

Public Involvement Project Brief

Please complete pages 1 to 4 and return to Hamera Plume at hplume@oxford.gov.uk and Sadie Paige at spaige@oxford.gov.uk

Title: Community Engagement Plan 2014 – 2017 Draft for Consultation

Type of activity Consultation

Date of this brief: 30/10/13

Planned dates of activity: 12th Dec to 2013 to 23rd Jan 2014

Project Manager: Sadie Paige, Hamera Plume

Service area: Policy, Culture and Communications

Head of Service: Peter McQuitty

Approvals:

**Public Involvement Project
Board**

Other

1. Plan for Public Involvement

1.1 Purpose and deliverables

This is the most important section of the project brief. Please provide as much detail here as possible.

<p>1. <i>Why is the project needed?</i></p>	<p>The current Consultation Strategy expires at the end of 2013 and will be replaced with a Community Engagement Plan. The scope is being expanded to include the implementation of commitments and statements from the Corporate Plan 2013.</p> <p>It is very important to understand the views of the residents of Oxford as we develop the new Plan.</p>
<p>2. <i>How will the results be used and by whom?</i></p>	<p>The results will be used to inform the final version of the Community Engagement Plan.</p>
<p>3. <i>What will change as a result of the project?</i></p>	<p>We will analyse the feedback and use it to develop the final Community Engagement Plan.</p>
<p>4. <i>Does it contribute to a wider programme of involvement and, if so, how?</i></p>	<p>Yes, as part of the Stronger Communities Board</p>
<p>5. <i>Have you considered alternatives forms of public involvement and, if so, what?</i></p>	<p>We assessed the use of a range of consultation methods.</p>
<p>6. <i>Has any preparation work been carried out to date? What has been stated publicly?</i></p>	<p>We have looked at past consultations to see if there are any particular issues around community engagement that need to be addressed in the Plan.</p>
<p>7. <i>What would you like to have at the end of the process? List the project deliverables.</i></p>	<p>A Community Engagement Plan that meets the needs of our residents and other stakeholders.</p>
<p>8. <i>Does your public involvement project fulfil a statutory requirement?</i></p> <p><i>If "yes" please explain in detail how you are following legal guidance</i></p>	<p>No</p>

1.2 Constraints and risks

Describe the constraints within which the project must operate, e.g. statutory requirements, restrictions on time, resources, funding and/or the eventual outcome, dependencies on other projects etc.

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Set out any risk(s) and how you plan to mitigate them.

1.3 Involvement

List with as much detail as possible who you would like to be involved. For example:

- The whole community or a representative cross-section of the community;
- Specific geographical areas or common interest groups:
- Professionals, experts, and organisations that may or may not have a statutory right to be involved

Target group (who you would like to respond)	Size of target group (rough estimate)
Residents of the city	200
Business Community	50
Other stakeholders such as cultural, faith and disability groups. Representatives of younger and older people.	30

If your consultation relates to a specific area of Oxford, the relevant Councillors must be informed and invited to take part in the consultation before it is broadly communicated.

Does your consultation relate to a specific area? No, it is citywide
If yes, which ward(s):
Who are the relevant Councillors? Cllr Steve Curran as portfolio holder and all members.

(New section added 9/10/13 to comply with Member Officer Protocol – published October 2013.)

1.4 Data Protection Act 1998

Please see [flow diagram in Annex 2](#) of this document for help.

Does your public involvement activity include contacting individuals using personal data (which includes contact details such as address, phone number and email address) that they have provided to Oxford City Council?	YES
If yes, have you checked that the individual(s) have given consent for their personal data (which includes contact details) to be used for the purpose of your public involvement activity?	YES
Does your public involvement activity include collecting personal information that will be shared with another organisation?	NO
If yes, how will you ensure that individual(s) have given consent for their personal data (which includes contact details) will be shared with another organisation?	

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Note that this is applicable whether the contact is being made by Oxford City Council or by a third party.

