



# **CONSULTATION STRATEGY**

**2007-2008**

## INDEX

<b>Number</b>	<b>Section</b>	<b>Page No.</b>
1	Introduction	1
2	Objectives of consultation	1
3	Who to consult	2
4	Consultation arrangements	2
5	Corporate Consultation	
	5.1 <i>Citizens' Panel</i>	3
	5.2 <i>Focus groups</i>	3
	5.3 <i>Businesses</i>	4
	5.4 <i>Budget / Council Tax Consultation</i>	4
	5.5 <i>Town / Parish Councils</i>	5
	5.6 <i>Complainants</i>	5
	5.7 <i>Council Committee Meetings</i>	6
	5.8 <i>Strategic Partners</i>	6
6	Hard to Reach Groups	
	6.1 <i>Older people</i>	7
	6.2 <i>Young people</i>	8
	6.3 <i>Ethnic minorities</i>	9
	6.4 <i>People with disabilities</i>	9
	6.5 <i>Migrant Workers</i>	9
	6.6 <i>People on low incomes</i>	10
7	Employee Research	
	7.1 <i>Customer Satisfaction Index (Internal)</i>	10
8	"Customer" Research	
	8.1 <i>Interaction with the Public</i>	11
	8.2 <i>Website Users / Staff Extranet</i>	11
	8.3 <i>Customer Satisfaction Index (External)</i>	12
9	Statutory Research	
	9.1 <i>Best Value User Satisfaction Survey</i>	12
10	"Other" Consultations	
	10.1 <i>Statement of Community Involvement</i>	13
	10.2 <i>Local Development Framework</i>	13
	10.3 <i>"Visions" for market towns</i>	13
	10.4 <i>Ethical Governance</i>	13
11	Other regular consultation undertaken by service areas	13
12	Dissemination of consultation results	14
13	Benchmarking consultation results /Working with Others	14
14	Standards	15

## APPENDICES

Appendix A      Corporate Consultation 2007/8

## **1. Introduction**

- 1.1 It is Stratford on Avon District Council's established practice to consult various groups about its policies, strategic direction, proposals and service provision, in order to help make better decisions about these. Although a specific requirement of Best Value, consultation is primarily an essential part of good management practice.
- 1.2 The importance placed on public consultation by the Council is reflected in the corporate strategy. It states, "We will continue to give residents a major voice and role in what we do". Indeed the results of public consultation will tell us whether our corporate strategy still addresses the issues that matter most in the District, and monitor the effectiveness of the strategy itself.
- 1.3 Also Aim 3 states "the Creation of Inclusive Communities" stresses the need to create communities across the District where everyone feels welcome, and confident that the Council will ask their views and act on them – especially the young, older people, Black and Minority Ethnic Groups, and those with disabilities.
- 1.4 This strategy establishes with whom the Council will consult and how this will be done. Service managers will be able to use this consultation to find views of their own service areas. In addition, they will also be responsible for carrying out specific work to find views about where they are best placed to do so, e.g. through surveys of service users. New consultation requirements evolve throughout the year and the various groups mentioned in the Strategy are likely to be consulted more often than is planned.

## **2. Objectives of consultation**

- 2.1 The Council carries out consultation to ensure that the decisions made are the right ones for the community. Putting local people at the heart of the decision making process is key, with elected Members and the Council taking the views of consultees fully into account in their decisions.
- 2.2 The Council's consultation has a clear purpose with agreed outcomes. The Council adheres to the following objectives in undertaking research: -
  - Helping the Council to plan services better to give the service the public want;
  - Enabling the Council to prioritise services and make better use of resources;
  - Alerting the Council to problems more quickly so that it can put things right;
  - Using different techniques to make consultation as effective as possible;
  - Encouraging local people to participate in consultation to help influence the delivery of services;
  - Taking account of the public's views in the decisions it makes; and,
  - Improving existing ways of involving communities, especially hard to reach groups.

