

Consultation and Engagement Plan – Strategic Asset Management Plan (SAMP)



Introduction

Barnet Council is committed to involving local people in shaping their area and the services they receive. Consultation and engagement is one of the key ways the council interacts with and involves local communities and residents, providing them with opportunities to:

- gain greater awareness and understanding of what the council does
- to voice their views and know how they can get involved
- to have their views fed into the democratic decision making process

This plan aims to provide an effective consultation and engagement programme to help inform the council's future delivery of education and skills services for schools, young people and their families.

The plan aligns to the standards and key guiding principles set out in the council's Consultation and Engagement Strategy and supports the three council's Corporate Plan priorities: Working with our partners to - Promote responsible growth, development and success across the borough; To improve the satisfaction of residents and businesses with the London Borough of Barnet as a place to live, work and study; promote responsible growth, development and success across the borough and Improve satisfaction of residents and businesses within the London Borough of Barnet as a place to live, work and study.

Consultation and engagement objectives

The key objectives of the consultation and engagement strategy for the key principles of the Strategic Asset Management Plan and Community Asset Strategy are to:

- At the formative stage, consult with key stakeholders to gather views on how the council's property assets should be used to meet both the council's and residents' which will then form the basis for the two related strategic documents that members can consider.
- The first phase of consultation will be carried out during the Priority Spending Review consultation which will gather feedback on how the Councils' can take best consideration of its property and land assets. Feedback will be taken into consideration when writing the draft SAMP and the sub-set document that will focus on the Community Assets.
- Further consultation and engagement will aim to:
 - Lay out the key principles within the draft strategy documents.
 - Communicate and raise awareness of the financial challenge facing the council and the potential opportunities offered by more effective and efficient uses of the council owned assets.
 - Understand stakeholders' views in depth to help inform the final strategy documents.

Delivery of messages

When delivering an effective consultation and engagement programme we need to ensure messages reach all intended audiences, which is why we must adopt targeted approach to consultation and engagement that aligns to LBB's Consultation and Engagement Strategy's key guiding principles:

- Identify the different audiences and prepare communication and engagement tools to meet their needs
- Plan and deliver the core messages and intended outcomes through identified communication channels
- Promote the process as being an open, honest and truly consultative
- Ensure that all communications and engagement is meaningful and includes all relevant parties
- Proactively convey the importance of developing an alternative delivery model to all relevant audiences
- Provide answers to any queries
- Ensure that our approach to consultation and engagement is consistent

Stakeholders

Key target audiences and areas for engagement	Methods of Communication to targeted audiences
Barnet property lease/licence holders	<ul style="list-style-type: none"> • Briefings and presentations to key stakeholder groups • Meetings and interviews with Partners • Staff surveys and newsletters • Community Barnet newsletter • Community Together Network • Partners newsletters and circulation lists • Key principle surveys for lease/licence holders and community groups
Local Community groups and Organisations using Barnet's community buildings	
Partners – CCG, Middlesex University, Job Centre Plus and Community Barnet	
Barnet, CSG and Re Employees	
Local community groups and organisations	

Method

Phase 1: Residents engagement and service user engagement

In September 2013 the London Borough of Barnet commissioned OPM to consult with local residents, service users, and businesses to help inform the Priorities and spending review for 2015-2020.

The research was based on three Citizens' Panel workshops and 16 focus groups that were held between October and December 2013.

The workshops included a reflective sample of the local population while the focus groups were targeted at specific service users, businesses and some protected characteristic groups.

The objectives of the research were to:

- understand residents' views at the formative stage of the council's planned Priorities and spending review 2015-2020.
- communicate to participants the need for the council to conduct the Priorities and spending review (PSR) set in the context of the Government's continued austerity programme and rising demand for council services.
- gain an in-depth understanding of stakeholders' priorities and how they would want the council to approach the Priorities and spending review over the next five years

Phase 2: CFE

During 2014 Barnet Council will review its priorities and spending across all services. The council commissioned the independent research organisation and consultancy OPM to run an online call for evidence to hear views of organisations, businesses and individual residents on the future of Barnet, how the council can ensure that public services best meet the needs of the borough, how the council can change and how organisations and individuals can play a part in meeting Barnet's challenges during this time. OPM has analysed the responses to the call for evidence on the council's behalf. This report presents the findings.

Evidence was sought on two main topic areas:

- ideas on the future of public services in Barnet, and how organisations and individuals can play a role in providing some of these services
- ideas on how the council could be more entrepreneurial and generate more income.

Phase 3: Consultation, research and engagement at the formative stage to inform the Key Principles within the Strategic Asset Management Plan and Community Asset Strategy.

- During January 2014 Agile Working Survey; Me & My Workplace Questionnaire was issued to all employees of Barnet, CSG and Re to gather details on peoples working patterns which informed the strategic approach to the use of civic buildings.
- During March and April 2014 meetings held with partners to ascertain potential for shared accommodation and asset utilisation.
- September 2014 meetings and presentations at Community Together Network event.

