

REPORT TO ENGAGEMENT P.D.G.

REPORT OF: Sue Griffiths- Head of People, Projects & Performance

REPORT NO: PPP05

DATE: 18th July 2013

TITLE:	Citizens Panel update	
KEY DECISION OR POLICY FRAMEWORK PROPOSAL:	N/A	
PORTFOLIO HOLDER: NAME AND DESIGNATION:	Councillor Paul Carpenter – Governance and Communications Portfolio Holder	
CONTACT OFFICER:	Deborah Wyles and Siobhan Reilly Consultation and Engagement Officers d.wyles@southkesteven.gov.uk siobhanreilly@southkesteven.gov.uk	
INITIAL IMPACT ANALYSIS: Equality and Diversity	Referred to in paragraph (7) below	Full impact assessment Required:
FREEDOM OF INFORMATION ACT:	This report is publicly available via the Your Council and Democracy link on the Council's website: www.southkesteven.gov.uk	
BACKGROUND PAPERS		

1. RECOMMENDATIONS

1.1 Engagement PDG is asked to

- a. Note the demographics of the citizens' panel**
- b. Note the feedback received as part of the recruitment process**
- c. Endorse the topics identified for consultation**

2. PURPOSE OF THE REPORT

2.1 The purpose of this report is to update Engagement PDG with the status of the citizens' panel, our planned contact and the way forward for the next twelve months.

3. DETAILS OF REPORT

3.1 Introduction

3.2 The consultation officers were tasked with overseeing the recruitment of a citizens' panel for South Kesteven with the following characteristics:

- 1000 members
- Membership that is demographically representative of our area
- One third of the panel to be refreshed annually
- A reserves list holding the details of those wishing to join at a later date
- Collection of information on how members prefer to be contacted

3.3 Whilst this part of the process was carried out by a specialist organisation, commissioned specifically for this purpose, the subsequent contact and consultations with the citizens' panel is to be undertaken in house.

3.4 The purpose of this report is to update Engagement PDG with the

- recruitment of the new citizens' panel
- demographics that have been achieved
- feedback that has been received as a result of three taster questions asked as part of the recruitment process
- potential topics for consultation

Detail

The recruitment of the new citizens' panel

3.5 The recruitment of the citizens' panel has now been completed. 1001 members were recruited by SMSR (the company chosen to recruit the panel) using a combination of telephone and face to face recruitment techniques. This took place during March and April 2013. Press releases to inform the public that recruitment was underway were sent to all local papers with small articles appearing in both the Grantham Journal and Stamford Mercury newspapers.

Respondents were provided with contact numbers for consultation officers should they require reassurance that the recruitment was genuine and a handful of calls were received. A copy of the script used as part of the recruitment process is attached at appendix one for your information.

The demographic characteristics that have been achieved

- 3.6 Using information from the 2011 Census, SMSR were given the following demographics on gender, age, disability and geography. The figures they achieved for each of these categories at the end of the recruitment process are shown in the last column of each of the tables

Gender

Gender	Number	%	Achieved by SMSR
Male	64,656	48.3	47.7
Female	69,132	51.7	52.3
Total	133,788	100.0	100.0

Age

Age band	Number	%	Excluding under 18's	%	Achieved by SMSR
Under 18	28,212	21.1			
18 to 24	9,030	6.8	9,030	8.6	7.0
25 to 44	32,452	24.2	32,452	30.7	30.8
45 to 64	38,534	28.8	38,534	36.5	37.5
65 and over	25,560	19.1	25,560	24.2	24.8
Total	133,788	100.0	105,576	100.0	100.0

Ethnic Group

Ethnic group	No	%	Achieved by SMSR
White British	125,261	93.6	97.1
White Other	5,133	3.8	1.7
Mixed/multiple ethnic group	1,142	0.9	0.3
Asian or Asian British	1,580	1.2	0.7
Black or Black British	509	0.4	0.2
Other ethnic group	163	0.1	0.0
Total	133,788	100.0	100.0

Long term health problems or disability

Health status	No	%	Achieved by SMSR
Day to day activities limited a lot	10,219	7.6	4.1
Day to day activities limited a little	12,910	9.7	8.9
Day to day activities not limited	110,659	82.7	86.9
Refused to answer			0.1
Total	133,788	100.0	100.0

