

# **NORTHAMPTON BOROUGH COUNCIL**

## **PUBLIC ENGAGEMENT AND COMMUNICATIONS TASK AND FINISH GROUP**

### **REVIEW SCOPE**

**To have by July 2006 more than 50% of residents feeling we consult and involve them and to increase to 55% residents who are satisfied/very satisfied with us by April 2006**

#### **1 PURPOSE/OBJECTIVES OF THE REVIEW**

To be able to demonstrate that the Council consult and involve more residents and that the residents are satisfied with their levels of involvement.

#### **2 POTENTIAL OUTCOMES**

- Councillors have a true picture of the integrity customer satisfaction measurement (for example, true, honest, decent) and understand that it is measured in the right way.
- Clear recommendations about how effective consultation should happen.
- Scrutiny of consultation mechanisms to ensure all residents feel they are consulted and involved across all services to affect service improvement.
- The identification of the risks that may occur that would prevent the overall targets being achieved.
- A comprehensive consultation process/strategy that is fit for purpose for the Council.
- Evaluation of the Engagement Strategy.

#### **3 INFORMATION REQUIRED**

- How each service area is approaching the targets
- Who is taking responsibility for these targets across the Council
- What is the current percentage of residents who feel consulted and involved – and why do they feel consulted and involved
- Best practice within Northampton (other public bodies) and best practice external to Northampton
- What budget is allocated to achieve the targets
- How do Councillors in their role as Community Leaders help to achieve the targets
- What feedback mechanisms are in place when a resident contacts the Council or takes part in consultations

- How the Council measures the satisfaction of residents
- The current IT system's effectiveness to meet the Council's requirements.
- The use of text messaging as a means of engaging particularly young people, in the consultation mechanisms
- The methods used to conduct previous survey(s)/consultation.

#### **4 FORMAT OF INFORMATION**

##### Baseline Data

- Existing surveys
- Officer briefings/reports/presentations
- Residents 'Mystery Shopping' exercises
- Past examples of public engagement (good and bad)
- Interviews
- Marketing/public relations expert
- Specialists in public opinion surveying  
Newspaper reporter/editor

#### **5 METHODS USED**

- Interviews of key front line staff
- Focus Groups
- Random sample of residents
- Visit/talks from other organisations
- Desk top research/ web based
- Questionnaires
- Examples of best practice

#### **6 CO-OPTION TO THE TASK AND FINISH GROUP**

##### **Suggestions:**

- Residents
- Other Councillors

#### **7 TIMETABLE**

November to March 2006

#### **8 RESPONSIBLE OFFICERS**

Lead Officer	Thomas Hall
Co-Ordinator	Tracy Tiff

#### **9 RESOURCES AND BUDGET**

Communications Officer, one day a week, until the end of the Review

#### **10 FINAL REPORT**

Completed by March 2006. Presented by the Chair of the Task and Finish Group to the Overview and Scrutiny Committee and then to Cabinet.

On the basis of the recommendations being accepted, we will baseline the data previous to the findings compared to the data after the implementation of the recommendations.

## **11 MONITORING PROCESS**

Key milestones identified under review

Review dates established and evidence required

Review the impact of the report after six months (September 2006)