




ACTION PLAN: Review of Public Consultation

No.	Recommendation	Proposed Actions / Progress	Success Measures	Responsibility	Date
1	<p>That, building on the success of the Town Centre Consultation, paper consultation forms and public meetings be retained in future for large-scale consultations, where appropriate, to allow residents who cannot access online consultation to contribute their views.</p>	<p>Ensure inclusivity for all consultation activity during planning, with careful consideration on the best channels for engagement.</p> <p>For example, the recent COVID Employee Survey included a print version for all employees without regular access to a work computer. This was posted to employees due to coronavirus restrictions to ensure they had the opportunity to contribute their views.</p>	<p>Incorporated into future consultation planning and guidance as appropriate.</p> 	<p>Consultation Team with support from service leads.</p>	<p>Ongoing</p>
2	<p>That the Council improve the quality of the information on the consultation pages of the website and in Stockton News, including both activity and feedback. This will help to raise awareness of consultations to all residents and foster trust.</p>	<p>Review all information on consultation pages to ensure this is relevant and kept up to date, including results/feedback. Include all planned consultation activity on website and in Stockton News and continue to prioritise high profile consultations for full coverage.</p> <p>See example of full-page article from the March 2021 edition of Stockton on Tees News showing coverage of all consultation activity.</p>	<p>Raise awareness and responses for all consultations.</p> 	<p>Consultation Team with support from Marketing Team.</p>	<p>Completed</p>

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3	That engagement with young people be increased, through the use of engagement activities with Bright Minds Big Futures.	We will develop a Youth Viewpoint style approach to enable young people in the Borough greater participation in our consultation activity and improved engagement on local and national issues – a draft proposal will be discussed at the BMBF Big Committee meeting in May and this is on track to be set-up by summer 2021.	Improve inclusivity and engagement with young people in our Borough (aged 9-19).	Consultation Team with support from BMBF.	Summer 2021
4	That promotion of 'Your Views Matter', The Residents' Panel and regular feedback via social media platforms, including Facebook and Twitter, be increased.	Regular posts to be included into consultation planning activity. See example of a social media post to promote 'Your Views Matter' and the Safer Stockton Partnership Consultation from March 2021.	Posts to raise general awareness, responses and help foster trust in all activity. 	Consultation Team with support from Marketing Team.	Completed
5	That, as per normal practice, the current consultation platform continued be reviewed regularly to determine if alternative	We will undertake a full options appraisal of all available platforms when current rolling contract with Objective (our consultation platform	Options appraisal of all available platforms.	Consultation Team with support from Procurement	Dec/Jan 2022

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	consultation platforms are available to SBC.	providers) ends in March 2022.		Team.	
6	That links to current consultations be embedded into the start-up screens of public computers in libraries across the Borough.	Links to be included into consultation planning activity for all high profile consultations – this is on track and will be included from May/June 2021 as public building re-open following restrictions.	Incorporated into future consultation planning.	Consultation Team with support from ICT.	May/June 2021
7	That the Residents' Panel be used more effectively as a means of engagement outside of formal consultations and we provide regular feedback to the panel.	<p>We will utilise the Viewpoint Panel for continued, high-quality engagement – this is in addition to the regular Viewpoint Panel activity.</p> <p>For example, in March 2021 members provided feedback on proposed changes to the COVID-19 Data Dashboard. A 'rapid-response' digital survey was sent to members to contribute views on a specific issue rather than a full consultation approach. This allowed a quick turnaround and results helped to inform what information is communicated to residents.</p> <p>A quarterly newsletter will be shared from June 2021 to inform future activity and provide feedback to the panel – this activity is on track.</p>	Improved responses and engagement with the Residents' Panel.	Consultation Team.	Ongoing

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*Activities carried out in relation to recommendations are subject to Covid 19 guidelines and restrictions.