

Community Engagement Framework 2014 - 2017

A Guide to Consultation

Scottish Borders Community Planning Partnership

August 2014

Introduction

Consultation is just one method of engagement but a very valuable and worthwhile one which is covered in more detail here.

It is important that all consultations are as visible as possible and making them accessible through a variety of organisations can help to increase the number of responses.

Consultations should only be undertaken when there are opportunities for the community to influence the subject outcome e.g. shape policy/service development or change.

Definition

The Scottish Government has adopted the following definition of consultation:

“Consultation is a time limited exercise when we provide specific opportunities for all those who wish to express their opinions on a proposed area of our work (such as identifying issues, developing or changing policies, testing proposals or evaluation provision) to do so in ways which will inform and enhance that work.”

Scottish Borders Community Planning Partnership’s Key Principles for Community Engagement

The agreed Key Principles should be used when undertaking all forms of community engagement including consultation. These are:

- Clarity of purpose
- Influence
- Resources
- Training
- Accessibility
- Allow time
- Communication
- Co-ordination
- Review
- Equalities
- Data protection

More information about the Key Principles is available in Scottish Borders Community Planning Partnership’s Community Engagement Framework.

The Consultation Plan

As with the Engagement Plan there are several common steps but they should not be ignored. Careful planning will help to clearly identify the purpose of the consultation and the methods you will use. It may be useful to refer to VOICE throughout the consultation.

The following list of key areas to consider prior to any consultation has been developed based on best practice used in the Scottish Borders and other Community Planning Partnership areas. Every consultation will vary depending on the subject you are consulting on and who you are consulting with.

Pre-consultation

Why do you want to consult?

Is consultation appropriate? If not, do not continue with the process. If the decision has already been made identify how the message will be communicated. If stakeholders are to be part of a service/policy development this is likely to be **involvement** rather than just **consultation**.

What do you want to know?

Identify what it is you want and need to know and make sure that any questions asked relate directly to this. Remind yourself of this throughout the process to help keep focussed.

Who are the stakeholders? Who is the consultation aimed at?

Some consultations are aimed at specific groups or service users e.g. patients while others are open to anyone to respond to.

What outputs and outcomes do you wish to achieve?

You should clearly state at the start of the process what the outputs and/or outcomes are that you want to achieve. Check throughout the process that you are on track and change what you are doing if required.

Are there any barriers and how can they be overcome?

For example, there may be physical, financial or cultural barriers that need to be addressed in order to make the consultation accessible. Any resources required to overcome these barriers should be identified and put in place.

What resources are available?

Identify the costs (financial and staffing) of the consultation and secure the resources before starting.

What consultation methods will be used?

The consultation methods will vary depending on what is being consulted on and who with. A variety of methods may be required using different ones for different groups. Examples of different engagement methods are available further on in this guide.

Post consultation

Was the consultation successful?

To what degree has the engagement addressed the identified needs and to what degree has the engagement achieved the outcome that was sought in relation to those needs? Is there a consensus among the responses or do different stakeholders have different views that should be recorded?

Who was engaged?