Geography –by ward

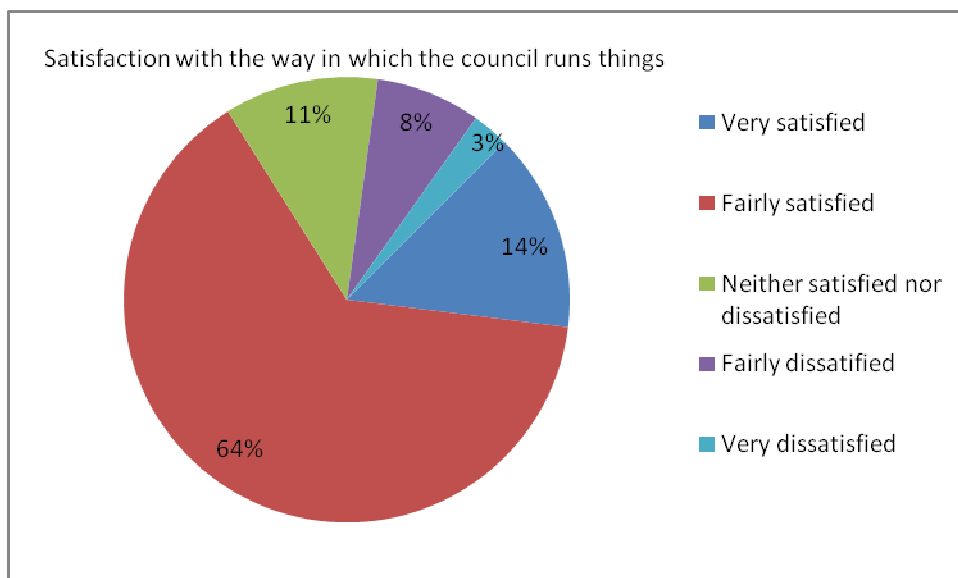
Area	No	%	Achieved by SMSR
Heath	1887	1.4	1.5
Loveden	2522	1.9	1.6
Saxonwell	2383	1.8	1.6
Witham Valley	2309	1.7	1.4
Barrowby	1952	1.5	1.9
Peascliffe	2200	1.6	1.6
Ermine	2830	2.1	2.0
Greyfriars	4084	3.0	3.6
St Wulframs	4056	3.0	3.2
Harrowby	5852	4.4	4.9
St Annes	4887	3.7	3.4
Grantham St Johns	6076	4.5	4.1
Earlesfield	7332	5.5	6.0
Green hill	4193	3.1	3.0
Forest	2084	1.6	1.6
Belmont	5133	3.8	3.9
Lincrest	2224	1.7	1.5
Isaac Newton	2424	1.8	1.7
Glen Eden	2417	1.8	1.5
Morkery	2444	1.8	1.6
Toller	2633	2.0	1.7
Aveland	2258	1.7	1.3
Ringstone	2938	2.2	2.4
Bourne West	6055	4.5	4.6
Bourne East	8401	6.3	6.5
Thurlby	2153	1.6	1.6
Hillsides	2235	1.7	1.7
Truesdale	4811	3.6	3.9
Market and West Deeping	6263	4.7	4.7
Deeping St James	7051	5.3	5.3
Stamford St Johns	5909	4.4	4.5
All Saints	5113	3.8	3.8
St Georges	4019	3.0	3.1
St Marys	4660	3.5	3.4
Total	133,788	100	100.0

- 3.7 This comparison shows that SMSR have, on the whole, managed to reflect the demographic characteristics of the area's population. Other demographic information was also collected – on religion and belief, employment status, household composition and home ownership which will probably be useful at some point in the future.
- 3.8 The information for each of the panel members has been supplied in a spreadsheet so it is possible to drill down to different areas or any of the other demographic information, should this be required.

