

BARNSELY METROPOLITAN BOROUGH COUNCIL

Meeting: Penistone Area Council
Date: 13/06/19

Report of Penistone Area Council Manager

1. Purpose of Report

- 1.1 To provide Members with background information concerning the proposal for a consultation process to inform Area Council priorities
- 1.2 To provide Members with a proposed consultation methodology and schedule for consideration.

2. Recommendations

- 2.1 That Members note the background information concerning the proposal for a consultation process to inform Area Council priorities.
- 2.2 That Members consider the proposed consultation methodology and questions for consultation to agree to this as a way forward.

3. Background and information

- 3.1 At the Penistone Area Council meeting December 6th 2018 members were presented and agreed to a proposal for the area team to undertake a short on-line consultation exercise with Penistone residents over December and into early January 2019, using a new software process available within Barnsley Council. The purpose of the consultation process was to inform a review of Penistone Area Council priorities scheduled to take place in January 2019.
- 3.2 The results of the consultation were presented at a member workshop held on 24th January 2019 where PAC members were also presented with current statistical information from BMBC business intelligence unit about the Penistone area.
- 3.3 Members concluded that information available demonstrated that current PAC priorities were still valid but would welcome the opportunity to undertake more robust investigation of local issues by consulting more widely from within the community, taking into account town and parish plans over the next 12 months.
- 3.4 Members therefore agreed at PAC on 14th February 2019 to carry forward existing PAC priorities for the next financial year 2019/2020, whilst further consultation work is undertaken.

4. Proposal for consultation process

- 4.1 In order to ensure that the planned consultation process offers a more robust evidence base than previously, the proposed methodology takes into account feedback received from residents, parish councils and members on the last attempted consultation process.

The main concerns raised were

- Too much reliance on an on-line process, which was reported as an unstable link by some
 - Too short a time frame for completion of the consultation exercise, and wrong time of the year (too near to Christmas)
 - The process failed to reach a wide range of people including many older residents who do not currently access services digitally
 - The low take up rates rendered the findings of little value to support the Area Council's priority review process
 - A community led consultation exercise carried out digitally since then has had much more success in attracting participants (reputedly reaching over 2000 residents) suggesting that there is an appetite for engagement.
- 4.2 In order to address the above, it is proposed that a further consultation is undertaken over a 3 month period, based on the previous questions but using a different methodology to include both on-line and paper versions, and that members and partners are encouraged to promote and carry out consultations face to face whilst about their business in the community. The forthcoming summer months offer an excellent opportunity to reach more widely into the community making best use of community based events during this time period.
- 4.3 It is further suggested that results may be collected in time for presentation at the Penistone Area Council meeting on 3rd October 2019, to ensure sufficient time for these to be included in other intelligence gathering in the lead up to the next scheduled review of PAC priorities in January 2020.
- 4.4 A full proposed schedule for the consultation process is included at Appendix A within this report.

Appendix B provides the proposed questions for consultation.

5. Requested action for Area Council members

- 5.1 Members are asked to consider the schedule offered at Appendix A and questions at Appendix B and are asked to recommend this as the way forward to ensure that local issues may be identified from within the community as part of the review process for Area Council priorities in 2020.

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Appendix A

Suggested schedule of activity to support a Penistone area community consultation

	Process for distribution	Who will lead this	Timescales
Utilising the proposed questions at Appendix B establish digital version of survey using Smart Survey process	Set up on-line survey providing front page information to highlight the purpose of the consultation.	Area Team	June 2019
	Generate paper version from the survey for use with face to face consultation and produce printed copies for distribution	Area Team	June 2019
	Contact commissioned service providers, partners and Parish Councils to ask for help in promoting and distributing survey	Area Manager	Beginning of July 2019
	Promote on-line survey to community networks for forwarding on and sharing : <ul style="list-style-type: none"> • Neighbourhood network newsletter • Ward Alliance Members 	CDO PAC members	July 1 st onwards
	Promote on-line version via social media.	Area Team and PAC members Ward Alliance members	July onwards
	Agree key points for distribution of paper copies throughout the Penistone Area to include shops,village locations (agreed with community groups and Parish Councils)	Area Team with PAC members	June
	Produce schedule of community events taking place over the summer months and agree for any presence to distribute surveys	PAC members Area Team Ward Alliance members	June With distribution ongoing throughout July –mid Sept

	Re-boost via social media at key points over the summer	PAC members and Area Team	Ongoing throughout July-mid September
	Produce short article to promote the survey for inclusion in Area Council content for Penistone Living Magazine	Area Chair and Area team	By August 16 th
	Agree content of any press release and liaise with local press and Penistone FM	PAC members	June Review at Area Council August 1 st
Survey closes 15 th September			
	Collation of results to present to Area Council	Area Manager	3 rd October

Appendix B

Proposed questions for consultation

The proposed priorities are based on known issues in the Penistone area and were used in the last on-line consultation process. Respondents are asked to give their top 3 priorities based on those listed.

1. Please tell us your top 3 priorities

	1st Priority	2nd Priority	3rd priority
Digital First – Enabling people to feel confident to access online services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information & Advice – Enabling access to localised services to provide information and advice to assist people with money, legal, and other issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying safe – Promoting community safety including online, at home and out and about.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Economy – Promoting, encouraging and supporting local businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism – Promoting and encouraging tourism within the Penistone area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting Around – Helping people to access services and activities in their local area through community based transport solutions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road Safety – Promoting road safety within the Penistone Area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connecting People – Creating opportunities to develop social connections and networks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Families – Developing and promoting activities to bring families together.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Young People – Developing and promoting activities for young people aged 12 to 19.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Love Where You Live – Encouraging people to get involved in their community through volunteering.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean & Tidy – Keeping the environment clean and tidy, tackling the issues of fly tipping, litter and dog fouling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks & Greenspaces – Development and improvement of parks and greenspaces for the enjoyment of everyone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health & Wellbeing – Supporting physical and mental health through a range of community based activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Older People – Supporting older people to enjoy later life and continue to live independently for as long as possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Isolation – Creating opportunities to combat social isolation and loneliness in the Penistone area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>