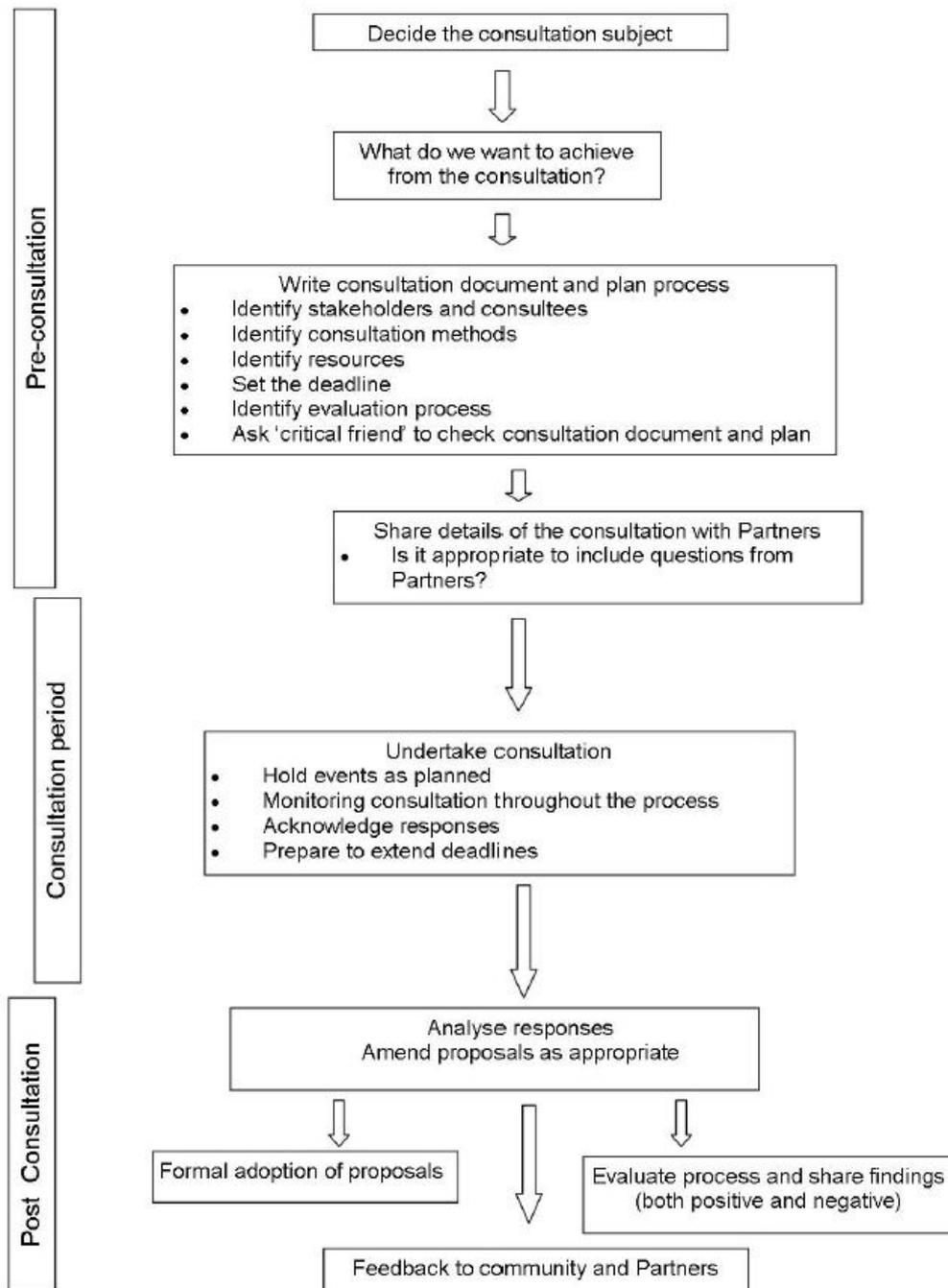
Did the consultation reach those in the community that had been identified?

What has been learned?

Record and share both positive and negative learning from the activity.

Consultation Flowchart

The following flow chart sets out the main stages detailed in the consultation plan.



Equality Impact Assessments

What is an Equality Impact Assessment?

An Equality Impact Assessment (EIA) is a tool aimed at improving the quality of public services by ensuring that individuals and teams think carefully about the likely impact of their work on different communities or groups. It involves anticipating the consequences of policies and services on different communities and making sure that any negative consequences are eliminated or minimised and opportunities for promoting equality are maximised.

An EIA consists of two main parts:

- (a) A **Rapid Impact Assessment** process (initial screening)
- (b) A **Full Impact assessment**, if the initial screening has identified a possible adverse/negative impact that cannot be eliminated / minimised.

The requirement to undertake EIAs lies with the Public Sector rather than all Community Planning Partners. However, it is good practice for all organisations to take cognisance of equalities issues while undertaking and service or policy review or development.

Why do Public Sector Organisations need to Impact Assess for Equalities?

