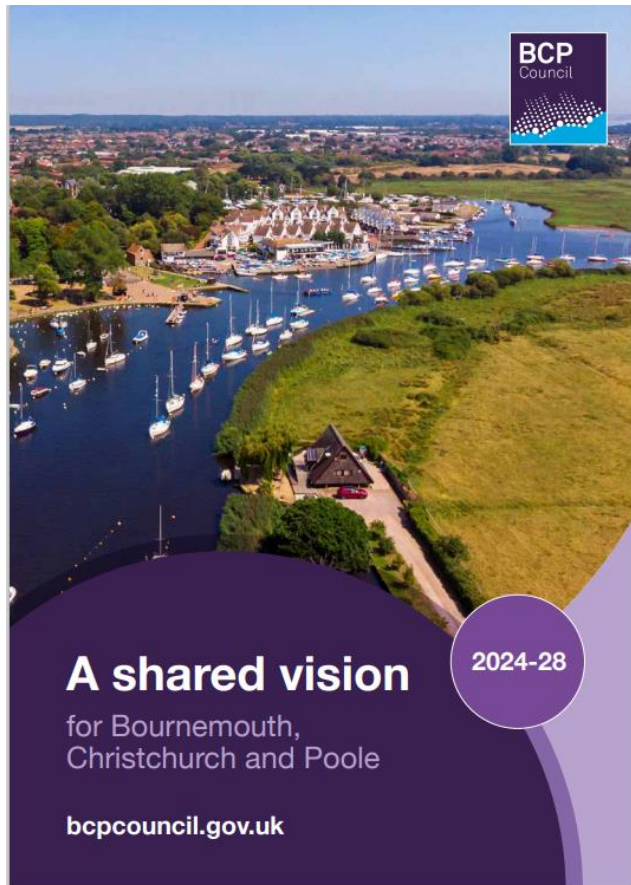


Consultation Overview and Scrutiny Board Monday 18 November 2024

A shared vision for Bournemouth, Christchurch and Poole



Ambition: Local communities shape the services that matter to them

Use engagement, **consultation**, co-production and lived experience to help inform the decisions we make.

Start of the consultation process

Gunning Principle 1 and 2



That consultation must be at a time when proposals are still at a **formative stage**.



That the proposer must give sufficient reasons for a proposal to **permit of intelligent consideration and response**.

Promotion of consultation

Press
release

Social media

Sponsored
social media

E newsletter

Engagement
newsletter

Stakeholder
register

Libraries

Schools

Councillors

BCP Council
Staff

In person
roadshows

Drop in
events

Letter/leaflet
drop

Posters /
banners

Considering anonymity in consultation

Anonymised consultations

- No barriers / logins to take part
- Respondents are more likely to express their views freely
- If respondents feel strongly about a particular topic could submit more than one response

Log in or verified consultations

- We could ask people to sign in to respond to a consultation with an email address
- We could set certain questions (e.g. as must answer)
- This could be seen as a barrier
- Takes anonymity away
- Still could get multiple responses this way
- People only have to register once, shorter surveys in the future
- Could use email to update post consultation if opted in.

Length of consultation period

Gunning principle 3:



That **adequate time** must
be given for consideration
and response

Results are considered

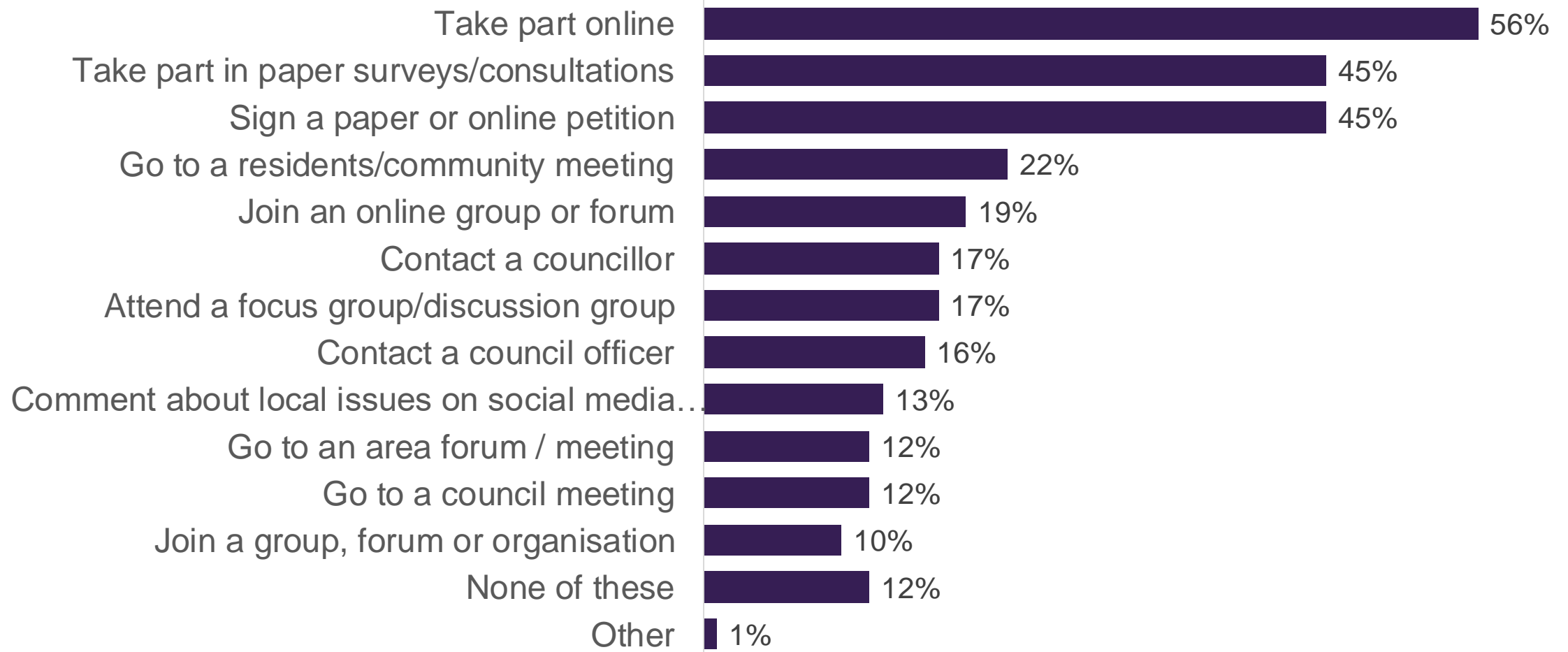
Gunning Principle 4:



That the product of consultation must be **conscientiously taken into account** in finalising any proposals

- Not a vote or a referendum
- Used alongside other information e.g. financial, performance, research, equality, sustainability

How residents want to get involved



What would encourage you to take part?

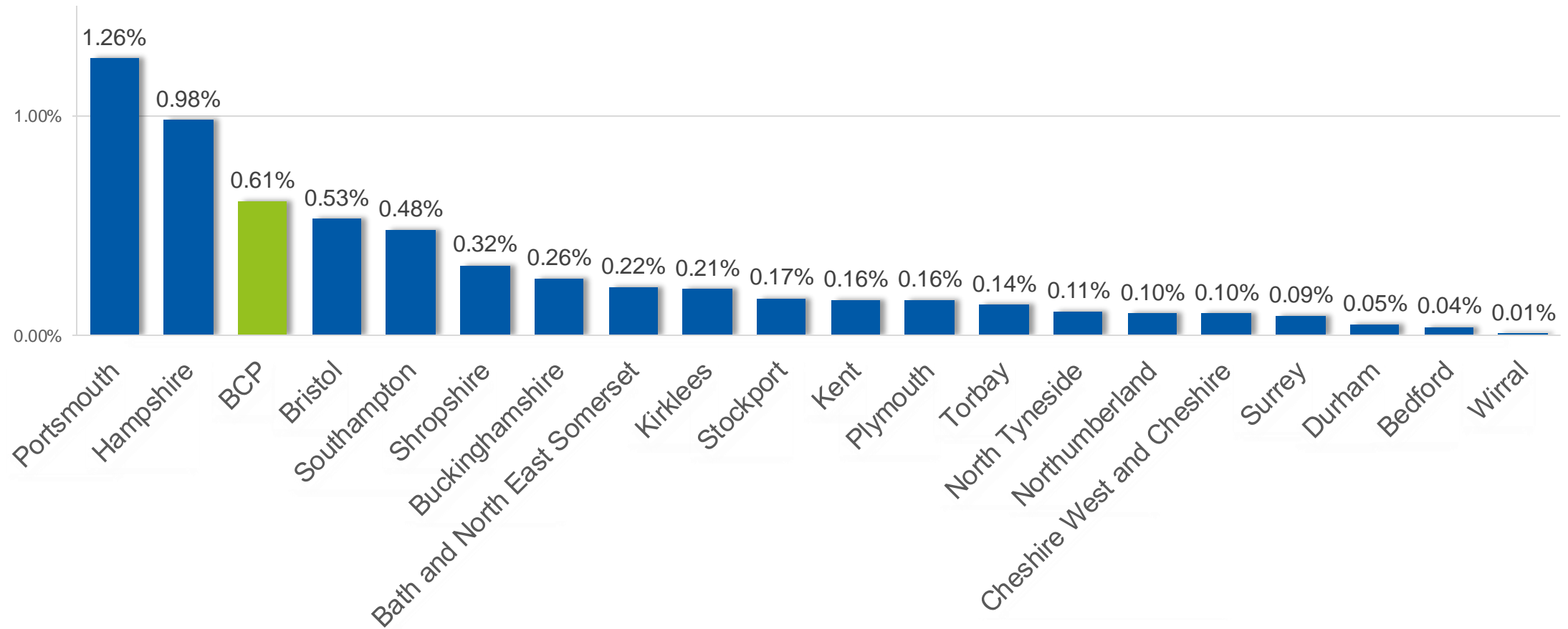
- If I knew what issues were being considered (73%)
- If the council got in touch with me and asked me (45%)
- If I get feedback on how consultations have influenced decisions (44%)



