

WIRRAL LOCAL STRATEGIC PARTNERSHIP – EXECUTIVE BOARD**WEDNESDAY 11TH NOVEMBER 2009****REPORT OF THE DEPUTY CHIEF EXECUTIVE/DIRECTOR OF CORPORATE SERVICES****COMPREHENSIVE ENGAGEMENT STRATEGY – FINAL DRAFT****1. EXECUTIVE SUMMARY**

- 1.1. This report provides Wirral LSP Executive Board with an update on the progress of the Comprehensive Engagement Strategy (CES) following the end of the three month consultation period. The council has taken the lead in developing this key document and the board is asked to endorse the final version of the CES attached as Appendix A.

2. BACKGROUND

- 2.1 Wirral's Local Strategic Partnership Assembly agreed at its meeting of 9th December 2008 to take forward the responsibility for ensuring that the CES meets its key objectives for the borough.
- 2.2 The consultation process followed the guidance set out in the consultation code of the Compact allowing a full 12 weeks of public consultation, including:
- Key LSP partners
 - Available on Internet, other formats by request
 - LSP Website
 - Available on UKOnline (VCAW)
 - Advertised through flyers in one stop shops libraries, community centres and at area forums
 - Distributed through WVCSN
 - Distribution by e-mail to interested parties – lit accumulated through area forums, enquiries and known groups

3. SUMMARY OF PUBLIC CONSULTATION RESPONSES

- 3.1 The Feedback on the CES was largely positive with specific requests for changes minimal, including in summary the following from Voluntary Community Action Wirral (VCAW).
- Provide a glossary of terms
 - Provide a brief explanation of the Compact
 - Change the use of the term Council for Voluntary Services (CVS) to Local Infrastructure Organisation (LIO). The term Council for Voluntary Services is gradually being replaced and in its place the term Local Infrastructure Organisation is more frequently being used. This request reflects the changes within the sector.



- 3.2 The Together Neighbourhood Management Pathfinder Board submitted feedback that raised more fundamental issues regarding, in summary the following:
- Recognition of the role and value of Area Forums but highlighting their limitations as an engagement method for those who are unused to public meetings. They suggest that the LSP and Council may wish to consider other ways of delivering engagement through the Area Forums format. The community engagement team have over the last two years sought new ways to develop the format of area forums including an annual conference, roadshows and altering the format of the forums to allow for greater engagement with partners by using drop ins and surgeries.
 - Tranmere Together suggests that there should be further work to capture the view of those tenants and residents who do not want to join a resident's group or attend a formal meeting and public bodies should recognise the value of 'seldom heard' and include them in our work. They suggest that public bodies should capture comments, compliments and general correspondence as a store of resident views and the strategy should provide guidance to public agencies to clarify the purpose for engagement and involvement activities and methods to communicated to residents that their views matter.
 - The Council has drafted a corporate engagement framework that should prevent any duplication of consultation activity between departments. This model will require all engagement activities are fed back to participants with clear information how this has helped to shape services. This approach will be shared with other LSP partners through the CES in order to develop best practice in this area of work.
- 3.7 Feedback from NHS Wirral was also received and included in summary the following areas for development:
- "More emphasis could be placed on supporting the development of communities of place; improvement of the performance management section to better reflect specific LSP and partner performance measures; a move towards common communication platforms e.g. community databases (which would need to be generated from scratch), and newsletters etc".
- 3.8 The feedback received from VCAW, The Together Board, and NHS Wirral, will be further considered by the engagement steering group. The group will also review the CES work plan in order to develop activities that support a wide range of strategic approaches to engagement.

4. PROCESS FOR ADOPTING THE STRATEGY

- 4.1 It is proposed the final draft of the Comprehensive Engagement Strategy is endorsed by the Executive Board and circulated to all Local Strategy Partnership members for adoption. The governance arrangements for the



delivery plans for the four key elements of the CES will be submitted to the Executive Board at its January meeting and monitored on a quarterly basis by the LSP Executive Board with update reports and presentations to the Strategic Partnership Assembly.

5. BACKGROUND PAPERS

5.1 Appendix A – Final version Comprehensive Engagement Strategy

6. RECOMMENDATIONS

6.1. Board members are requested to endorse the final draft.

Jim Wilkie

Deputy Chief Executive/Director of Corporate Services

This report was prepared by Christina Bebbington, Community Engagement Manager, Wirral Borough Council who can be contacted on 0151 691 8063