### **3. Who to consult**

- 3.1 It is important to get the full involvement of all elements of the community in the consultation process.
- **Residents** (Best Value legislation requires us to consult with those liable to pay council tax)
  - **Local businesses, community and voluntary organisations** (liable to pay non-domestic rates)
  - **Service users** (those who use or are likely to use services provided by the authority)
  - **Visitors** (those who visit the District, and use Council services)
  - **Other interested groups** (persons appearing to the authority to have an interest in any area within which the authority carries out functions, e.g. contractors, Parish Councils, strategic partners)
- 3.2 In addition, the Council will target consultation, when necessary, with the following special groups:
- Older people;
  - Young people;
  - Those from the ethnic minorities;
  - People with disabilities; and
  - People on low incomes

### **4. Consultation arrangements**

- 4.1 It is the responsibility of Heads of Service to ensure the views of residents and groups are obtained, in order to enable them to manage and develop their services. Heads of Service are also responsible for ensuring their Portfolio Holders are kept informed of consultations concerning their services, while Portfolio Holders are responsible for monitoring any actions taken. A major source of this information is the consultation carried out corporately described in sections 5 and 6 of this strategy.
- 4.2 All consultation carried out by the authority should adhere to the Market Research Society Code of Conduct. To this end, any consultation methodology and material should be authorised by a member of the Market Research Society. The contact is Simon Purfield (extension 2118) in Change & Performance, who is available as a corporate resource to discuss your needs. This has helped services in improving the efficiency, effectiveness, and quality of their consultation and its use, e.g. the Housing suite of Quality of Service Surveys.
- 4.2 Results from all consultation carried out will be disseminated widely across the authority upon completion. In addition, headline results will be reported to Members and made available on the SDC website. More reporting on outcomes from research undertaken will be disseminated widely to the public, i.e. in "Your Review".
- 4.3 From April 2007, Stratford District Council will continue with its service level agreement with Warwick District Council in respect of corporate consultation. For this, Stratford District Council undertakes up to four Citizens' Panels per annum, up to eight focus groups and a staff survey. This provides additional skills and capacity to the authority. The savings generated will be re-invested into new pieces of research to support areas such as the development of the market town visions and

'mystery' shopping. Work with Rugby Borough Council will continue, especially the development of their Citizens' Panel.

- 4.4 Through contacts in the market research industry, and larger contracts in partnership with other authorities, we are securing economies of scale and better quality data, as it is verified to Market Research Society standards.

## **5. Corporate Consultation**

### **5.1 Citizens' Panel**

- 5.1.1 The Citizens' Panel is the main tool used to consult Council taxpayers in Stratford District.

*Who*

- 5.1.2 Ideally, the Panel has 1,200 residents, broadly representative of the District, who have agreed to participate in the Panel. Perceptions of the Council as a whole are researched using the Citizens' Panel. The Panel will again be replenished during 2007/08, by targeting groups under represented within the sample.

*How*

- 5.1.3 The Panel is consulted by a series of postal questionnaires. Addresses of Panel members are kept on a database. Topics covered refer directly to individual service areas, Council objectives, and priorities. During 2007/8, we will revisit questions from previous Panel surveys to look for trends. The results of this consultation are fed back to service managers and are made available to Members.

*Frequency*

- 5.1.4 The Panel is consulted twice a year (sometimes three if the need arises). Participants have three weeks to complete the questionnaire.

*When*

- 5.1.5 The Panel will be consulted in July 2007 and November 2007.

### **5.2 Focus Groups**

- 5.2.1 The Groups give the opportunity for residents to raise concerns and give the Council their views and an opinion on issues that affect their local area.

*Who*

- 5.2.2 The Groups are an offshoot of the Citizens' Panel – a self-selecting sample of local residents. There are a number of people on the Panel who have expressed an interest in participating in focus groups.

*How*

- 5.2.3 Focus groups take place where a panel of 8-12 people discusses a variety of issues. They are based around the four area committee groupings of Arden (Alcester), Stour (Shipston), Avon (Stratford), and Dassett (Southam). In order to reach rural

communities more effectively, new locations will be used to give opportunities for more people to get involved in the consultation process. This will include Studley and Wellesbourne. The Council sets the agenda, with local people adding items of interest pertinent to them. Questions on specific services can be piloted for larger scale postal surveys.

*Frequency*

- 5.2.4 There will be a maximum of two focus groups for each area per year.

*When*

- 5.2.5 Focus groups will occur on an ad hoc basis as and when they are required. In 2007/08 to date, two focus groups will help develop the waste management in the Council in May / June 2007 and two focus groups will be used to develop the Corporate Strategy in late summer / early autumn.

