

CABINET ITEM COVERING SHEET PROFORMA

AGENDA ITEM

REPORT TO CABINET

23rd MARCH 2016

**REPORT OF CORPORATE
MANAGEMENT TEAM**

CABINET DECISION

Access, Communities and Community Safety – Councillor Steve Nelson

SCRUTINY REVIEW OF CONSULTATION

1. Summary

This report presents Elected Members with context, findings and recommendations following the officer led review of practice with respect to Consultation. This review reported into Executive Scrutiny Committee, their scrutiny and challenge are detailed within this report his report.

2. Recommendations

1. Continue to maintain a small Corporate consultation resource to provide strategic consultation advice and guidance for the organisation, including supporting the procurement of external research services as required.
2. Provide clear guidelines for Directorates about when a consultation should be corporately-led or Service- led. This guidance will support the requirement to identify a clear lead for all consultations and will identify the consultations with the broadest potential impact (either financially, reputationally or politically) and where the Corporate Consultation team should be involved.
3. Maximise use of “My Views” as the single, corporate, consultation software solution and as the single place for any of our stakeholders to access information about any and all of our offline and online consultations and engage in any of our online consultations.
4. Continue to provide training to key officers on the use of “My Views” and expand the user base.
5. Continue to promote and deliver consultation methods training as required across the whole Authority.
6. Replace the Council’s Consultation, Community Engagement and Consultation strategies with one new combined Communication, Consultation and Engagement strategy.
7. Continue to participate in sharing good practice, local and regional benchmarking groups to help ensure that corporate advice, support and guidance is current.

3. Reasons for the Recommendations/Decision(s)

To improve consultation coordination across the Council, ensuring consistency and reducing risk (reputational, financial and political) in consultation delivery.

4. Members' Interests

Members (including co-opted Members) should consider whether they have a personal interest in any item, as defined in **paragraphs 9 and 11** of the Council's code of conduct and, if so, declare the existence and nature of that interest in accordance with and/or taking account of **paragraphs 12 - 17** of the code.

Where a Member regards him/herself as having a personal interest, as described in **paragraph 16** of the code, in any business of the Council he/she must then, **in accordance with paragraph 18** of the code, consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest and the business:-

- affects the members financial position or the financial position of a person or body described in **paragraph 17** of the code, or
- relates to the determining of any approval, consent, licence, permission or registration in relation to the member or any person or body described in **paragraph 17** of the code.

A Member with a personal interest, as described in **paragraph 18** of the code, may attend the meeting but must not take part in the consideration and voting upon the relevant item of business. However, a member with such an interest may make representations, answer questions or give evidence relating to that business before the business is considered or voted on, provided the public are also allowed to attend the meeting for the same purpose whether under a statutory right or otherwise (**paragraph 19** of the code).

Members may participate in any discussion and vote on a matter in which they have an interest, as described in **paragraph 18** of the code, where that interest relates to functions of the Council detailed in **paragraph 20** of the code.

Disclosable Pecuniary Interests

It is a criminal offence for a member to participate in any discussion or vote on a matter in which he/she has a disclosable pecuniary interest (and where an appropriate dispensation has not been granted) **paragraph 21** of the code.

Members are required to comply with any procedural rule adopted by the Council which requires a member to leave the meeting room whilst the meeting is discussing a matter in which that member has a disclosable pecuniary interest (**paragraph 22** of the code).

AGENDA ITEM

REPORT TO EXECUTIVE SCRUTINY

8th MARCH 2016

REPORT OF CORPORATE MANAGEMENT TEAM

SCRUTINY REVIEW OF CONSULTATION

SUMMARY

This report presents Elected Members with context, findings and recommendations following the officer led review of practice with respect to Consultation. This review reported into Executive Scrutiny Committee, their scrutiny and challenge are detailed within this report his report.

RECOMMENDATIONS

1. Continue to maintain a small corporate consultation resource to provide strategic consultation advice and guidance for the organisation, including supporting the procurement of external research services as required.
2. Provide clear guidelines for Directorates about when a consultation should be corporately-led or service-led. This guidance will support the requirement to identify a clear lead for all consultations and will identify the consultations with the broadest potential impact (financially, reputationally or politically) and where the Corporate Consultation team should be involved.
3. Maximise use of 'My Views' as the single, corporate, consultation software solution and as the single place for any our stakeholders to access information about any and all of our offline and online consultations.
4. Continue to provide training to key officers on the use of 'My Views' and expand the user base.
5. Continue to promote and deliver consultation methods training as required across the whole Authority.
6. Replace the Council's Consultation, Community Engagement and Communication strategies with one new combined Communication, Consultation and Community Engagement strategy.
7. Continue to participate in sharing good practice, local and regional benchmarking groups to help ensure that corporate advice, support and guidance is current.