Learning from other authorities

- Transport for London
- Surrey County Council
- Engagement network events and seminars

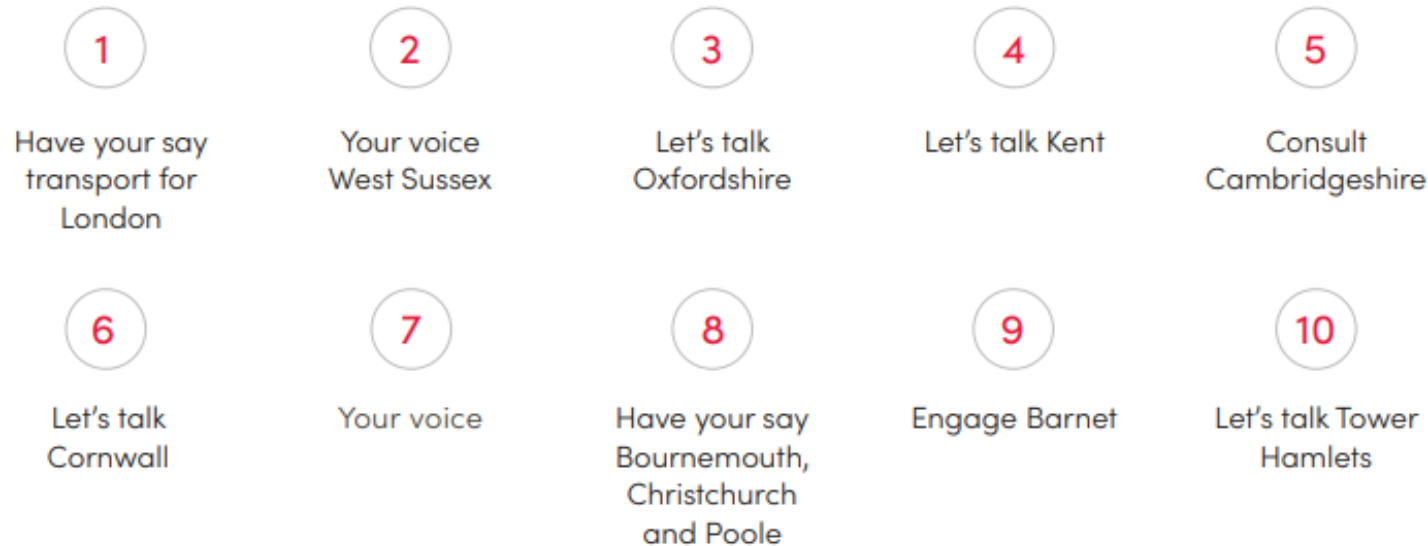
Response rates – Budget consultation



Engagement comparison to other organisations

Metric 4: top 10 performing websites

The following public sector websites saw the most visitors in 2022.



Improvements for the future

- Establish a residents panel
- Update the framework for consultation
- New contract for digital engagement platform
- Improved stakeholder mapping
- More feedback from consultations
- Better evaluation of each consultation promotion, methods and response rate and shape.