

1. Description

This small project involved running a pilot of the principles of community engagement as defined in the Community Engagement Policy Statement 2014 – 17.

Two different public involvement consultations were selected: one a broad, city-wide consultation and the other a small in-depth sole community of interest.

Results of the pilot will be presented to Scrutiny Committee and Public Involvement Board, together with any recommendations.

2. Objective of the pilot

The objective is to test the effectiveness of the Council's Community Engagement Policy Statement's principles of community engagement by applying them to two different public involvement consultations. Effectiveness is defined here as the capability of producing a desired result. The desired result will be taken from the Public Involvement Brief for the respective consultation.

3. Pilot reporting template

Consultation Project Title:		Tower Block Refurbishment - Evenlode and Windrush	
Intended result:		To establish resident's preferred choice of colour.	
Scope:		Small in-depth community of interest	
Timeline:		one day event 7/8/14	
Principle	Definition	Application	Observation
Flexibility	This principle dictates that a broad range of mechanisms may be used to build and sustain a conversation with the community.	This is a narrowly focussed issue that affects the residents of two tower blocks. Resident involvement will be part of a public exhibition, which will also provide residents the opportunity to provide feedback on other concerns.	A range of mechanisms were used: public exhibition, doorstep survey and on-line survey. This followed two earlier consultations so the method was already tried and tested.
Proportionality	The type of engagement varies according to the scale of impact, the role of the council and the nature and scale of the communities impacted by the issue.	The impact of the decision is very high for the residents concerned, and since they are a relatively small well-defined group of residents concentrated in one area, a face-to-face	Officers have a list of all residents and tracked who responded to the survey.

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		meeting at a local venue seems to be appropriate.	
Transparency & clarity	<p>This means that the objectives of the community engagement activity must be clear since they vary according to type of issue and the stage in the decision-making that has been reached. It should be clear which aspects are being consulted upon, and where decisions have already been made.</p> <p>Sufficient information should be available to enable stakeholders and residents to make informed comments.</p>	<p>This consultation will be part of an exhibition, which will show which decisions have already been made (earlier in the process by the same group of residents).</p> <p>The exhibition will present the three paint colour options available to residents.</p>	<p>The exhibition happened as planned, the results were tallied real-time so a decision could be made “by the end of the day”. The result will be posted on the team’s website.</p>
Timeliness	<p>Engagement should begin early in the decision-making process when views can genuinely be taken into account. It may be appropriate to engage in different ways at different stages. Timeframes for consultation should be proportionate and realistic, and decided on a case-by-case basis.</p>	<p>This is a one-day event that is part of an on-going programme of engagement with Tower Block residents.</p>	<p>This happened as planned, although it was augmented by an on-line survey so that residents not at home could take part.</p>
Feedback	<p>The principle of feedback recognises that decision making should use real discussion with affected parties and experts to make well-informed decisions, and that consultation forms part of a wider scheme of engagement. The results of consultation must be published.</p>	<p>The goal is to have discussions with all the residents directly impacted by the decision. It is part of the on-going engagement with residents as part of the wider Tower Block Refurbishment programme. The programme has its own communication officer and website.</p>	<p>The team tracked all residents and followed up with several rounds of doorstep survey. Over 50% of residents provided their input.</p>
Inclusiveness & Accessibility	<p>Providing the opportunity for the participation of all</p>	<p>This event will take place close to the</p>	<p>This happened as planned.</p>

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	<p>stakeholders and citizens who have an interest in, or who would be affected by, a specific decision will inform better outcomes. This includes groups that are sometimes more challenging to engage such as young people, older people, minority groups, and people with disabilities.</p>	<p>impacted residents. It will be followed up with doorstep surveys carried out by Council officers for people not able to attend the exhibition.</p>	
<p>Was the intended result achieved? Yes, a decision on the choice of colour was made.</p>			