BACKGROUND

2. The "Reporting In" review of Consultation began in September 2015 and the purpose of this final report is to summarise the findings of that work and to make recommendations to report to cabinet.
3. The Baseline Report and Scoping document for the review are attached at Appendix 1 for reference. In overview they identified:
 - a. The overall aims of the review as:

- i. An agreed policy and approach to consultation that takes account of the risks to the Council (reputationally, financially and politically)
 - ii. Improved co-ordination and management of Consultation across the Council
 - iii. An approach that better links the content of consultation with key communications
 - iv. Ensuring compliance with any statutory duties with regard to consultation and where there is no statutory duty compliance with other agreements such as the Compact with the Voluntary, Community and Social Enterprise sector (VCSE).
- b. Defined the Review's key lines of enquiry as:
- i. How Consultation can be improved across all areas of the Council
 - ii. Take up and adoption of a Stakeholder Consultation solution ("My Views")
 - iii. Enhancing links between Stakeholder Consultation and the Customer Portal (My Stockton)
 - iv. Exploring links between the Consultation, Community Engagement and Communication strategies.
- c. Summarised the statutory requirements placed on some consultations that are undertaken by the Authority and how consultations impacting the Voluntary, Community and Social Enterprise sector (VCSE) should be conducted in order to comply with the Compact (the agreement between the public sector and the VCSE).

FINDINGS

The findings, summarised below, are in line with the Review's key lines of enquiry:

4. In order to deliver independently obtained and objective results, there will continue to be occasions where it is prudent to use external research service providers. Key examples include the Residents Perceptions Survey and to support some service or policy changes. Experience suggests this should be decided on a case by case basis, depending on potential impact and upon available resources.
5. Corporately, consultation advice, support and guidance is available for all consultation activity. However the bulk of consultation activity (with the exception of major pieces of work such as the Residents' Survey and the Employee Survey) is actually undertaken by operational services. The degree of involvement of the central advice and guidance varies across the Council and consequently the approach to consultation varies depending on the team undertaking the consultation. Whilst it is recognised that some variation is desirable and necessary to reflect the scale, content and nature of the consultation it is considered that the involvement of the small central resource and the guidance could be improved to ensure some greater degree of consistency and co-ordination of consultation activity.
6. The use of the previous in-house Consultation Database across the Council had been used to record the consultations that were taking place, however it was not a full record of all consultation activity and a new IT solution, set of guidelines and support from across the organisation to provide details of all planned consultation is needed to improve consultation activity.
7. During the course of this review a comprehensive, multifunctional consultation software solution has been procured and is now available for use by the whole Authority. It provides a web-based 'Stakeholder Consultation Portal' for the Authority and is called "My Views" (Appendix 2). The Portal has been tailored to meet the corporate visual identity guidelines and is currently being used as part of the development of the consultations on Childrens'

Centres and Community Transport. It will be publicly available via the Council website when these consultations begin. Work with Customer Services has also established the potential to link this with 'My Stockton' in future. key things to note:

- a. "My Views" offers a single place for all consultation to be promoted and for all online consultation to be delivered through. This allows us to conduct consultation in a variety of ways in addition to standard surveys e.g. bulletin boards, document consultations and online forums.
 - b. Internally, trained Super Users play a key role in raising awareness, and supporting the use, of "My Views" across the whole of the Council. The number of Users in each Directorate is growing steadily and new Super Users will be identified and trained as necessary. Led by Community Engagement, regular meetings of Super Users supports additional knowledge exchange and peer to peer support.
 - c. To help users to work independently there is a Community Library and consultation project planning tool within the system which provides 'virtual' support, tested questions and surveys from over 170 different local authorities, government departments and agencies and National Health Trusts. This means that each user can create their own consultations but with centralised publishing by corporate Community Engagement this provides both peer to peer support at the time of creation and quality control.
 - d. Consultation results are analysed and may be published in "My Views", this closes the consultation loop and communicates the outcomes to the stakeholders, making the consultation process and outcomes transparent.
8. In addition to and alongside the introduction of "My Views" a bespoke consultation training package has been developed with an external provider. This teaches participants how to plan, deliver, analyse and report on consultation projects. This has been piloted with key staff across Directorates, particularly those with up and coming services reviews, feedback was excellent from participants. All participants had a clear view of how they would use their training to support their review work and used the training sessions to support their project planning work.
 9. Closer working with Communications in the newly formed 'HR, Legal and Communications' Directorate has enhanced our collective approaches to PR and marketing for consultation projects. The use of "My Views" will help raise the profile of all planned, live and completed consultations that the Authority undertakes.
 10. The Consultation and Engagement Strategies were due to be refreshed in 2013 but work was put on hold until the PIE service review in July 2015 was completed. Organisational change approved by Cabinet in September 2015 which realigned the consultation and community engagement functions to sit within the Authority's new "HR, Legal and Communications" Directorate provided the perfect opportunity to bring together and refresh the currently separate Consultation, Community Engagement and Communication Strategies.

EXECUTIVE SCRUTINY CHALLENGE

Comments from Executive Scrutiny Committee

11. Executive Scrutiny Committee considered the scope for this review on 15 September 2015.
12. The Committee discussed how the use of social media and Stockton News could be used and considered within the review.

Baseline Information Challenge

13. On 24 November, Executive Scrutiny Committee received a report that provided baseline information. Key information provided included statutory requirements, the Council's current process, and developments such as the procurement of a comprehensive consultation web-based solution. This Stakeholder Consultation Portal would be available for the whole Authority to use. It was also discussed that a combined Consultation, Community Engagement and Communications Strategy would be developed.

14. Members were reassured that:

- membership of the Viewpoint Panel was refreshed periodically
- it was considered important to move towards electronic solutions but it was recognised that not all residents had access to a computer and hard copy consultation was still available
- officers in individual service areas would take corporate advice on surveys relating to their own service provision

Findings and Recommendations Challenge

15. On 8 March 2016, the Committee received a report that presented the findings and recommendations of the review. The Committee were also presented with a demonstration of the new 'My Views' Consultation Portal.