1.5 Method

For guidance on methods please see the consultation toolkit available on the intranet.

<p>1. <u>How</u> you are planning to involve.</p> <p>Options include online/paper questionnaire*, telephone or face-to-face interviews, Citizen's panel. The eConsult system should be used wherever possible to run consultations.</p>	<p>eConsult survey, this will be online but also available in paper form for those that request it.</p> <p>Talkback survey – selected questions.</p> <p>Involving community groups through the Community and Neighbourhoods team.</p>
<p>2. How will you make sure people know about your project? Eg advertising in local media, consultation portal, emails, leaflets etc</p>	<p>External : Press release, email to key stakeholders and organisations, article on our website homepage, community newsletters, posters in communal areas e.g. SAC reception area, Templars Square one stop shop etc.</p> <p>Internal: Intranet message, Council Matters</p>
<p>3. If you are developing a questionnaire, how do you plan to test it?</p>	<p>This will be tested on colleagues and a representative sample of community members.</p>
<p>4. When do you plan to open and close your project?*</p>	<p>12th Dec 2103 to 23rd Jan 2014</p>
<p>5. How will you analyse the responses?</p>	<p>Via eConsult</p>
<p>6. How will you report the findings back to those that were involved?</p>	<p>The findings will be collated and developed into a consultation report which will be submitted to CEB in March and then go on to Full Council.</p>
<p>7. How will the results be used?</p>	<p>The results will be used to inform the final version of the Community Engagement Plan.</p>

* NOTE: If you will be creating a paper version of the questionnaire that includes a request for personal information, you will need to get approval from the responder to that information to contact them in the future. The following statement should be added to your paper questionnaire:

“Please tick here if you do NOT want your name and contact details to be used by Oxford City Council for future consultations.”

**NOTE: In line with national guidance in the Code of Practice on Consultation, consultations should normally last for 12 weeks. For smaller scale consultations a minimum of 6 to 8 weeks is required.

When timing is tight - for example when dealing with emergency measures or fitting into fixed timetables - then the consultation document should be clear as to the reasons for the shortened consultation period.

1.6 Managing the project

Who will be involved in delivering your project – list all names and roles

Name	Role	Service area / organisation	Role in this consultation
Sadie Paige	Consultation Officer	PCC	Joint Project Manager
Hamera Plume	Consultation Officer	PCC	Joint Project Manager
Angela Cristofoli	Communities and Neighbourhoods Manager	Leisure and Parks	Stakeholder liaison
Peter McQuitty	Head of service	PCC	Project Manager
Louisa Dean	Communications Team Lead	PCC	Communications liaison

1.7. Costs

Describe what internal (staff time) and external (printing, advertising etc) costs will be incurred.

ANNEX 1 – Public Involvement

Duty to involve

Local authorities have a statutory ‘duty to involve’ service users on changes to services. Users are “individuals, groups, businesses or organisations likely to be affected by our actions”.

The duty to involve as set out in Section 3a of the Local Government Act 1999 imposes a duty on all local authorities and best value authorities to involve local representatives when carrying out "any of its functions" by providing information, consulting or "involving in another way" where they consider it appropriate to do so. This means that the Council can determine if and how local representatives should be involved.

The duty is wide ranging and applies to the delivery of services, policy, and decision making and applies to both “routine functions, as well as significant one-off decisions”. Guidance to local authorities in interpreting the duty to involve was contained within the 2008 CLG publication Safe Strong and Prosperous Communities.

Oxford City Council (like other best value and local authorities) must consult a “**balanced selection of the individuals, groups, businesses or organisations the authority considers likely to be affected by, or have an interest in, their actions and functions.**”

As part of the duty, Oxford City Council must consider carefully who might be affected by, or interested in, a particular function and **must not discriminate** in the way it informs, consults or involves local people. The Council must promote equal opportunities for people to engage and get involved.