**5.3 *Businesses***

- 5.3.1 Businesses will be consulted through targeted consultation.

*Who*

- 5.3.2 National non-domestic ratepayers and related business organisations in Stratford District.

*How*

- 5.3.3 To consult with businesses through either questionnaires, targeted meetings and the website.

*Frequency*

- 5.3.4 The research will be carried out on an ad-hoc basis as and when issues of the day or when the corporate strategy requires consultation with businesses.

*When*

- 5.3.5 On an ad-hoc basis.

**5.4 *Budget / Council Tax Consultation***

- 5.4.1 Involving residents in helping to prioritise spending by the Council is seen as very important by members. SDC uses a mixture of techniques in order to achieve this.

*Who*

- 5.4.2 Council tax payers of SDC.

*How*

- 5.4.3 A postal survey of residents is used. A random sample of 2,000 from the edited electoral role will be undertaken, with an expected response of 600 returns.

- 5.4.4 The website will include the questionnaire, so all residents will have a chance to have their say.
- 5.4.5 Two focus groups across the District will take place at venues to be decided nearer the time.
- 5.4.6 Views will be sought from individuals across the District who have previously expressed an interest in this process.

*Frequency and When*

- 5.4.7 The postal survey will take place in December 2007 and at the same time; the questionnaire will be available on the website. The focus groups on the budget itself will take place in January 2008.

**5.5 Town / Parish Councils**

- 5.5.1 Town / Parish Council liaison is an important process for SDC. Member Services organises this element of consultation.

*Who*

- 5.5.2 Town / Parish clerks and chairpersons from all Town / Parish Councils within the District.

*How*

- 5.5.3 By open meetings usually held at Elizabeth House, Stratford. Clerks raise issues from their Councils, which provides useful feedback for SDC. SDC use it as a two-way consultation process giving the opportunity to discuss things of mutual interest and to inform Councils of issues they need to know.

- 5.5.4 A questionnaire to all Town / Parish Councils will be sent in order to obtain feedback to help inform the State of the District report.

*Frequency*

- 5.5.5 Twice a year for the open meetings and bi-annually for the questionnaire.

*When*

- 5.5.6 Open meetings in June 2007 and November 2007, with a postal survey in February 2008.

**5.6 Complainants**

- 5.6.1 Corporate complaints are dealt with by a formal staged system whereby the complaint goes to the relevant Head of Service who makes a response. If the complainant is still not satisfied, the complaint goes to the relevant Strategic Director. After this stage, if they are still unhappy, it is referred to the Chief Executive.

- 5.6.2 The Ombudsman writes to complainants to see how satisfied they were with the service received.

- 5.6.3 All services treat any complaint very seriously. They have a variety of different methods when dealing with complaints about their areas of work. Examples of how complaints are handled follows.
- 5.6.4 Housing and Environment – Managers receive the complaint and they are dealt with how they see fit.
- 5.6.5 Planning – Complaints go to the Head of Service and then on to the appropriate officer for comment. It is returned to the Head of Service who issues a response. The Strategic Director deals with any further complaint on the same issue.
- 5.6.6 Benefits / Revenues – The complaint is given to the relevant manager, who decides whether it is a justified complaint or not. Financial compensation is then given or the complaint can go as far as the Chief Executive.
- 5.6.7 Waste – Details of a complaint are entered on to a database, which is then emailed to the contractor for them to rectify.
- 5.6.8 Parking – All complaints go to the Parking Services Manager who deals with them as they see fit.
- 5.6.9 Leisure – Verbal complaints are dealt with on-site, with written comments dealt with by the Pool User Forum.

#### **5.7 Council Committee Meetings**

- 5.7.1 Residents can have their say in the opening agenda item at the Area Community Committee meetings.

#### **5.8 Strategic Partners**

- 5.8.1 It is important to obtain the views of the organisations with whom SDC have close working relationships.

*Who*

- 5.8.2 These include statutory agencies, other Councils and voluntary organisations.

*How*

- 5.8.3 Questionnaire to the main contact within each organisation. Questions from a recent Audit Commission survey of stakeholders will be used as the basis for the questionnaire. A Partnership event will also be held annually.

*Frequency and When*

- 5.8.4 Questionnaire done annually in February 2008 and the Partnership Event at Stratford Racecourse in June 2007.