16. Members' questioning and discussion focussed on the usage of the Portal as follows:

- a. Protections from abusive or vexatious online respondents, and maintenance of data quality and prevention of multiple responses to a survey from a single source - IP addresses were recorded to prevent multiple responses from the same person, and SBC reserved the right to remove any inappropriate responses to online consultations.
- b. Good relationships with the supplier were in place and SBC was assured that systems would be updated to protect from dynamic (multiple) IP addresses that were being used to post inappropriate online material from the same source. The system was used by over 170 public authorities and SBC had access to a national and regional user group for support.
- c. People from the same household would be able to use the same IP address to respond to consultations, as demographic information would be checked as a safeguard. Registered users would be known by the system.
- d. The 'petitions' tool may be used as a novel way to consult, for instance on behalf of children and young people, but it was not envisaged that a great deal of use would be made of this and they could not be set up by a member of the public via this route.
- e. Not all of the public would use IT to respond and as a guide the usual ratio for Viewpoint survey responses was 60% online and 40% paper survey. Paper and face to face methods would still be used, and corporate advice would be available to advise on appropriate methods for a particular consultation. Focus groups, for example, may also take place in advance of a survey to check the content, or as part of follow up to a survey to probe further into specific issues.

- f. Corporate control over the quality of consultations undertaken by officers in departments would be improved by better oversight of total consultation activity, central retention of publication rights for surveys, etc, and the opportunity to link together any consultations being carried out at the same time, where appropriate. There were also good practice examples and existing materials available from elsewhere through a Community Library via the Portal.
- g. The revised, combined, consultation, communication and engagement strategy will set out the importance of good quality consultation, and the tools available to support colleagues to deliver on this requirement.
- h. Planned and ongoing consultations would be published within Stockton News and this would continue. Members suggested that a dedicated section of Stockton News be used to do this.
- i. Members requested usage of the system be promoted via publicly available IT in libraries, for example, and it was noted that a comprehensive marketing campaign would take place to promote 'My Views'.

17. Members noted the findings and supported the recommendations contained in the report.

NEXT STEPS

- 18. Following the approval of any recommendations, an action plan will be developed to progress the recommendations. Reports on progress on delivery of the action plan will be made to Executive Scrutiny committee.

EQUALITY IMPACT ASSESSMENT

As this report is not making any changes to policy or service delivery it has not been deemed necessary to undertake an Equality Impact Assessment.

COUNCIL PLAN IMPLICATIONS

All themes

FINANCIAL IMPLICATIONS

There are no financial implications arising from this report.

LEGAL IMPLICATIONS

There are no legal implications arising from this report.

RISK ASSESSMENT

This is categorised as low to medium risk. Existing management systems and daily routine activities are sufficient to control and reduce risk

CONSULTATION INCLUDING WARD/COUNCILLORS

N/A

Name of Contact Officer: **Beccy Brown**
Post Title: **Director of HR, Legal and Communications**
Telephone No. **01642 527008**
Email Address: Beccy.brown@stockton.gov.uk

Name of Contact Officer: **Laurayne Featherstone**
Post Title : **Community Engagement Manager**
Telephone Number: **01642 526463**
Email Address: Laurayne.featherstone@stockton.gov.uk

AGENDA ITEM

**REPORT TO EXECUTIVE
SCRUTINY**

24th NOVEMBER 2015

**REPORT OF CORPORATE
MANAGEMENT TEAM**

REVIEW OF CONSULTATION

SUMMARY

This report presents Members with baseline information in respect of the reporting in review of Consultation.

RECOMMENDATION

Members note the detail of the report and agree to receive:

1. a further report analysing detail, findings and recommendations around the review
2. a demonstration of the Stakeholder Consultation portal.

BACKGROUND

1. The scoping document (Appendix A) of the Consultation Review presented the overall aims of the review as:
 - a. An agreed policy and approach that takes account of the risks to the Council (reputationally, financially and politically)
 - b. Improved co-ordination and management of Consultation across the Council
 - c. An approach that better links the content of consultation with key communications
 - d. Ensuring compliance with any statutory duties with regard to consultation and where there is no statutory duty compliance with other agreements such as the Compact with the Voluntary, Community and Social Enterprise sector (VCSE).
2. The key lines of enquiry were defined as:
 - a. How Consultation can be improved across all areas of the Council
 - b. Take up and adoption of a Stakeholder Consultation solution
 - c. Links between Stakeholder Consultation and the Customer Portal (My Stockton)
 - d. Links between the Consultation, Community Engagement and Communication strategies.

DETAIL

3. Consultation is currently undertaken in the Authority on a number of levels:
 - a. Strategic
 - b. Thematic / Service Specific
 - c. Internal.
- Key examples can be found in Appendix B.