Further guidance on public involvement is available from:

- Oxford City Council’s Consultation Toolkit available on the intranet.
- HM Government Code of Practice on Consultation.

Oxford City Council and public involvement

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Oxford City Council involves members of the public on a wide range of issues - corporate and service plans, plans for local areas, service performance (public satisfaction) and proposed changes to service delivery.

The term 'consultation' is often loosely used to cover a wide range of public involvement activities. However, in planning our public involvement exercises, we need to be clear about what these different activities involve and manage public expectations accordingly. There are three main kinds of public involvement.

Informing: providing members of the public with balanced and objective information to assist in understanding an issue or set of issues.

Researching: seeking information from members of the public about their views on an issue or set of issues.

Consulting: seeking the views of members of the public in order directly to influence options, alternatives and/or decisions.

Consultation therefore is only one way of securing the involvement of local representatives and the Council will not always consider that consultation is appropriate. When consultation is considered to be appropriate we are required to:

- Consult when proposals are still at a formative stage, before we are committed to a particular course of action;
- Give adequate and sufficient reasons for any proposal to enable consultees to properly respond;
- Allow adequate time for a consideration and response to the proposal;
- Ensure that the decision-maker gives conscientious consideration to the response to the consultation.

Sometimes our duty to consult will arise directly from a statute, when the legislation itself will specify the duty and also sometimes those people that should be consulted. Sometimes a question arises as to whether the duty can be implied, if it is not expressly stated in the statute. As this is not always clear, legal advice should be sought as to whether consultation is statutorily required on any particular issue.

In future, all public involvement projects being planned by Oxford City Council must have a signed off Project Brief as part of the approval process before the start of the project.

Activities requiring a project brief are those involving:

- Online and/or paper questionnaires/surveys;
- Telephone or face to face interviews;
- Focus groups;
- Consultations with the public, organisations or staff.

The Project Brief must be signed off by the Public Involvement Project Board and the Chief Executive before the project can begin. The Corporate Consultation Officer will advise as to the timing of Board meetings.

Individual development control and licensing consultations are the only involvement processes that are excluded from this requirement.

Process

As set out in the consultation toolkit (available on the intranet) all public involvement exercises should follow the process set out below:

1. Discuss your idea with the consultation officer.

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2. Complete the Project Brief and send it to the consultation officer. The brief will then be reviewed by the Public Involvement Project Board and forwarded to the Chief Executive for approval.
3. Once you have been notified that your public involvement exercise has been approved you should inform the 3 group leaders to let them know about your project. Also inform councillors whose wards will be involved and wider groups of councillors if appropriate.
4. Record the project on the City Council's consultation portal (eConsult) at www.oxford.gov.uk/consultation. If you require training on how to use the portal please contact the Consultation Officer.
5. Develop your project with the support of the consultation officer.
6. Pilot the questions you are proposing to ask.
7. Revise your questions if necessary following the pilot.
8. Run your involvement exercise
9. Collate and analyse the results.
10. Produce an evaluation including:
 - The response rates
 - The groups that responded
 - The main findings
 - How you intend to use the results
11. Produce a newsletter summarising the main results. This should be sent to everybody who took part in your consultation and also made available to the wider public on the portal at www.oxford.gov.uk/consultation. You must state how you intend to report all the findings back to those that participated in your consultation. The newsletter should also state how you intend to use the results.
12. Carry out an evaluation (see below). The completed evaluation form should then be sent to the Consultation Officer no later than 6 weeks after the closing date.

Think about evaluation from the start.

At the end of each public involvement exercise we should evaluate how things have gone. The evaluation criteria below, provides a set of questions that you should use.

It is useful to think about these evaluation questions before you develop your project plan.

1. Purposes

What were the purposes? Were they achieved? If not, why not?

2. Methods

What methods were used? Did they achieve the desired results in terms of levels of participation and type of response? Which methods worked best for which types of people? Did the process go according to the intended timetable?