## **6. Hard to Reach Groups**

6.0 The methods described thus far will enable Stratford District Council to obtain representative views across the District, but they are not as effective in consulting with the hard to reach groups. In this District, they are older people; young people; ethnic minorities; and people with disabilities. Therefore, it is important to separate appropriate methods to speak to these groups. These have been established on a corporate basis, but can be accessed by service managers in the normal way.

### **6.1 Older People**

6.1.1 This important group in the District is consulted via the Senior Citizens' Action Network (SCAN).

*Who*

6.1.2 Defined, as people over 50, but in practice are people of retirement age.

*How*

6.1.3 Through the SCAN, which Stratford District Council supports. The network is inspired by the Government's Better Government for Older People policy. This initiative run by older people for older people, aims to improve services and policies for older people by working with them. The SCAN network enables older people to have their say.

6.1.4 Although these groups are supported and organised by the District Council, we are helped by other agencies, such as the Council for Voluntary Services and Warwickshire County Council.

6.1.5 Members welcome the chance to have their say in the meetings that are seen as informal group discussions. For example, in the last twelve months, SCAN groups have been consulted on subjects such as Care and Repair, nuisance neighbours and home safety. Each year every group will have the opportunity to discuss issues of interest with the Chief Executive and relevant Portfolio Holder.

6.1.6 There are six such forums – Alcester, Bidford-on-Avon, Henley-in-Arden, Shipston-on-Stour, Southam, and Stratford-upon-Avon.

6.1.7 A questionnaire to all SCAN members on subjects prevalent at the time. One is planned on the use of the "out of hours" GP service.

*Frequency*

6.1.8 Typically, each group meets once every two months. The questionnaire would be done on an ad hoc basis.

*When*

6.1.9 When one of the numerous SCAN meetings is arranged, for any service or strategic need, we can ask for views on a particular topic at these meetings. The questionnaire would be mailed out as and when required. The "Out of Hours" GP Service questionnaire is to be mailed out in September 2007.

## **6.2 Young People**

6.2.1 Consultation can be arranged through the Policy Officer, statutory agencies, and voluntary groups. This element of consultation is part of our commitment to give young people a voice on the services that affect them too. We aim to give young people a genuine and stronger voice in the decision-making process in line with our stated Youth Policy.

### *Who*

6.2.2 Young people aged 25 or under.

### *How*

6.2.3 The Council has developed a District-wide Youth Forum, and within each of the Community Committee areas. These provide an opportunity for qualitative information.

6.2.4 A quantitative questionnaire can be arranged. SDC is hoping to develop a Young People's Panel consisting of young people aged between 12 and 16 years of age. Access to these young people will be via the schools.

6.2.5 The Warwickshire County Council's Youth and Community Service, who operate local youth forums and the County Youth Panel. In addition, the Education Department has a number of schools operate School Councils.

6.2.6 We affiliate to the Warwickshire Community Voluntary Youth Service which co-ordinates the Voluntary Youth Sector Liaison. This organisation provides access to this sector.

6.2.7 Ad-hoc consultation on specific issues of interest can be organised through schools, given sufficient notice.

6.2.8 The County Participation Forum meets quarterly to organise consultation across the county for young people.

### *Frequency*

6.2.9 Information should be obtainable most months, depending on the meeting timetable.

6.2.10 The main quantitative survey will be every two years based on the National Best Value Satisfaction Survey. A special survey can be arranged subject to need and sufficient notice. The Young People's Panel would consist of two questionnaires a year.

### *When*

6.2.11 Qualitative research can be undertaken most months at the District wide Youth Council or addressing the Area Community Committee Forums.

6.2.12 Quantitative research (via the Young People's Panel) or through local schools will only be undertaken in 2007/8 by request. The questionnaire mirroring the National Best Value Satisfaction Survey is due in September 2007.

### **6.3 Ethnic Minorities**

- 6.3.1 There are a low percentage of ethnic minority residents in Stratford District (1.3% at the 2001 Census). As there are no significant ethnic minority groups in the District, effective consultation has been difficult to achieve.
- 6.3.2 The Warwickshire Race Equality Partnership is undertaking various pieces of consultation with local black and minority ethnic groups. Focus groups are being established from "pockets" of ethnic minority groups. They will have groups for subjects surrounding the development of the Corporate Strategy and the Race Equality Scheme.
- 6.3.3 Other consultation methods used will include questions in the Citizens' Panel on equality issues.
- 6.3.4 With this area of consultation ad-hoc, a formal timetable is not in place.