4. The Strategic consultation is the larger consultations that cover all areas of the council such as the Residents Survey and the Viewpoint panel. This is managed within Policy, Improvement and Engagement (PIE).
5. PIE commission and manage delivery of the Borough wide Residents Survey, the 2015 is currently underway in Borough, they undertake further data analysis and interpretation and report findings.
6. Advice, guidance and support to colleagues undertaking high impact service reviews and other consultations e.g. School and Adult Transport is also provided at a strategic level by PIE.
7. The Viewpoint panel, is the residents' consultation panel, it was refreshed in 2013 with the help of a local research company. The Viewpoint panel has four surveys per annum with a number of online rapid response short questionnaires as required across the year.
8. Currently there is an established corporate consultation database to ensure all consultations by service groups across the Council are documented all planned, current and completed consultations that are being undertaken for and / or by the Council. This is to encourage sharing of results, provide an added value to consultations (ask once and used numerous times) and avoid, where possible, consultation overload. This is very well used by some service areas and not as well used as it could be in others, although this has improved with the ownership of the database being taken up by Policy Officer Group (POG).
9. Thematic / service specific consultations are carried out within service groups, sometimes undertaken by SBC staff and occasionally undertaken by external consultants. Strategic support from PIE staff is available when requested with advice and guidance to undertake consultations and to commission and manage external research service providers e.g. Town Centre.
10. Internally there are key pieces of consultation around service reviews which are undertaken by HR. There is also a biennial internal Employee Survey which is conducted jointly by HR/PIE. The associated data analysis, interpretation and action plans are reported to Cabinet.
11. PIE works alongside and with as many colleagues as possible to help ensure they deliver consultation as effectively and efficiently as possible. This work often relies on colleagues approaching and sharing information and requests with them.
12. Between 2011/12 and 2015/16 inclusive, as a result of two Service Reviews, both the human resource and budget available specifically for the consultation function in Policy, Improvement and Engagement Service has been reduced by 50%. Corporately within PIE there is now only one Consultation Officer to undertake this strategic role.

LEGISLATION

13. There are certain statutory requirements placed on some consultations, most notably those involving changes to staffing terms and conditions, services to specific groups and planning. Some parameters around length of consultations are imposed, usually 12 weeks.
14. In addition to those consultations where there are legal requirements to consult there are also occasions where there is no statutory duty but it ensures compliance with the Compact (the agreement between the public sector and the Voluntary, Community and Social Enterprise sector (VCSE)).

CURRENT CONSULTATION, COMMUNITY ENGAGEMENT AND COMMUNICATIONS STRATEGIES

15. The Consultation and Engagement Strategies were due to be refreshed in 2013 but work was put on hold until the PIE service review 2015 was completed. In view of organisational change approved by Cabinet most recently, plans are now in place to produce a combined Consultation, Community Engagement and Communications Strategy once the consultation and community engagement functions have been realigned to sit within the Authority's new "HR, Legal and Communications" Directorate.

WORK UNDERTAKEN TO DATE

16. The use of the consultation database across the Council has improved with ownership and monitoring from POG, however not all service areas were using it or requesting advice, support or guidance until they had finished their consultation and were unable to analyse and present the data.
17. In order to improve Consultation skills work has been undertaken corporately with an external provider to develop a consultation package which teaches participants how to plan, deliver, analyse and report on consultation projects. This is completed and ready to be offered to staff as part of the authorities training offer.
18. At the same time work was undertaken with Xentrall to procure a more comprehensive, multifunctional consultation software solution available for use by the Whole Authority providing a web-based 'Stakeholder Consultation Portal' for the Authority. Working with Communications has ensured that the Consultation Portal looks like the corporate website and working with Customer Services has established the potential to link this with 'My Stockton' in future.
19. Working closely with colleagues in Communications to ensure appropriate PR and marketing for consultation projects has improved over the last two years but there are still examples where this could have been improved. The use of the Consultation Portal will ensure that Communications are a key stakeholder in any consultations going forward.
20. With a corporate lead work is underway across the Authority to explore how and if consultation with children and young people can be improved to ensure that it is representative of all children and young people and cost effective going forward. This work has been prompted by evidence that suggests approaches taken in the past were resource (staff and budget) intensive, not always representative of all children and young people in the Borough and somewhat outmoded in view of the increased use of social media and the internet by children and young people for social interaction. This work will be complete in 2016.

Next Steps/Key Areas to Explore

21. The review will examine in detail:
 - How Consultation can be improved across all areas of the Council
 - Take up and adoption of a Stakeholder Consultation solution.
 - Links between Stakeholder Consultation and the Customer Portal
 - Consultation, Community Engagement and Communication Strategies.

Name of Contact Officer: Lesley King
Post Title: Head of Policy, Improvement and Engagement
Telephone No. 01642 527004
Email Address: lesley.king@stockton.gov.uk

Executive Scrutiny Committee

“Reporting In” Review – Consultation

Outline Scope

<p>Scrutiny Chair (Project Director): Councillor David Harrington</p>
<p>Scrutiny Officer (Project Manager): Judy Trainer</p>
<p>Departmental Link Officer: Lesley King/ Laurayne Featherstone</p>
<p>Finance Link Officer: N/A</p>
<p>Which of our strategic corporate objectives does this topic address?</p> <p>Council Plan Objective – Deliver effective community consultation and engagement</p>
<p>What are the main issues and overall aim of this review?</p> <p>A review of resident and stakeholder consultation with the potential outcome being an agreed policy and approach that takes into account the risks to the Council (reputationally, financially and politically). Key areas relate to the way consultation is currently co-ordinated/managed across the Council and in particular linking of the approach and content of consultation documentation with the key communications.</p> <p>Local residents and key stakeholders have a clear interest in the determination of Council policy and service delivery both in relation to areas where there is a statutory duty to consult as well as where there is no statutory duty but it ensures compliance with the Compact (the agreement between the public sector stakeholders and the Voluntary, Community and Social Enterprise sector (VCSE)).</p> <p>Resident engagement is a key objective within the overall framework of the Council Plan and has an important role to play in terms of people’s perceptions of the Council.</p> <p>There aren’t any direct measures of performance linked to consultation.</p>
<p>What are the key lines of enquiry:</p> <p>Examination of:</p> <ul style="list-style-type: none"> • How Consultation can be improved across all areas of the Council; • Take up and adoption of a Stakeholder Consultation solution; • Links between Stakeholder Consultation and the Customer Portal • Consultation, Community Engagement and Communication Strategies.
<p>Who will the Committee be trying to influence as part of its work?</p> <p>Cabinet, Council Services</p>