Consultation Project Title:		Culture Strategy 2015 – 18	
Intended result:		Feedback that will inform the action plan that will support the new Culture Strategy	
Scope:		Broad city-wide	
Timeline:		17th October – 17th December 2014	
Principle	Definition	Application	Observation
Flexibility	This principle dictates that a broad range of mechanisms may be used to build and sustain a conversation with the community	Stakeholders have been engaged through the Cultural Partnership Group. The draft Strategy will be available for review by other stakeholders, and interested parties will be able to respond via questionnaire.	The Cultural Partnership Group was heavily involved in developing the draft Culture Strategy. It was agreed at 15 th October CEB that the consultation would be focussed on the identification of delivery partners and their plans for cultural projects and activities.
Proportionality	The type of engagement varies according to the scale of impact, the role of the council and the nature and scale of the communities impacted by the issue.	The level of impact varies from very high (people whose jobs/ deliverables are affected by the strategy) to no impact (people who do not engage with culture at all). This is reflected in the approach to public involvement.	Given the revised approach to the consultation, the focus has been on the cultural organisations.

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<p>Transparency</p>	<p>This means that the objectives of the community engagement activity must be clear since they vary according to type of issue and the stage in the decision-making that has been reached. It should be clear which aspects are being consulted upon, and where decisions have already been made.</p> <p>Sufficient information should be available to enable stakeholders and residents to make informed comments.</p>	<p>The priorities in the Culture Strategy have been decided and are derived from the previous Culture Strategy, the City Council's Corporate Plan, independent national research and current Arts Council England priorities. We are consulting in order to solicit comments on how we can best achieve these priorities and objectives over the next three years.</p>	<p>The consultation questions were created with this objective in mind.</p>
<p>Timeliness</p>	<p>Engagement should begin early in the decision-making process when views can genuinely be taken into account. It may be appropriate to engage in different ways at different stages. Timeframes for consultation should be proportionate and realistic, and decided on a case-by-case basis.</p>	<p>The Cultural Partnership has been involved in shaping the draft. Consultation is scheduled well in advance of expiry of the existing strategy. Consultation is scheduled for 8 weeks starting mid-November.</p>	<p>Consultation period was 17 October to 24 December – earlier than planned to avoid the Christmas holidays.</p>
<p>Feedback</p>	<p>The principle of feedback recognises that decision making should use real discussion with affected parties and experts to make well-informed decisions, and that consultation forms part of a wider scheme of engagement. The results of consultation must be published.</p>	<p>The project manager has committed to share the final draft of the strategy, the consultation feedback received and how that has shaped the final draft.</p>	<p>The consultation results have been posted on the eConsult website and the action plan will be presented to CEB on March 12th.</p>
<p>Inclusiveness & Accessibility</p>	<p>Providing the opportunity for the participation of all stakeholders and citizens who have an interest in, or who would be affected by, a specific decision will inform better outcomes.</p>	<p>We will develop mechanisms to enable input to the consultation from communities diverse in age, location and ethnicity.</p>	<p>Invitations were sent via the eConsult portal to the 499 people and organisations that were invited to take part in consultation</p>

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	<p>This includes groups that are sometimes more challenging to engage such as young people, older people, minority groups, and people with disabilities.</p>		<p>for the current Culture Strategy 2012 – 15. The invitation was extended to 30 members of the Youth Engagement Officer’s network. In addition the Culture Manager has requested that her staff provide the url to their respective networks.</p>
<p>Was the intended result achieved? Yes. A small number of responses were received it has been possible to create a robust and achievable action plan that supports the priorities of the draft Culture Strategy 2015 - 18. The respondents are from the following organisations Arts Council England, 13th Theatre Co, Cowley Road Works, Folk Arts Oxford, University of Oxford Dept. of Education, Oxford Castle Ltd, Wesley Memorial Methodist Church, Innovista International, The Story Museum, Justice in Motion and Oxford Preservation Trust.</p>			

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