3. Involvement

How many people were involved? Were all key stakeholders involved? If involvement was intended to be representative, was this achieved? If it was intended to reach several different groups, was this achieved?

What efforts were made to reach commonly underrepresented groups?

What methods were used to encourage involvement? Did they work?

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4. Results

Were the results – in terms of enough people responding usefully – satisfactory? How easy were they to analyse and interpret? What form did any final report of the results take?

How were results communicated to participants?

5. Outcomes

What were the results of the exercise? What has changed or will be changed as a result?

6. Participant comments

What comments were made by participants about the consultation process?

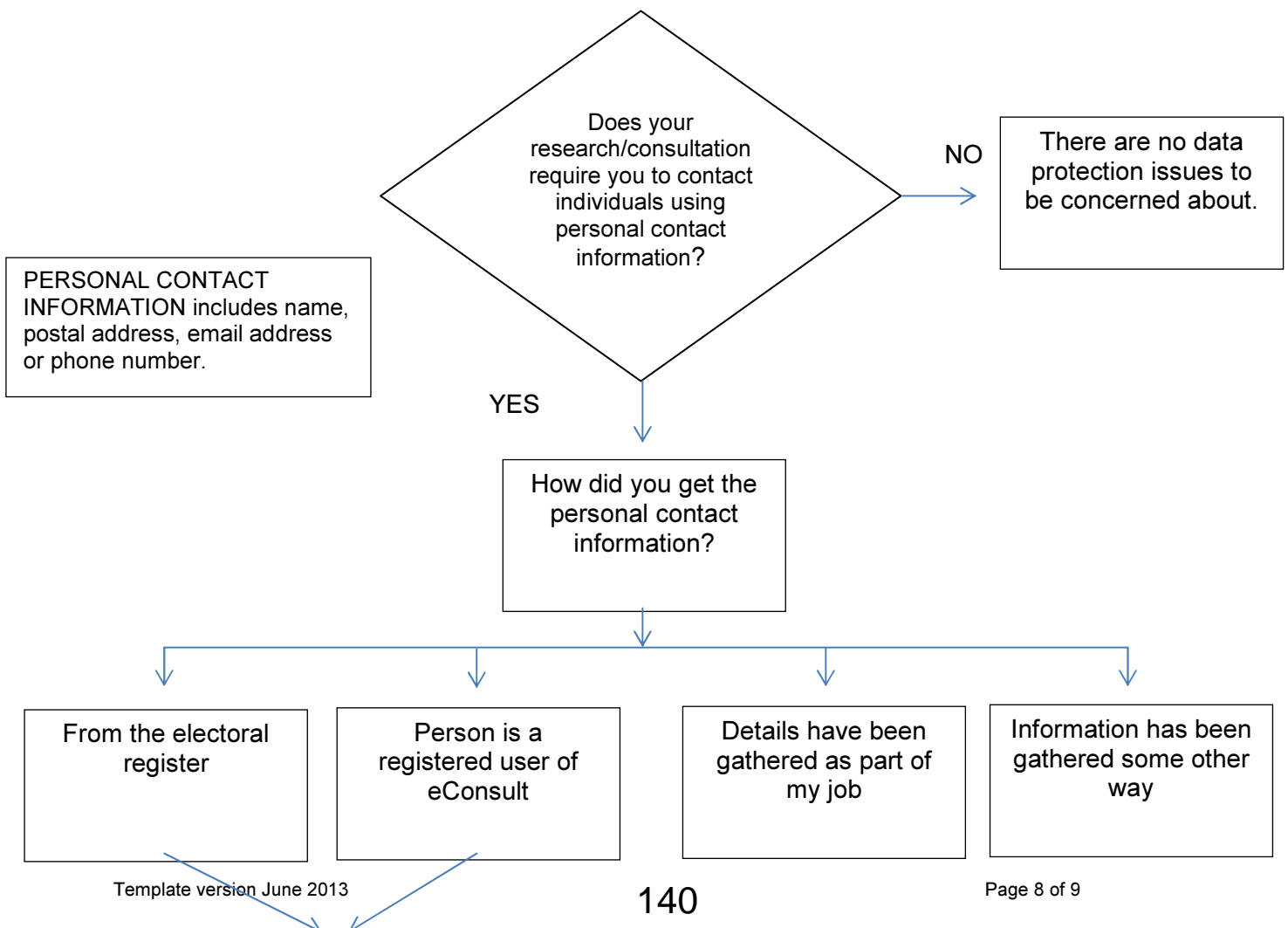
7. Cost

What did the process cost? Did the process represent value for money?

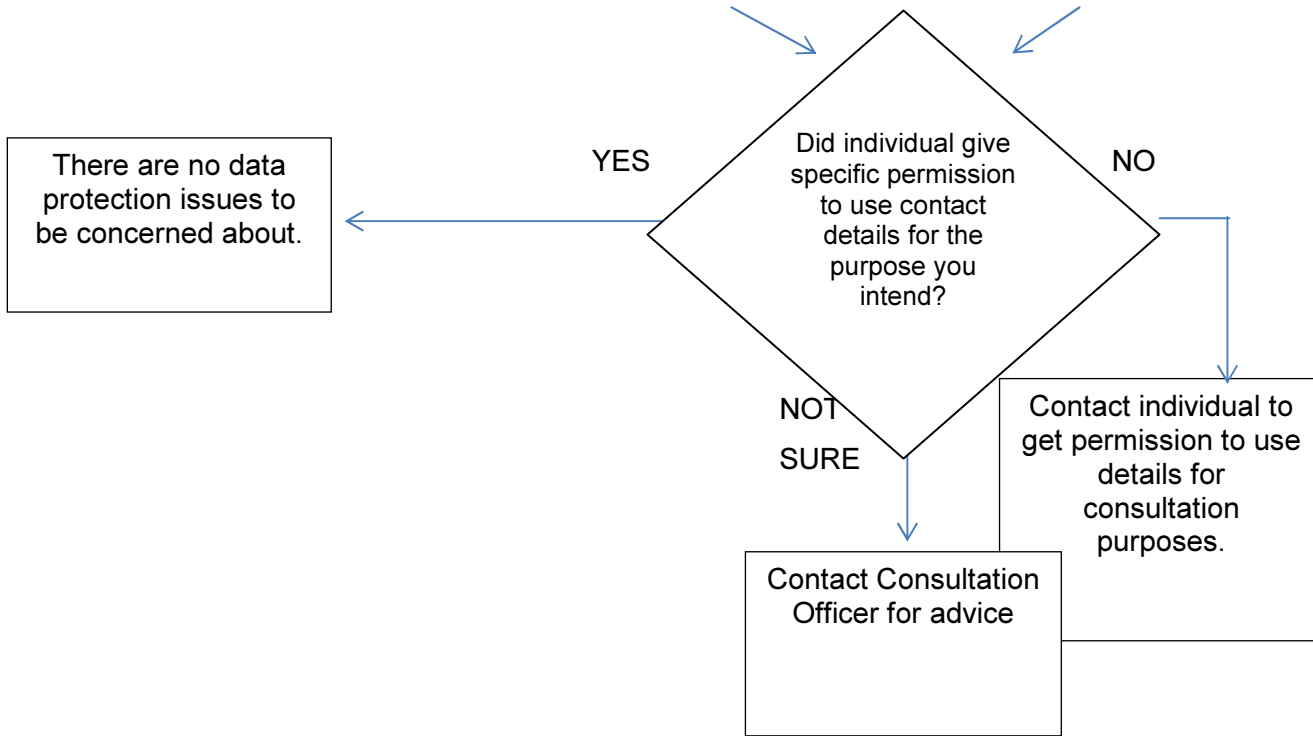
8. Learning points for the future

What should be done differently next time?

ANNEX 2 – Data Protection decision tree.



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