Expected duration of review and key milestones:

Scope – 15th September 2015

Baseline – 27th October 2015

Options and Recommendations – 12th November 2015

Cabinet – 3rd December 2015

What information do we need?

(Background information, existing reports, legislation, central government documents, etc.):

The review could include understanding of

- Current consultation practice
- Current Consultation and Engagement strategies
- Good practice internally
- Good practice externally
- Legislation with regard to particular consultations
- Links to the Compact and other agreements

How will this information be gathered? (eg. Financial baselining and analysis, benchmarking, site visits, face-to-face questioning, telephone survey, survey)

Desk Top analysis; Benchmarking;

Provide an initial view as to how this review could lead to efficiencies, improvements and/or transformation:

As local government budgets continue to reduce alongside increased demand and expectation with associated changes in policy and service delivery a robust and proportionate approach to consultation will be required.

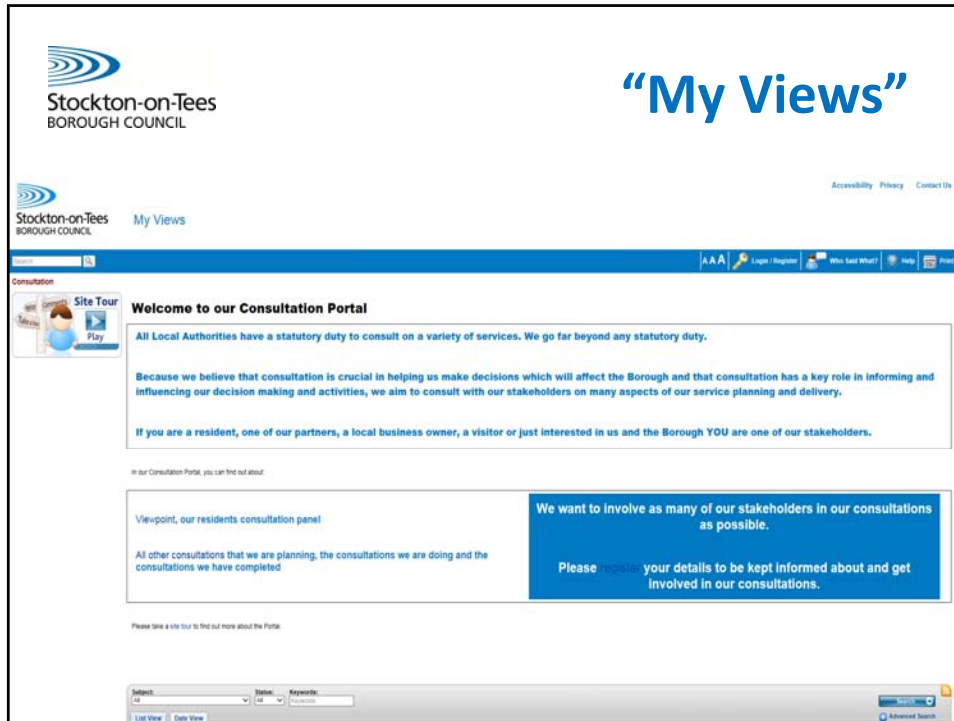
Appendix B

	KEY EXAMPLES
STRATEGIC	
Borough wide Residents Survey in 2012 and also 2015 (currently underway, due to report in early 2016)	<ul style="list-style-type: none"> Residents Survey 2012, please see: http://www.egenda.stockton.gov.uk/aksstockton/users/public/admin/kab12.pl?cmte=CAB&meet=102&arc=71
Viewpoint	<ul style="list-style-type: none"> Introduced statistical weighting of Survey data to ensure that all results are representative of the Borough's population. Developed the online only, Rapid Response Survey model which can be distributed once per month to provide intelligence about how different residents feel about a range of our services/ initiatives, e.g. Smoke Free Play Areas, SIRF, Stockton Cycling, Free Healthy Heart Checks, Rediscover Stockton, Stockton News, Fireworks and Tees Achieve. Refreshed the look and feel of the Viewpoint Newsletter, changing the tone and feel of it and expanding its availability via the internet. Introduced a strategic approach to working with CMT for Viewpoint Survey planning and reporting to help ensure it can be used to help meet highest priority needs for information and intelligence about residents perceptions of what we do and how we do it.
THEMATIC/ SERVICE SPECIFIC	
Thematic/ Service Specific Consultation	<ul style="list-style-type: none"> EIG Review 2011 Asset Review Library Services Review – Phases 1 and 2 LD Review – Phases 1 and 2 Adult Mental Health Review – Phases 1 and 2 Weight Management Service Review Halcyon Centre 'Dementia Live Well Hub' Local Council Tax Support Scheme School Nursing Review Combined Authority