We undertake Equality Impact Assessments because:

We need to

If we are to serve appropriately our diverse local community, and ensure our services are provided equitably and are genuinely accessible to all.

We have to

All public bodies must undertake impact assessments of their policies and functions, as set out in equalities legislation. Equality Impact Assessments are not optional.

We want to

Equality Impact Assessments actively support the practical delivery of policies and strategies, helping us meet the standards and contribute towards other inspection systems and partnership arrangements.

When should an Equality Impact Assessment be carried out?

An impact assessment should be carried out when:

- Developing a new policy, strategy, service or function
- Reviewing existing policies, strategies, services or functions

Community Engagement Methods

The table below gives a summary of just some of the ways in which we can work with the community. How each consultation is carried out will depend on its purpose and target group. Possible uses of the approaches listed are included as guidance.

Method	Description	Pros	Cons	Possible uses
Complaints/compliments system	System to make it easy for customers to raise concerns about services/service delivery.	Data can be used to identify trends.	Analysis can be time consuming. Can be mostly negative. Harder to engage unlikely to participate.	Identify improvement areas.
Customer feedback forms	System for customers to give feedback about a specific service they have received.	Easy to do. Helps in monitoring services.	Response rate can vary significantly. Need to ask the right questions.	Monitor specific services where customers can be easily identified.
Questionnaires and Surveys	Research into customer needs, views etc.	Produces very clear, useful information if done well.	May miss certain groups. Bad surveys give poor information. Can be expensive.	Useful to guide strategy development
Focus Groups	Small group discussions that give in-depth information and views on a specific topic.	Produces in-depth information/views and will allow any emerging issues to be explored in more depth. Can be used to focus on specific groups of people.	Discussion may be led by vocal group members – peer pressure. Lack of confidentiality may be an issue.	Proposed policy change that will affect specific group of users
Workshops	A discussion group used to gather and exchange information	A large amount of information can be shared	Can require a lot of planning. Staff time. Can be dominated by vocal minority	Can be used for subject specific or general information gathering

Public meetings	Open meeting called on a specific issue.	Allow for expression of views on particular topic.	Can be dominated by vocal minority.	Consultation of proposed service change that affects the general public
Interactive displays	Interactive displays offer people the opportunity to make comments and give feedback on information or options presented to them through the display. Best used in conjunction with other methods.	A useful technique for involving people who are not used to being consulted on their views, or who may be less confident about expressing their views using more traditional engagement methods.	A venue is required and supervision and review of the display may be necessary to ensure that it is not abused.	Graffiti walls can prove a good way of gathering the views of young people.
Use of the media	Press release or advertisement relating to a specific issue.	Wide circulation of information.	Information can be edited by media.	Pass on information
Graphic recording	A way of recording discussions at an event through use of symbols and pictures.	Accessible to those with literacy difficulties, learning difficulties or people for who English is not their first language.	Need the use of an individual or group who can effectively portray the discussions visually.	Consulting with Borders' Citizen's Panel.
People's Panel	List of people who respond to periodic surveys.	Can be quicker and cheaper than one-off surveys.	Panel self selecting – not representative	Gauge customer satisfaction/awareness. Used regularly for specific issues
Planning for real	Involves communities in developing ideas. Uses 3D model of area to which people attach ideas or comments.	Draws on local knowledge; can involve whole community; gives people an overview.	Takes time to develop.	Consultation on physical development of an area.
Interviews	One to one discussion.	Accurate information. Allows for individual expression of views.	Expensive, time consuming	Consult with vulnerable groups on proposed changes in service delivery.