### **6.4 People with Disabilities**

*Who*

- 6.4.1 People with disabilities and organisations representing those people.

*How*

- 6.4.2 Another way of consulting will be to survey those people of disabilities who access SDC's services, such as concessionary travel. Consultation in the future will use mailing lists provided by the South Warwickshire Housing Association.

### **6.5 Migrant Workers**

*Who*

- 6.5.1 The increasing number of migrant workers, as well as asylum seekers and refugees.

*How*

- 6.5.2 The County Council and SDC commissioned research in order to better understand the numbers of migrant workers in the District and their needs, the effect on demand on public sector agencies, identify issues arising as a result of the increase in numbers, and identify the experiences and aspirations in terms of the public sector of migrant workers. It will also help identify how we will communicate and consult with these groups in the future.

- 6.5.3 A mixture of desk research, depth interviews and focus groups.

*Frequency*

- 6.5.4 A one-off study that will lead to more specific consultation in the future.

*When*

- 6.5.5 Spring 2007.

## **6.6 People on low incomes**

6.6.1 In 2002 and 2003, surveys of people on low incomes took place on topics such as employment and training, and provision for young people / school children. It is important to regularly consult with this group. In early 2006, a specific survey of older people on means tested benefit in the Stour area was undertaken.

*Who*

6.6.2 The 13% of households who are on means tested benefit in the District.

*How*

6.6.3 A postal survey that disguises the fact it was sent to those on means tested benefit. No group discussion would take place to avoid the stigma of being with others on means tested benefit. We also use the information from the Citizens' Panel, to identify those on lower incomes.

*Frequency*

6.6.4 Annually, but other surveys will be carried out if the need arises.

*When*

6.6.5 When required.

## **7. Employee Research**

7.0 Employee research is continuous. Although the main staff survey occurs every eighteen months to two years, this is supplemented by ad-hoc surveys undertaken when the need arises. In previous years staff have been consulted on office accommodation, pay and rewards and stress at work. The next major staff survey is planned for the summer of 2008.

### **7.1 Customer Satisfaction Index (Internal)**

7.1.1 The Council uses a Customer Satisfaction Index to measure public satisfaction with the services provided by the Council. The results are fed back to all service managers and are made available to members. For internal purposes, the same technique is used, with the change being employees rating the support services they use in their role at the Council.

*Who*

7.1.2 All employees of Stratford District Council rating support services.

*How*

7.1.3 A group will be used to ensure the questions reflect those wished for by the staff. Managers will be able to add service specific questions. This is followed by a questionnaire to all staff asking them to rate importance of various aspects of a service and the satisfaction n with the service received.

*Frequency*

- 7.1.4 Each SDC support service to be judged in this way every two years.

*When*

- 7.1.5 The focus group will meet in September 2007, with the survey in October 2007.

**8. "Customer" Research**

**8.1 *Interaction with the Public***

- 8.1.1 In the past few years, the Council has undertaken a number of surveys monitoring the service received after telephoning, visiting and writing to the Council. This technique will be changed in 2007/08. "Mystery Shopping" is a research technique being investigated and will be added to the research programme during 2007-08 at some point. This will involve a series of "mystery shops" by email, visit, telephone and letter. This will provide the Council with an independent view of the way customers are treated. At the beginning of 2006, customer feedback cards were introduced at Elizabeth House whereby all visitors to the building were issued with one to complete. This will be extended to area offices during 2007/08.

*Who*

- 8.1.2 Members of the public visiting either Elizabeth House or the area offices.

*How*

- 8.1.3 Questionnaire handed to visitors to SDC buildings.

*Frequency*

- 8.1.4 Ongoing.

*When*

- 8.1.5 Ongoing with regular reporting during the year.

**8.2 *Website Users / Staff Extranet***

- 8.2.1 With the ongoing development of the Council website, regular evaluation is necessary.

*Who*

- 8.2.2 Internet users who access the Stratford District Council website and staff who access the Extranet.