Supported colleagues to commission and manage external research service providers	<ul style="list-style-type: none"> • Yarm Car Parking Review • CESP Impact Evaluation
Designed and introduced a new corporate Consultation Database	<ul style="list-style-type: none"> • Members have received reports on the Consultation Database via the Quarterly Performance Report since 2011/12. • The Consultation Database relies on Service Groups inputting information about their planned, current and completed consultation work, now monitored by POG
INTERNAL	
Employee Surveys in 2012 and 2014	<ul style="list-style-type: none"> • Employee Survey 2012, please see: http://www.egenda.stockton.gov.uk/aksstockton/users/public/admin/kab12.pl?cmte=CAB&meet=104&arc=71 • Employee Survey 2014, please see: http://www.egenda.stockton.gov.uk/aksstockton/users/public/admin/kab12.pl?cmte=CAB&meet=128&arc=71
CONSULTATION LINKS TO KEY COMMUNICATIONS	
Worked in close partnership with colleagues in Communications to ensure appropriate PR and marketing for consultation projects	<ul style="list-style-type: none"> • EIG Review 2011 • Library Services Review – Phases 1 and 2 • LD Review – Phases 1 and 2 • Adult Mental Health Review – Phases 1 and 2 • Weight Management Service Review • Local Council Tax Support Scheme • School Nursing Review • Combined Authority

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Stockton-on-Tees
BOROUGH COUNCIL

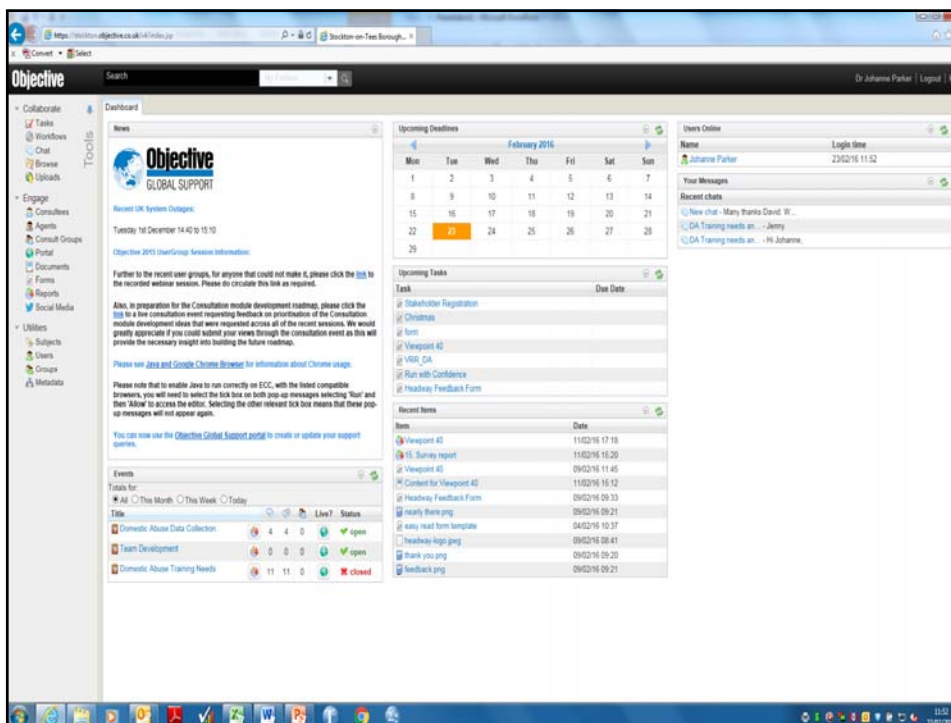
“My Views”

- A **single** point of contact/ front door for all SBC ‘offline’ and ‘online’ consultation
- An **easy to use** solution for all SBC staff for consultation creation and completion
- A **cost effective** replacement for a number of other less effective online consultation systems
- To **enhance customer experience**, will be linked to the Council website and “My Stockton”

“My Views”

A **single** point of contact/ front door for all SBC ‘offline’ and ‘online’ consultation

- Just one click from the SBC homepage
- Information about all completed, underway and planned consultation
- Offline and online consultation
- Registered and anonymous consultations
- Used to performance monitor consultation activity across SBC
- Used to update Stockton News



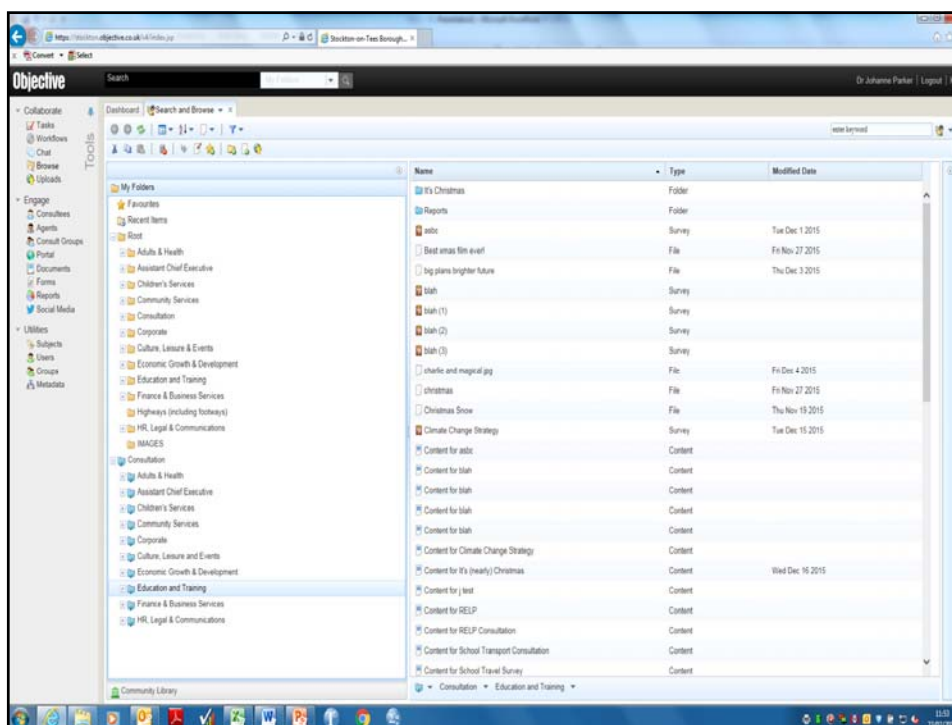
The screenshot shows the Objective Global Support portal dashboard. The interface includes a search bar, a navigation menu on the left, and several main content areas:


- News:** A section titled "Objective Global Support" with a sub-heading "Recent UK System Outages" and a date "Tuesday 10 December 14:42 to 15:10". Below this is a "Objective 2015 Overview Session Information" section with a link to a recorded webinar session.
- Upcoming Deadlines:** A calendar view for February 2016 showing dates from 1 to 28. The 21st is highlighted in orange.
- Upcoming Tasks:** A list of tasks with due dates, including "Onsite/Offsite Registration", "Christmas", "Jury", "Viewpoint 40", "VRS, DA", "Run with Confidence", and "Headway Feedback Form".
- Recent Items:** A list of recent items with dates, including "Viewpoint 40", "Safety report", "Viewpoint 40", "Content for Viewpoint 40", "Headway Feedback Form", "nearby there.png", "easy read form template", "headway-bkg.png", "thank you.png", and "feedback.png".
- Users Online:** A table showing the name "Ashame Parker" and login time "23/02/16 11:52".
- Your Messages:** A section for recent chats, including "New chat - Many thanks David W...", "DA Training needs an... - Jenny", and "DA Training needs an... - Hi Ashame".
- Events:** A table showing tasks for "All", "This Month", "This Week", and "Today". The table lists tasks like "Domestic Abuse Data Collection", "Team Development", and "Domestic Abuse Training Needs" with their respective counts and status (open, closed).

“My Views”

An **easy to use** solution for all SBC staff for consultation creation and completion

- Managed by Consultation Officer
- Small group of trained Super Users and numerous ‘users’
- Community Library
- Restricted access to protect sensitive and private content
- Stakeholder database and Stakeholder groups



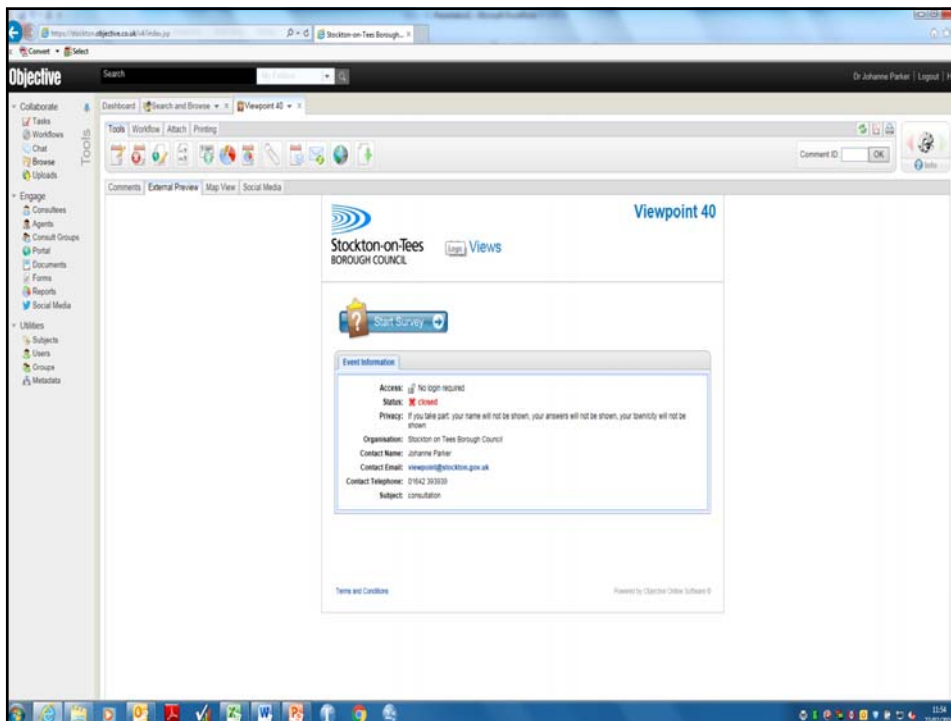

“My Views”

A **cost effective** replacement for a number of other less effective online consultation systems