Mystery shopper	Residents/customers acting 'undercover' to collect information.	Allows for user perception.	Does not usually involve real customers.	Monitor Council's customer service
Web based consultation	Surveys/individual questions on line.	Immediate results.	Self selecting – not representative..	Can gather a snap shot of opinion.
Events	Various.	Can produce wide range of views.	Can require large degree of preparation.	Local shows can be used to pass on information
Participatory appraisal	Local people conduct own survey and prepare analysis and plan.	Involves community throughout process. Builds community capacity and sense of pride.	May require large amount of training and support.	Can be used when working with a specific community/community issue.
Participatory budgeting	Community invited to make decisions on priorities, services and budgets in the local area.	Involves communities in service planning and delivery of local services.	Staff time, venue and awareness raising/promotion are required	Can be used alongside many services
Open house event	Uses a local venue as a drop in centre, allowing people to gather information and share their views.	People are able to attend whenever, and for as long as, they wish making involvement more accessible to a wider cross section of the community. Good way of making initial contact with communities.	Requires good planning.	Any consultation where you want to hear a wide range of views on a certain issue.
Conferences/seminars	Conferences bring together local people to receive information and give feedback on issues of shared interest.	Can be the first step in developing more in-depth community involvement.	Depth of community engagement achieved can be limited. Difficult to plan numbers	Most service areas where the main objective is information giving.

Consultation documents	Used to provide information to community and invite comments on proposals	Can provide detailed information. Can reach a wide and varied audience.	Can be costly to produce documents. Information should be accessible to all. Can have poor response rate. Analysis of responses can be resource intensive	Can be used to support majority of consultations
Social media	Used to share information/raise awareness	Instant. Can reach a wide and varied audience.	Needs to be carefully monitored	Pass on information
Road Shows	Out and about in the community with the possible use of current resources	Can reach a wide and varied audience including hard to reach groups. Engaging people on their own territory.	Can be resource intensive	Can be used to for a variety of purposes.
Pop Up Shops	Makes temporary use of vacant shops	Engaging people on neutral territory within their own community.	Can be resource intensive	Can be used to for a variety of purposes.

Contacting community groups

It is important that we make a conscious effort to engage and consult with everyone in the Borders and that we are able to gain and understand the views of all communities.

It is important to identify and employ engagement methods that are best suited to the groups you wish to engage with whilst being aware that someone may associate with more than one group. Methods best suited to engaging with young people may not be the most appropriate way to engage with other members of the community. Carrying out an Equality Impact Assessment prior to engagement will assist in identifying the groups you need to engage with.

Due to the rural nature of the Scottish Borders thought should always be given as to how people facing rural barriers will be engaged with, these barriers may be physical isolation, lack of public transport etc. Much of our engagement work will need to address this to ensure that all members of the community are included in our work.

The organisations listed below can provide advice and help to consult with a wide range of people. They can advise you on the best way to consult and present your information.

This list is not exhaustive and the groups listed should not be used as the only way to engage with these communities.

Older People	
Age Scotland Causewayside House 160 Causewayside Edinburgh EH9 1PR T: 0845 125 9732 www.ageuk.org.uk/scotland	Elder Voice The Hive Low Buckholmside Galashiels TD1 1RT E: info@eldervoice.org.uk T: 01896 668601
Pregnancy and Maternity	
Midwifery Sarah Horan	
Children and Young People	
Scottish Borders Early Years Team Scottish Borders Council Headquarters Newtown St Boswells Melrose TD6 0SA T: 0300 100 1800 E: EarlyYearsTeam@scotborders.gov.uk	Scottish Borders Youth Voice Scottish Borders Council Headquarters Newtown St Boswells Melrose TD6 0SA T: 01835 826815 E: youth@scotborders.gov.uk www.scotborders.gov.uk/youth www.facebook.com/sbyvoice www.twitter.com/sb_voice

