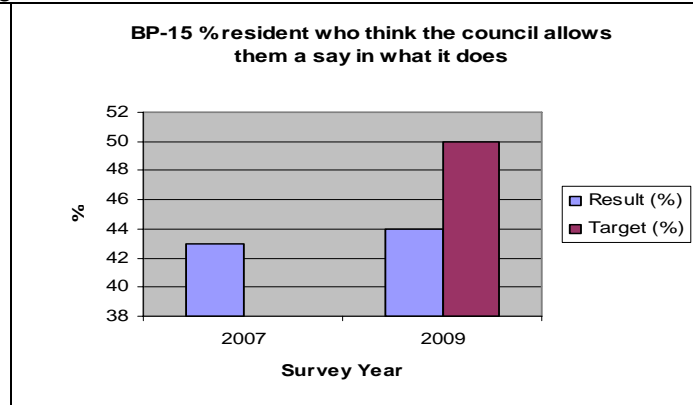
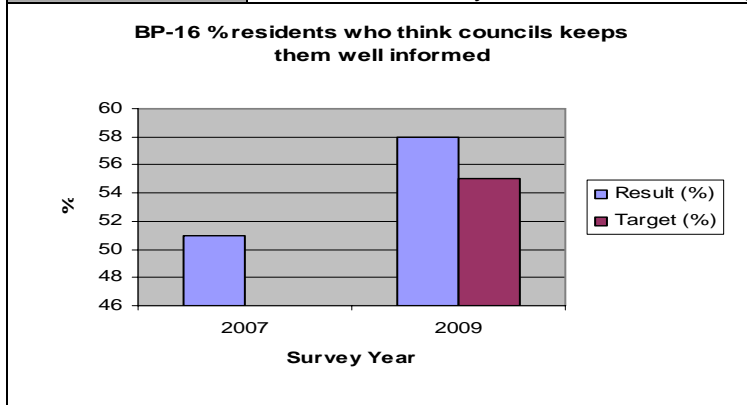


Improvement Priority – IO-3a/b Increase involvement, engagement and participation of all communities especially hard to reach groups; and build trust with local communities to encourage greater engagement

Accountable Officer – Kathy Kudelnitzky



Why is this a priority
Evidence from national studies and local research (Residents Survey) tells us that residents that feel they are informed about what the council does and feel able to influence local services delivery, are more likely to feel the council provides value for money and in turn be satisfied with the council. Equally, in the current economic situation, the council needs to be confident that it is allocating resources to the best effect for residents. To do this the council needs to understand residents' evolving needs, and be able to effectively communicate changes to services.



Overall progress to date and outcomes achieved 1st April – 30th September

Overall Summary

The council continues to carry out a great deal of consultation and engagement work aimed at increasing the involvement of local people in decision making. The combined results of these consultations inform the way in which we plan and deliver services and provide a strong source of strategic intelligence. The increased use of the Talking Point system has assisted in providing an overall picture of the level of consultation activity taking place. However, we recognise the need for further work to improve strategic co-ordination of our involvement, consultation and engagement activities and to make this more effective across the council and the partnership. This is an area of activity identified as needing more attention within the CAA. Similarly, further work is needed to adequately capture, understand and analyse the involvement, engagement and participation activities taking place within localities. We have a number of activities in place or planned but this is at an early stage hence the amber rating. Initial results of the 2009 residents survey are being analysed and improvement is not consistent as the results above show - further work is underway through the resident's survey board to better understand what are the drivers of public opinion and how these translate into differences in satisfaction across the city.

Achievements since the last report

- Options for better consultation management/expertise arrangements being considered
- Establishment of the Leeds Initiative Harmonious Communities Partnership and related Equality Hubs and Assembly going forward this will provide further opportunities for increasing engagement, involvement and participation of groups whose voices are seldom heard.
- Two meetings of Leeds Initiative AnswerTime and one meeting of the LI Assembly were held and through this some 150 organisations gave their views from across the public, business, academic and third sectors.
- Research designed to better understand effectiveness of consultation and communication activities
- Residents Survey 2009 delivered, initial reporting will form basis for wider process of combining results with other existing data sources, e.g. other surveys, Neighbourhood Index, MOSAIC data. For the first time this has delivered relatively robust reporting to Area Committee level for use in Area Delivery Plans.
- Research to assess presentation of service information via A to Z of Services leaflet and Council tax pack
- Establishment of a research officer group reporting into the Strategic Planning and Policy Board
- Continued use of press and media to communicate key messages to the public
- A new web strategy has been developed and the requirements of a new content management system to power the council's website in future have been drafted.

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- Initial results from the 2009 Residents Survey show that the majority of people use and trust the About Leeds newspaper and council website as their preferred – and most trusted – source of news about the authority.
- Initial meetings with partners through Leeds involvement Leads group, aiming to develop collaborative work on consultation and engagement

Challenges/Risks

- Not having a culture of early and effective planning of consultation
- Lack of available expert support for those staff tasked with consulting
- Lack of central coordination of activity
- Low level of giving feedback on consultations to participants
- Lack of access to analytical skills to interpret intelligence gained from a range of sources
- Lack of evaluation of consultation effectiveness
- Our ability to make good progress with our consultation/engagement and web development work.

<u>Council / Partnership Groups</u>	Residents Survey Board		
<u>Approved by</u> <i>(Accountable Officer)</i>	Kathy Kudelnitzky	<u>Date</u>	30 th October 2009
<u>Approved by</u> <i>(Accountable Director)</i>	James Rogers	<u>Date</u>	9/11/09

Improvement Priority – IO-3a/b Increase involvement, engagement and participation of all communities especially hard to reach groups; and build trust with local communities to encourage greater engagement

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Key actions for the next 6 months				
	Action (Desired Achievements)	Contributory Officer / Partner	Milestone / Actions	Timescale
1	Complete various research projects that look at residents' views on the way we engage (communicate and consult), and feed learning into revised/new guidance and/or training for relevant officers	Matt Lund	All should report by March 2010	Mar 2010
2	Agree new organisational arrangements for supporting the delivery of consultation activity	Matt Lund	Meeting to agree next steps	Nov 2009
3	Explore suitable approaches to rolling evaluation of our engagement work, to stay aware of what works and what doesn't for each community.	Matt Lund	Meeting to agree next steps	Nov 2009
4	Resident Survey to be followed by a second phase of investigative research and consultation with communities, insight to be shared with partners	Residents Survey Group (Steve Clough chair)	TBC, should be before end 09/10	March 2010
5	Complete an initial review of the About Leeds newspaper in order to inform the budget setting process.	Andy Carter Alex White		Oct 09

Performance Indicators										
Performance indicators aligned to the Improvement Priority										
Reference	Title	Owner	Frequency & Measure	Rise or Fall	Baseline	2008/09 Result	2009/10 Target	2009/10 Quarter 2	Current Predicted Full Year Result	Data Quality
BP-15	% people who are satisfied that they think the council allows residents a say in what it does	PP&I	Bi-annual %	Rise	43%	No survey	50%	44% (Final result)	No concerns	
BP-16	% people who think the council keeps them well informed about services and benefits it supplies	PP&I	Bi-annual %	Rise	51%	No survey	55%	58% (Final result)	No concerns	