*How*

- 8.2.3 On-line survey to obtain views about the design and content of the website. Feedback will also be sought from those who access the info@ part of the website. Also, staff will be asked to comment on the Extranet via a feedback form.

*Frequency*

- 8.2.4 The on-line survey would take place on an annual basis. A permanent feature of the website is an area where users can comment on the website's design and content.

*When*

- 8.2.5 The on-line survey will happen in 2007.

**8.3 Customer Satisfaction Index (External)**

- 8.3.1 The Council uses a Customer Satisfaction Index to measure public satisfaction with the services provided by the Council. This is the main technique used to monitor service satisfaction. The results are fed back to all service managers and are made available to members. The next survey is due in May 2008.

**9. Statutory Research**

**9.1 Best Value User Satisfaction Survey**

- 9.1.1 The Government requires the authority to carry out a Best Value User Satisfaction Survey every three years. The Audit Commission defines the methodology and questions, and separate surveys are carried out covering.

- General Survey – areas covered include overall satisfaction with the Council, cleanliness, waste collection, and sports/leisure facilities.
- Planning Applicants – satisfaction with the planning service by those making a planning application.
- Benefits Service – satisfaction with the benefits service.

- 9.1.2 These surveys are under review and will not continue in their present form. A new survey is likely to come into effect in the autumn of 2008 – we are awaiting confirmation of this from Communities and Local Government. This is likely to concentrate on public services in general and "place-shaping". Once we know the content of this survey then dependent on this, we will undertake a survey in March 2008 concentrating on satisfaction with our services, information provision etc.

## **10. "Other" Consultations**

### **10.1 *Statement of Community Involvement***

10.1.1 The Planning and Compulsory Purchase Act 2004 requires local planning authorities to prepare a Statement of Community Involvement (SCI) that sets out how the local authority will involve interested parties in preparing and revising Local Development Documents (LDDs) and for consulting on all planning applications. The SCI describes the consultation approaches that the District Council will employ, who it will consult and provides part of the assessment criteria for approval of each Local Development Document by the Secretary of State. The SCI is the first document that the District Council has undertaken to produce as part of the Local Development Framework (LDF). The Council established the SCI in April 2006. This will be reviewed every year.

10.1.2 Practically, this will give SDC an enhanced degree of community involvement and participation in planning documents. There will be more linkage with community plans and strategies, village appraisals, parish plans etc. Methodologies to be used include surveys via the website, usage of current corporate consultation methodologies, questionnaires, etc.

### **10.2 *Local Development Framework (Core Strategy)***

10.2.1 Extensive consultation is taking place on the "spatial expression of the Community Plan", with residents, interested parties, agents, and developers. Questionnaires will be sent to a random sample of the population, with it also available on the SDC website, and an extensive series of manned exhibitions will take place at locations across the District.

### **10.3 *"Visions" for market towns***

10.3.1 Consultation will continue on the development of the market towns visions.

### **10.4 *Ethical Governance Survey***

10.4.1 An annual survey of members on the issues around ethical governance will take place in the winter of 2007/8. The survey is undertaken by the Audit Commission.

## **11. Other regular consultation undertaken by service areas**

11.1 Service areas carry out a number of consultation exercises throughout the year. The regular monitoring of customer satisfaction will be in place during 2007/08.

11.2 Service areas will also utilise corporate consultation exercises, i.e. questions in the Citizens' Panel, and subjects included at focus groups. Services also consult with their contractors for their input.

## **12. Dissemination of consultation results**

- 12.1 To communicate results of surveys etc to staff, members and the public, the following methods will be used in 2007/8.
- Stratford District Council Website
  - Six-monthly Strategic Directors Management Team Paper
  - E-mails to Heads of Service and above, plus key contacts relevant to the areas researched
  - To the relevant portfolio holder(s) directly
  - Information Sheet
  - Warwickshire Consultation Database, accessed via the County Council website
  - Extranet Library
  - Press Releases
  - Standing item for consultation results included in the newsletter to residents "Your Review"
- 12.2 On a six-monthly basis, a report to Strategic Directors Management Team is produced, summarising the consultation undertaken both corporately and by services. This includes:
- The areas covered in the research
  - Date of research
  - The main findings
  - Evidence of action on findings on consultation undertaken six months previously
- 12.3 A report will also be taken to the Leader's Meeting every six months summarising the consultation undertaken both corporately and by services, and including the areas covered, the main findings and actions taken on them.