<p>Penumbra Youth Project 47b Ladhope Vale Galashiels TD1 1BW T: 01896 751177 E: bordersyp@penumbra.org.uk www.penumbra.org.uk</p>	<p>Youth Borders Langlee Complex Marigold Drive Galashiels TD1 2LP T: 01896 755110 www.youthborders.org.uk</p>
<p>Parent Councils Scottish Borders Council Headquarters Newtown St Boswells Melrose TD6 0SA T: 0300 100 1800 E: Lisa.Anderson@scotborders.gov.uk</p>	<p>Children 1st Ettrick Resource Centre Ettrick Road Selkirk TD7 5AJ T: 01750 22892 E: ettrick@children1st.org.uk</p>
<p>Scottish Borders Short Term Service Action for Children Unit 10A Galabank Business Park Galashiels TD1 1PR T: 01896 750173 E: sarah.tannock@actionforchildren.org.uk or paula.gaunt-richardson@actionforchildren.org.uk</p>	<p>Scottish Borders Children and Family Service Action for Children Unit 10A Galabank Business Park Galashiels TD1 1PR T: 01896 750173 E: becky.bass@actionforchildren.org.uk or paula.gaunt-richardson@actionforchildren.org.uk</p>
<p>People with Disabilities</p>	
<p>Borders Talking Newspaper c/o Wendy Moss 25 Market Square Duns TD11 3BY T: 01361 884206 E: office@btn.org.uk www.btn.org.uk</p>	<p>Sensory Services Team Social Care and Health Borders General Hospital Melrose TD6 9BS T: 01896 826272 E: sensoryservices@scotborders.gcsx.gov.uk www.scotborders.gov.uk</p>
<p>Borders Deaf and Hard of Hearing Network The Hive Low Buckholmside Galashiels TD1 1RT T: 01896 756300 E: bordersdhhn@btinternet.com</p>	<p>Action on Hearing Loss – Scotland Hear to Help - Borders Lesley Stewart 46 High Street Galashiels TD1 1SE T: 01896 759020 E: Lesley.Stewart@hearingloss.org.uk www.actiononhearingloss.org.uk</p>
<p>RNIB Borders 46 High Street Galashiels TD1 1SE T: 01896 751044 www.rnib.org.uk</p>	

People with Learning Disabilities	
Citizen's Panel c/o Jenny Gillies The Bridge 3 Roxburgh House Court Galashiels TD1 1NY T: 07816 171964 E: jennyg_citizenspanels@yahoo.co.uk	Live a life (previously People First Borders) Roxburgh House Court Roxburgh Street Galashiels TD1 1NY T: 01896 752120 E: welcome@livealife.org.uk
Sylvia Crick ARC Scotland Unit 12 Hardengreen Business Centre Eskbank EH22 3NX T: 0131 454 9052 www.arcuk.org.uk/scotland	
Carers	
Borders Voluntary Care Voice Roxburgh House Court Galashiels TD1 1NY T: 01896 757290 E: admin@borderscarevoice.org.uk www.borderscarevoice.ogg.uk	Borders Carers Centre Brewery Brig Low Buckholmside Galashiels TD1 1RT T: 01896 752431 E: deddie@borderscarers.co.uk www.borderscarerscentre.co.uk
Race/Ethnicity	
Borders Equality Forum c/o George Higgs 16 Bowden Road Newtown St Boswells TD6 0PU T: 01835 823328 E: higgs@stboswells.demon.co.uk	
Religion and Belief	
Interfaith Scotland 523 Shields Road Glasgow G41 2RF T: 0141 420 6982 E: admin@interfaithscotland.org www.interfaithscotland.org	Borders Chaplaincy Centre/Spiritual Care Services Borders General hospital Melrose TD6 9BS T: 01896 826564 E: sandra.henwood@borders.scot.nhs.uk www.nhsborders.scot.nhs.uk

Sexual Orientation	
Borders LGBT Equality Forum E: lgbtborders@gmail.com	LGBT Youth Scotland (Borders) Langlee Complex Marigold Drive Galashiels TD1 2LP T: 01896 755110 E: martin.innes@lgbtyouth.org.uk www.lgbtyouth.org.uk
Equality Network 30 Bernard Street, Edinburgh, EH6 6PR T: 0131 467 6039 E: en@equality-network.org www.equality-network.org Facebook: www.facebook.com/equalitynetwork Twitter: @LGBTIScotland	Scottish Transgender Alliance 30 Bernard Street, Edinburgh, EH6 6PR T: 0131 467 6039 E: sta@equality-network.org www.scottishtrans.org Facebook: www.facebook.com/scottishtrans.org Twitter: @ScottishTrans
Stonewall Scotland Mansfield Traquair Centre 15 Mansfield Place Edinburgh EH3 6BB T: 0131 4748019 E: info@stonewallscotland.org.uk www.stonewallscotland.org.uk	
Marriage and Civil Partnership	
Lisa Lauder Chief Registrar Customer Services Scottish Borders Council Town Hall, High Street Hawick TD9 9EF T: 01835 824000 E: llauder@scotborders.gcsx.gov.uk www.scotborders.gov.uk	
Tenants	
Berwickshire Housing Association Tenant Participation 55 Newtown Street Duns TD11 3AU T:01361 884000 E: info@bhagroup.org.uk www.bhagroup.org.uk	Eildon Housing Association Tenant Participation c/o Pamela Martyn The Weaving Shed Ettrick Mill Dunsdale Road Selkirk TD7 5EB T: 01750 725900 E: PamelaM@eildon.org.uk www.eildon.org.uk

