

Supporting Information and Impact Assessment

Service / Policy:	Communication, Consultation and Engagement Strategy 2016 - 2020
Executive Lead:	Cllr Derek Mills
Director / Assistant Director:	Anne-Marie Bond

Version:	2	Date:	April 2016	Author:	Jo Beer
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Section 1: Background Information	
1.	<p>What is the proposal / issue?</p> <p>To agree the Communication, Consultation and Engagement Strategy 2016 – 2020.</p>
2.	<p>What is the current situation?</p> <p>The Council's existing Communication, Consultation and Engagement Strategy is out of date and needs to be reviewed and updated. Given the level of change to Council services, it is crucial the council sets out a set of principles within which it will carry out all engagement activity.</p>
3.	<p>What options have been considered?</p> <p>The previous strategy has been reviewed and this updated strategy takes into account recent case law and changes to national guidance.</p>
4.	<p>How does this proposal support the ambitions and principles of the Corporate Plan 2015-19?</p> <p>This strategy sets out a set of principles within which we will effectively engage with our communities to assist the Council in identifying any changes which may be required to local services to help us deliver on our Corporate Plan ambitions of a Prosperous and Healthy Torbay.</p> <p>Through this strategy we will use our resources in the most effective way to engage with our communities and join up with our partners, where appropriate to achieve value for money.</p>
5.	<p>Who will be affected by this proposal and who do you need to consult with?</p> <ul style="list-style-type: none"> • Local people – both generally and as users of specific services. • Partner organisations within the public, private, community and voluntary sectors.

	<ul style="list-style-type: none"> • Employees. • Tourists and visitors. • National opinion formers including MPs, ministers and organisations such as the Local Government Association. • Media organisations, including local, regional, national, digital and specialist.
6.	<p>How will you propose to consult?</p> <p>The draft strategy was published for a six week consultation period. The Council's Overview and Scrutiny Board considered the draft strategy at a meeting held on 13th April.</p>

Section 2: Implications and Impact Assessment	
7.	<p>What are the financial and legal implications?</p> <p>None</p>
8.	<p>What are the risks?</p> <p>There are no risks associated with this proposal, however, in the absence of a strategy, there is the potential risk that communication, consultation and engagement activity across the Council will be inconsistent.</p> <p>Having a clear set of principles within which we will carry out all engagement activity means that our communities will know what they can expect from the Council.</p>
9.	<p>Public Services Value (Social Value) Act 2012</p> <p>Not applicable</p>
10.	<p>What evidence / data / research have you gathered in relation to this proposal?</p> <p>We have considered the ambitions and aims of our Corporate Plan and other plans and policies, ensuring there is a link to our objectives.</p>
11.	<p>What are key findings from the consultation you have carried out?</p> <p>There was support for the need to have a strategy which sets out clear principles for how we will consult. There was feedback regarding some of the wording. The draft strategy was considered by the Overview and Scrutiny Board who</p>

	<p>also gave their feedback on the strategy. Their response included:</p> <ol style="list-style-type: none"> 1. There is currently a lack of capacity within Corporate Services to effectively deliver the proposed strategy and this has potentially serious implications for the reputation of the Council and puts the authority at the risk of legal challenge. 2. The Council should look to work with partner organisations to establish a protocol for joint communications and, where appropriate, consultation. 3. In order to better inform and engage with its residents, the Council should invest in its website and assess the costs of including additional communication material with items that are currently posted to households such as Council Tax bills. 4. The Strategy should include an aim or objective of seeking to engage with and empower the public and stakeholders in order to bring about positive change for the good of the community. 5. The Strategy should make clear that any consultation undertaken by the Council should be agreed by the Corporate Support team in order that the risk of potential legal challenge can be mitigated. 6. The Strategy should address how the Council, and Councillors in particular, can manage the public's expectations in terms of consultation and engagement. 7. Consideration should be given to have a limited number of key performance indicators to measure how engaged the public believe they are in the Council's business. 8. There should be a Customer Service Training Programme for all public facing officers. 9. The feasibility of having an online e-Viewpoint Panel through a dedicated website and via social media should be explored. 10. The Strategy should include an action plan so that its effectiveness can be monitored.
<p>12.</p>	<p>Amendments to Proposal / Mitigating Actions</p> <p>The wording of the strategy has been amended in places following consultation feedback.</p> <p>Based on the feedback of the Overview and Scrutiny Board an action plan has been included as part of the strategy which includes the points raised by the Board.</p>

Equality Impacts

13	Identify the potential positive and negative impacts on specific groups		
	Positive Impact	Negative Impact & Mitigating Actions	Neutral Impact
Older or younger people	There is no differential impact of this strategy		
People with caring Responsibilities	There is no differential impact of this strategy		
People with a disability	There is no differential impact of this strategy		
Women or men	There is no differential impact of this strategy		
People who are black or from a minority ethnic background (BME) <i>(Please note Gypsies / Roma are within this community)</i>	There is no differential impact of this strategy		
Religion or belief (including lack of belief)	There is no differential impact of this strategy		
People who are lesbian, gay or bisexual	There is no differential impact of this strategy		
People who are transgendered	There is no differential impact of this strategy		
People who are in a marriage or civil partnership	There is no differential impact of this strategy		
Women who are pregnant / on maternity leave	There is no differential impact of this strategy		
Socio-economic impacts (Including impact on child	There is no differential impact of this strategy		

	poverty issues and deprivation)	
	Public Health impacts (How will your proposal impact on the general health of the population of Torbay)	There is no differential impact of this strategy
14	Cumulative Impacts – Council wide (proposed changes elsewhere which might worsen the impacts identified above)	None identified
15	Cumulative Impacts – Other public services (proposed changes elsewhere which might worsen the impacts identified above)	None identified