## **13. Benchmarking consultation results / Working with Others**

- 13.1 Surveys for benchmarking exercises through the Daventry Benchmarking Group take place when necessary.
- 13.2 Stratford District Council publishes results on the Warwickshire Consultation database (this includes comprehensive details of consultation carried out by other Warwickshire Councils and the Police).
- 13.3 Stratford District Council is represented by the Consultation Officer on the Warwickshire Joint Consultation Group. The Group's main objective is for authorities to ask similar questions on surveys at the same time for comparison purposes and to look for best practice in research. This also gives access to combine our work with other public sector organisations, particularly on the Warwickshire Local Area Agreement.
- 13.4 The Consultation Officer increasingly undertakes presentations on the work of the Council or shares consultation techniques used by SDC to other local authorities. In return, SDC receive shared research experiences, the identification of good practice and the comparison of results.
- 13.5 The Consultation Officer will continue to represent District Councils on a Communities and Local Government national working group. This is looking at a 'place-shaping' survey to replace the current Best Value User Satisfaction Survey.

#### **14. Standards**

- 14.1 For smaller surveys in which specific named people respond, they will be sent a thank you for participating, along with a copy of the results. For any specific issues they raise, these will be looked into and actioned where appropriate, informing the respondent of the action taken.

Stratford-on-Avon District Council

## APPENDIX A: CORPORATE CONSULTATION 2007/8

<b>TARGET GROUP</b>	<b>HOW</b>	<b>WHEN</b>	<b>HEADLINE RESULTS AVAILABLE</b>
<b>Residents</b>	<i>Citizens' Panel</i>	July 2007 November 2007	August 2007 December 2007
	<i>Focus Groups (8) based on areas (Arden, Avon, Dassett &amp; Stour)</i>	Ad-hoc	Not Applicable
	<i>Budget / Council Tax Setting Consultation – Residents Postal Survey Qualitative Element (Focus Groups)</i>	December 2007 to January 2008	January 2008
<b>Website Users</b>	<i>User focus groups (2)</i>	To be decided	Not applicable
	<i>On-line survey</i>		
<b>SDC Employees</b>	<i>Focus Group – Internal QoS</i>	September 2007	November 2007
	<i>Questionnaire</i>	October 2007	
<b>National Non Domestic Rate Payers</b>	<i>Questionnaire</i>	Ad-hoc	Ad-hoc
<b>Parish / Town Councils</b>	<i>Open Meetings (2)</i>	June 2007 November 2007	July 2007 December 2007
	<i>Questionnaire</i>	February 2008	March 2008
<b>Strategic Partners</b>	<i>Forum</i>	June 2007	June 2007
	<i>Questionnaire</i>	February 2008	March 2008
<b>Older People</b>	<i>Questionnaire</i>	Ad-hoc	Not applicable
	<i>Forums</i>	SCAN meetings at 6 locations (Alcester, Bidford, Henley, Shipston, Southam & Stratford)	Not applicable

<b>TARGET GROUP</b>	<b>HOW</b>	<b>WHEN</b>	<b>HEADLINE RESULTS AVAILABLE</b>
<b>Young People</b>	<i>Ad-hoc research - qualitative</i>	Via SDC District-wide Forum, County Council Youth & Community Service and Education Dept, Warks Community Voluntary Youth Service (Ad-hoc)	Not applicable
	<i>Young Person's Panel - Questionnaire</i>	Ad-hoc	Ad-hoc
	<i>Best Value National Satisfaction Survey (Young Persons Version)</i>	September 2007	October 2007
<b>Ethnic Minorities</b>	<i>Being developed with the Warwickshire Equality Partnership</i>	Not applicable	Not applicable
<b>People with Disabilities</b>	<i>Being developed</i>	Not applicable	Not applicable
<b>Migrant Workers</b>	<i>One-off Study</i>	Spring 2007	June 2007
<b>People on Low Income</b>	<i>Postal Survey</i>	Ad-hoc	Ad-hoc

In addition to the above, the Consultation Unit will continue to undertake the corporate consultation on behalf of Warwick District Council under a service level agreement and ad-hoc projects for Rugby Borough Council.