<p>Waverly Housing Association Tenant Participation c/o Pamela Martyn 27 North Bridge Street Hawick TD9 9BD T: 01450 364200 E: info@waverly-housing.co.uk www.waverly-housing.co.uk</p>	<p>Scottish Borders Housing Association Tenant Participation c/o Alison Notman South Bridge House Whinfield Road Selkirk TD7 5DT T: 01750 724409 E: anotman@sbha.org.uk www.sbha.org.uk</p>
<p>Scottish Borders Tenants Organisation South Bridge House Whinfield Road Selkirk TD7 5DT T: 01750 724409 www.sbto.org.uk</p>	
<p>Rural Proofing</p>	
<p>Sam Smith Scottish Borders Council Headquarters Newtown St.Boswells Melrose TD6 0SA T: 0300 100 1800 E: SamSmith@scotborders.gov.uk www.scotborders.gov.uk</p>	
<p>Voluntary and Community Groups (Misc)</p>	
<p>Berwickshire Association for Voluntary Service c/o Tony Fowler Platform One Station road Duns TD11 3HS T: 01361 883137 E: tony.fowler@bavs.org.uk www.onlineborders.org.uk/community/bavs</p>	<p>The Bridge c/o Morag Walker 3 Roxburgh House Court Galashiels TD1 1NY T: 01896 755370 E: morag.walker@the-bridge.uk.net www.onlineborders.org.uk/community/thebridge</p>
<p>New Horizons Borders (Mental Health Service) 6b Island Street Galashiels TD1 1NU T: 01896 755510 E: laura.nhb@hotmail.co.uk www.newhorizonsborders.co.uk/</p>	<p>Borders Independent Advocacy Service Low Buckholmside Galashiels TD1 1RT T: 01896 752200 E: info@bordersadvocacy.org.uk www.bordersadvocacy.org.uk/</p>
<p>Community Councils</p>	
<p>Community Councils c/o Scottish Borders Council Headquarters Newtown St Boswells Melrose TD6 0SA E: communitycouncils@scotborders.gov.uk chair@sbccn.org.uk www.scotborders.gov.uk</p>	

Glossary of Terms

Community	Everyone who lives and/or works in the Scottish Borders
Community Engagement	A communication process between organisations and the community
Community Planning	A process which helps public agencies to work together with the community to plan and deliver better services which make a real difference to people's lives.
Consultation Plan	A plan that details why, when, with who and how a consultation will be carried out
Equalities Impact Assessment	An assessment process that Public Sector organisations must follow to make sure that any documents it produces which are available to the public do not discriminate against any group in the community.
Equality and Diversity	Term used to mean that individual as well as group differences will be recognised
National Standards for Community Engagement	A set of best practice guidelines for engagement between communities and public agencies developed by the Scottish Community Development Centre on behalf of Communities Scotland
Plain English	An independent group fighting for plain English in public communication.
SNAP Software	Computer software for questionnaire design, publication, data collection and analysis
Survey Monkey	Computer software for questionnaire design, publication, data collection and analysis
Visioning Outcomes in Community Engagement (VOiCE)	A computer based tool for recording, planning and monitoring community engagement work

The Scottish Borders Community Planning Partnership's Guide to Consultation may be read in conjunction with:

Community Engagement Framework
Preparing to Undertake Community Engagement