- Create forms for online and offline consultation events

Surveys	Polls
Petitions	Document consultation
Bulletin Boards	Forums

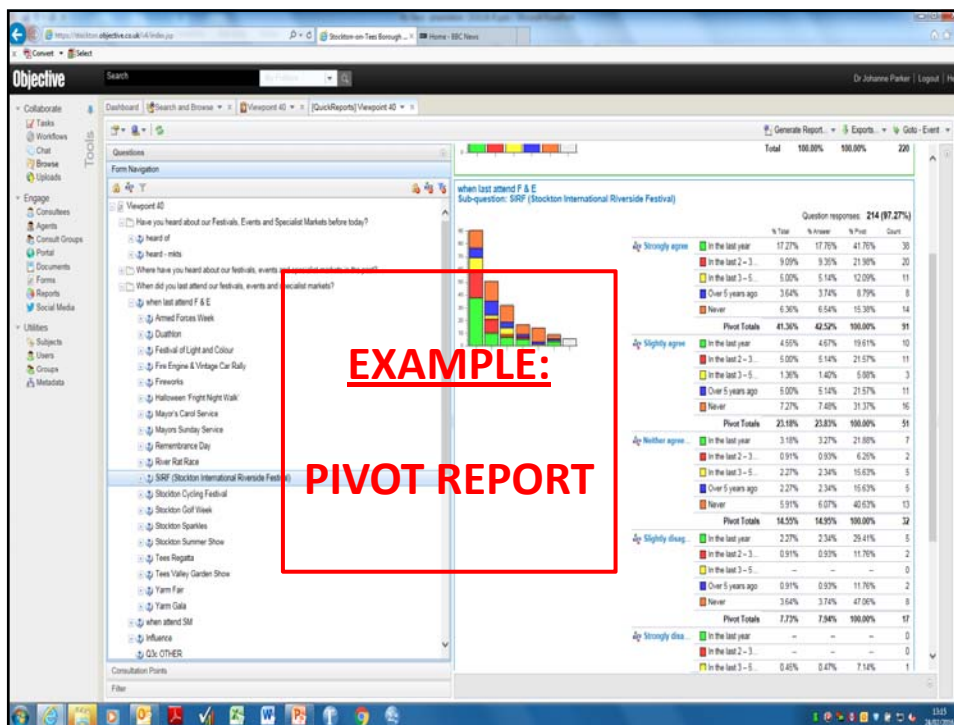
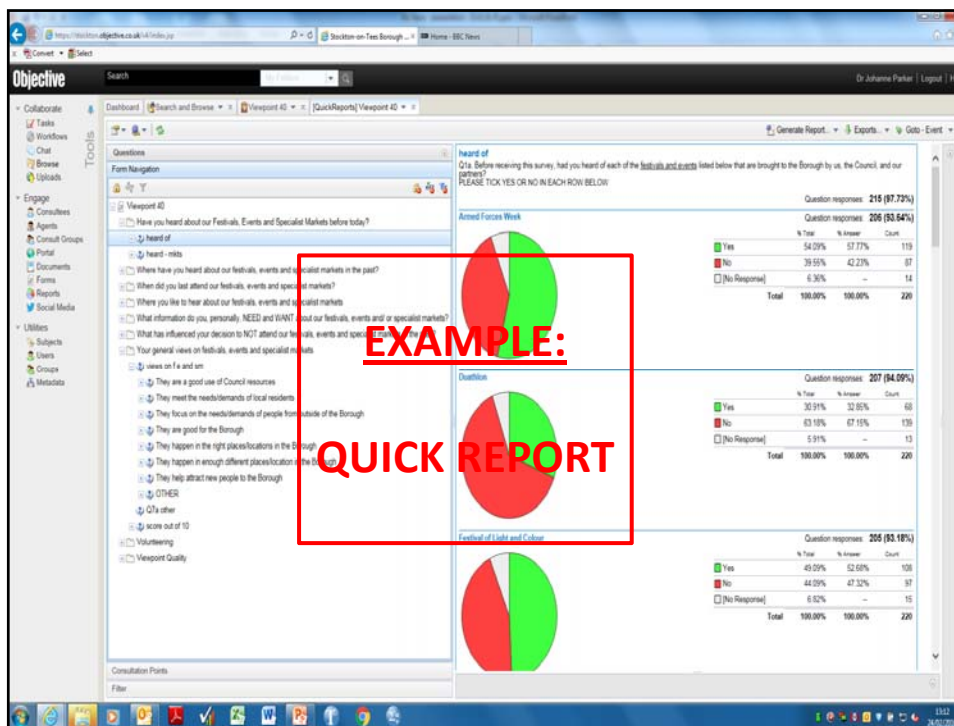
- Collect, analyse and report on responses



The screenshot displays the Viewpoint 40 web application interface. The main content area features a 'Start Survey' button and an 'Event Information' box. The event information includes the following details:

- Access: No login required
- Status: closed
- Privacy: If you take part, your name will not be shown, your answers will not be shown
- Organisation: Stockton on Tees Borough Council
- Contact Name: Johanna Parker
- Contact Email: views@stockton.gov.uk
- Contact Telephone: 01642 303030
- Subject: consultation

The interface also shows a sidebar with navigation options like 'Collaborate', 'Engage', and 'Utilities', and a top navigation bar with 'Dashboard', 'Search and Browse', and 'Viewpoint 40'.



“My Views”

To be linked to “My Stockton” to **enhance customer experience** of engaging with SBC/ in local democracy

- Registered users receive automatic alerts about what matters to them
- Improved ease of access to all (**OFFLINE** and **ONLINE**) SBC consultations
- Online engagement
- Online feedback

“My Views”

Thank you for your time.

Do you have any questions?