Community Sports Network, Equalities forum, Local residents and local Sports	They will be used to review the Sports Strategy for Bromsgrove, generate ideas and shape improvements.	Existing Budget	November 08	HOS, RC	Not yet undertaken

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		Clubs.					
PPG17 Review Action Plan	A,B,C,D&E	Local Residents, Ward Councillors, Parish Councillors young people and young people's representatives.	To determine if the proposed response to the PPG17 survey is robust and meets resident's requirements.	Existing Budget	November 08	HOS, RH & JB	Consultation on Play Areas across the District
West Mercia Police – Annual Crime & Safety Survey	A,B,C,D&E	Local residents (Bromsgrove Specific)	To establish people perceptions of crime/ASB and the impact it has on there life.	CDRP funded	August to September 08	GR	Developed and currently out to consultation
Consultation in respect of proposed Section 106/Capital projects.	A,B,C,D & E	Local Residents, Ward Councillors, Parish Councillors and young people's representatives.	To determine the location and type of equipment to be provided.	8,000	April 08 to Oct 08	JB	Working with schools and youth groups to design projects that meet their needs
Annual Users Satisfaction Surveys for Sports Services, Parks & Open Spaces and Lifeline services.	A, B & D	Service users.	To enhance the level of service provision and gain users feedback on what they would like from the services.	Existing budgets.	April 08 & October 08	DS, RH, RM, RC & JW.	Currently using APSE and questions in Customer Panel Survey 1 – Priorities and Customer Standards / Satisfaction and Customer Panel Survey 2 – Quality of Life (CCPP). May conduct Focus Groups next

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							time.
Non user surveys/focus groups Via CCP&P Team	A, B, C&D	Local residents & those who work with in the district.	The results will be used to identify the reasons for not attending sports facilities or sports sessions, in order to increase participation and income generation	Existing budget	April 08	HOS . DS, JH & RM	Undertaken via questions in Customer Panel Survey 1 – Priorities and Customer Standards / Satisfaction and Customer Panel Survey 2 – Quality of Life (CCPP).
Arts & Events	A,B,C&D	Local residents.	To establish what residents feel is required to be provided in the future. To enable officers to produce the next Arts Strategy Nov 2010.	Existing budget	Feb 2009	RH & HM	An Arts Alive Forum will be held on a triennial basis.

\*All consultation is 'categorised' according to the following definitions:

- A Information Gathering
- B Seeking Views
- C Making Choices
- D Generating Ideas
- E Participation/Joint Decision Making