

Appendix A



Rochford District
Council

OVERVIEW & COMMITTEE – SCOPING FORM FOR review and consideration as to how best to engage with

Date: 02:01:24

Review Title: Public Consultation & Engagement Strategy

Terms of Reference:

Include everything that is within scope and is going to be looked at during review

The Council like many others make important decisions that often affect services or the future direction of the 'Place' of the District of Rochford. As such the Council consults stakeholders on some of the proposed changes or on issues that may arise.

Meaningful consultation enables meaningful decisions to be made on information gathered through engagement. It is therefore important that meaningful engagement is carried out. The Council therefore need consultation that reaches its target audience and gives stakeholders the opportunity to respond.

Consultation for consultation sake is counterproductive, timely and costly. It is therefore important that the authority has a consistent approach that assists officers to undertake meaningful consultation and considers all aspects from form design, language, to stakeholder groups.

This review has therefore asked officers to consider and review

- the methods to engage with stakeholders
- How the Council identify the key stakeholder groups such as residents, community groups and the commercial sector
- How the Council will reach and / or identify those hard to contact/reach groups/seldom heard
- Identifying the best or appropriate methods to engage with stakeholders
- Language and tone to use when undertaking engagement
- Performance measures to identify if engagement methods have and are working
- Reporting, reviewing, and improvement processes tied in with the strategy
- Standardisation of documents including branding.

The Council has been working on a draft Consultation and Engagement Strategy which will become the focus of this piece of work, if approved.

The work will concentrate on reviewing the draft Consultation and Engagement Strategy in order that the strategy meets the needs of the authority in order to deliver consistent and meaningful consultation moving forward

The findings and any recommendations along with the Consultation and Engagement

Appendix A

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| <p>Strategy will be reported back to the Strategy, Finance and Policy Committee before final sign off by Full Council</p> |
| <p>Out of Scope:</p> <ul style="list-style-type: none"> • This is not necessarily to identify the consultations that will take place. • It will not identify the preferred method of consultation but suggest options for types of consultation dependent on audience • It will further inform the Consultation and Engagement Strategy so that officers undertaking engagement will have a process, procedure and set of guidance to adhere to which will enable the best possible and meaningful consultation is carried out. |
| <p>Brief outline of how review will be conducted:</p> <p><i>This should be an overview of how review will be undertaken</i></p> <ul style="list-style-type: none"> • Review emerging Consultation and Engagement Strategy against the scope of this review • Identify Gaps from analysing the emerging strategy • Set up meeting with those who requested review, the Lead Communications Member and external groups such as RRAVS & Mega Centre to review emerging Consultation and Engagement Strategy with Officers • Create report on findings from the work and identify roadmap to complete and deliver a comprehensive 'Consultation and Engagement Strategy' |
| <p>Documents/information:</p> <p><i>Include any documents and/or information that will be needed to be used for the review</i></p> <p>Draft emerging Consultation and Engagement Strategy – to be reviewed Review results and outcomes of previous consultations Review other engagement strategies from other authorities</p> |
| <p>Witnesses:</p> <p><i>Include details of the people the committee wish to meet and the information they hope to gather from them.</i></p> <p>Review our emerging Consultation and Engagement Strategy with others .</p> |
| <p>Site visits:</p> <p><i>This should include details of where the committee wish to visit, why they wish to go there and at which point in the review they wish to go there.</i></p> <p>N/A</p> |
| <p>Consultation/research:</p> <p><i>Include details of who the committee wish to contact, why they wish to contact them and what they want to obtain from them.</i></p> <p>Compare Draft Consultation and Engagement Strategy to Best Practice</p> |

Appendix A

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| Examples of contact groups: 3 Chambers, Access Groups, other community groups such as Mega Centre? |
| Venues to be used for meetings/evidence gathering: |
| To be agreed - mixture of face to face and online meetings |
| Officer support and other resources: |
| Corporate Support to assist with organising workload Project Support to maintain traction Community Services, Communications, Housing, Licensing, other Council services to enable the development and gather information to inform this piece of work |
| Timescale/milestones: |
| <i>Include details of the start and finish time of the review and the significant milestones during the review</i> Overview & Scrutiny Cttee in March - agree scope of this work and add to the forward plan Officers to review Draft Consultation and Engagement Strategy against scope of this work and identify potential areas where further work is required by March Develop a Gap analysis from the above scoping work – March / April Meet with suggested Group to discuss engagement/consultation and the draft Consultation and Engagement Strategy April / May Report back to Strategy, Finance, and Policy Committee June / July Report to Full Council July / August / September Embed and Roll out across the Council Summer / Autumn 2024 |
| Reporting line for the Review: |
| Lead Member Chair of Overview and Scrutiny / Chair Strategy, Finance and Policy Committee Strategic Director Director Policy & Transformation Communications & Policy and Transformation Team |