Phase 4: Consultation and engagement through final design to develop final Strategic Documents that can be considered by Barnet's property user groups?

- Document for approval subject to consultation presented to Asset, Regeneration and Growth Committee September 2014. Document published as part of the agenda for this committee. No questions or comments were received from residents on this item.

Phase 5: Consultation and engagement through final design to develop final business case to be considered by the Children's, Education, Libraries and Safeguarding committee

- Resident engagement through:
 - Open consultation**
 - The open consultation will run for five weeks.
 - Survey particulars as below;
 - Online available on <http://engage.barnet.gov.uk>.
 - Comments invited on SAMP..
 - One to one meetings available on request.

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Levels of Engagement

This plan refers to the different levels of engagement as outlined in LBB Consultation and Engagement Strategy to help identify and clearly define the variations of engagement.

Insight	Understand better the needs, views, and concerns of our residents and key stakeholders using existing data
Inform	As an open council provide balanced information to assist understanding about something that is going to happen or has happened.
Consult	Capture residents' and stakeholders' views on issues of relevance to them. Give an extensive range of opportunities for residents to have their say
Involve	Involve residents/stakeholders in testing, designing, and evaluating what we do to ensure that concerns and aspirations are understood and considered prior to decision making.
Empower	Empower public/service users to co-design, develop, manage and evaluate services. Working together to develop understanding of all issues and interests to work out alternatives and identify preferred solutions.

Consultation, research and engagement:

Phase 1: General Consultation with general population and Service users at the formative stage (October)						
Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Deadline/ events dates	Officer Lead
Inform Consult Involve	Residents	Citizen Panel	Constituency area based workshops x3	<ul style="list-style-type: none"> To capture what residents value and their and priorities 	Oct 2013 – Jan 14	Rosie Evangelou
			Focus groups x3			
	Service users	Protected characteristics				
		Service user specific groups	Focus groups x10			
	Business	High Street traders	Focus groups x1			
		Non High street	Focus groups x1			

Phase 2 : Call for Evidence						
Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Deadline/ events dates	Officer Lead
Inform Consult Involve	Residents' Community groups Organisations	All stakeholders	Specially launched OPM Website, Video on the financial challenges and detailed information on the policy challenges over the next decade.		April - June	Rosie Evangelou/ Chris Palmer

Phase 3: Consultation, research and engagement at the formative stage – developing Strategic plan							
Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Content deadline	Consultation events dates	Officer Lead
Insight	Users of Civic Buildings	Employees of Barnet, CSG and Re	Working Survey; Me & My Workplace Questionnaire	<ul style="list-style-type: none"> To understand working profiles Inform strategy for Civic Buildings Explore opportunities for joint working 		January 2014	Lesley Meeks
Insight	Key Stakeholders/ Partners	<ul style="list-style-type: none"> Middlesex University CCG Job Centre Plus Community Barnet 	Meetings and discussion	<ul style="list-style-type: none"> Ascertain the potential of shared accommodation Mutual estate rationalisation Utilisation of assets 		March – April 2014	Mike Sudlow

Phase 3: Consultation, research and engagement at the formative stage – developing Strategic plan

Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Content deadline	Consultation events dates	Officer Lead
Inform Consult involve	Community Groups	<ul style="list-style-type: none"> TBD with Commissioning team 	Briefing Presentation Discussion Survey	To inform of progress, test development and feed into development of SAMP and CAS		November 2014	Mike Sudlow/ Elissa Rospigliosi,
Consult	Key leading companies in leisure facilities	Soft market testing	Questionnaire and discussion to discuss	<ul style="list-style-type: none"> To establish potential opportunities and appetite within the private sector on Sports and Leisure Activities. 		September 2013	Lesley Meeks

Phase 4 : Consultation and engagement - Detailed design and developing final strategy to be considered by residents and partners

Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Deadline/ events dates	Officer Lead
Inform Consult Involve	Residents and partners	Users of engage Barnet	Engage space, on-line questionnaire	<ul style="list-style-type: none"> Enable residents and users of Barnet's assets to shape the final strategy. 	Five week Consultation Period 13th October 2014 – 17th November 2014	Rosie Evangelou

Involve Empower	Users of Barnet Properties.	• Focus groups	Open consultation	•Enable residents and users of Barnet's assets to shape the final strategy.	17 th November 2014	Mike Sudlow
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Phase 5 : Consultation and engagement - Implementation

Level of Engagement	Stakeholders	Specific Group	Method	Objectives	Deadline/ events dates	Officer Lead
Inform	Residents and partners	Users of Barnet properties or those with a specific interest in use of assets.	Published report	Finalise of documents and make available to interested parties.	December 2014	Lesley Meeks
Involve Consult Empower	All residents and partners	Users of Barnet's assets	Various and in line with the specific strategies	Each of the various sections of the strategy paper will have specific asset strategies which will undergo individual engagement and consultation.	Dependent of the specific consultation plan	Not applicable to the SAMP