Feedback that has been received

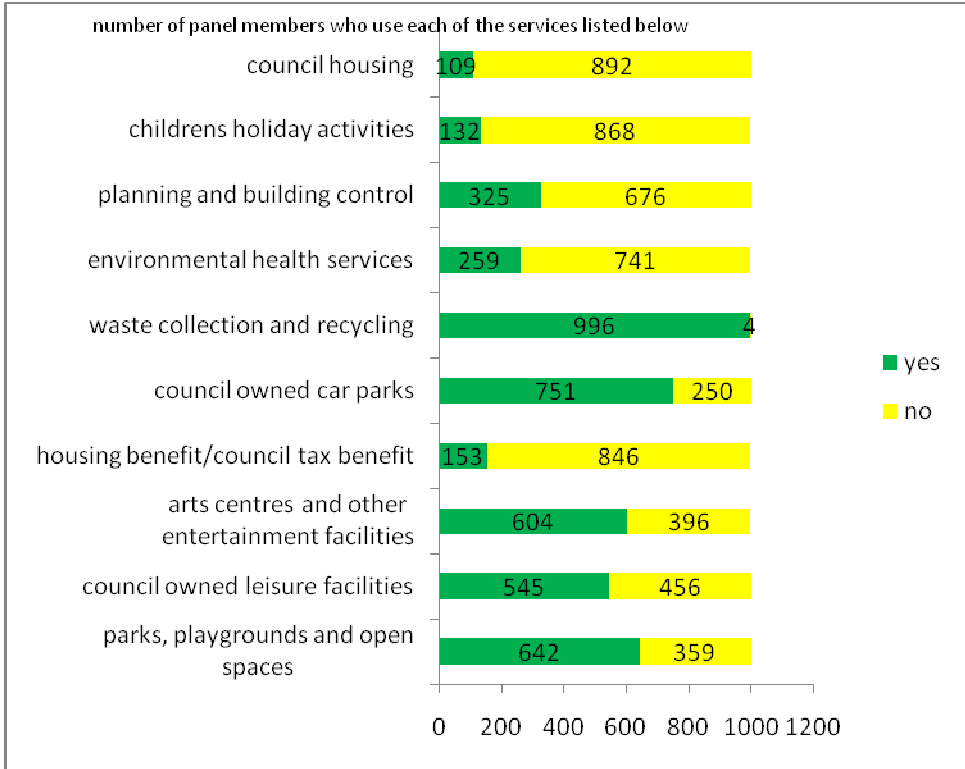
- 3.9 As part of the recruitment process, citizen panel members were asked three taster questions. These were included to give people a feel for the types of questions they are likely to be asked when on the panel. These were chosen from a bank of questions recommended as first tier questions by the Local Government Association back in 2011, and have also been asked by other authorities when they recruited their citizens' panels. The questions were:
- Overall, how satisfied or dissatisfied are you with your local area as a place to live? (Please consider your local area to be the area within 15 to 20 minutes walking distance from your home)
 - Overall, how satisfied or dissatisfied are you with the way in which South Kesteven District Council runs things?
 - Do you or members of your household, use any of the following council services?
- 3.10 An overwhelming majority of panel respondents (92.3%) were either very or fairly satisfied with their local area as a place to live (where the local area is defined as the area within 15 to 20 minutes walking distance from their home). 3.2% of respondents were dissatisfied, with the remainder choosing neither satisfied nor dissatisfied.

Just over three quarters of them (78.6%) were either very or fairly satisfied with the way the council runs things. This is shown in pie chart below.



- 3.11 When asked which council services they use, they answered as follows:
- Almost all of them(99.6%) use our waste collection and recycling service
 - Three quarters of them use council owned car parks
 - Just under two thirds of them (64%) use parks, playgrounds and open spaces, with around the same proportion (60.4%) saying that they use council owned arts centres and other entertainment facilities
 - Just over half (54%) use council owned leisure facilities
 - Just under a third of people have used our planning or building control services
 - A quarter of people have used environmental health services
 - Around 15% of people have used the housing benefit and council tax benefit service
 - Just over 10% are in council housing

The number of panel members using each of the services is shown in graph format below.



3.12 These figures provide a useful yardstick to gauge participation in and interaction with the services provided by the council and make sense. For example, there are about 6000 council homes in our area out of around 60,000 domestic properties (around 10%) and 10.8% of the panel say that they use the council housing service.

Content of the first newsletter

3.13 To help establish a two way dialogue with the members of the panel, we think it is important to contact them and welcome them. We believe a newsletter is the best way of doing this as it is suitably informal, and something that can be built on and used going forward. The first edition has already been dispatched and included information on:

- How the panel is going to work
- What's coming up
- What has been said so far (feedback on the questions that were asked as part of the recruitment process)
- How to contact us

Content of the webpage dedicated to the citizens' panel

3.14 To facilitate the day to day running of the citizens' panel, and to enable members to contact us easily, it is important to have an area dedicated to the citizens' panel on the council's website. This includes information on the citizens' panel, how to join, how to contact us, newsletters and other reports and is available by following the link www.southkesteven.gov.uk/citizenspanel

Potential topics for consultation

3.15 Work has been undertaken to identify topics that would be suitable for consideration by the citizens' panel. Service plans for each of the corporate areas:

- Community Assets
- Housing and Neighbourhoods
- Environmental Services
- Development and Growth
- Legal and Democratic
- People, Projects and Performance
- Finance and Risk
- Property Development

have been studied and the consultations planned by each have been identified. A judgement has then been made as to whether the citizens' panel is a suitable vehicle to use to consult. As a result of this work, three areas where the citizens' panel could potentially be used have been identified. These are:

- Customer access to council – experience, satisfaction and potential for channel shift (particularly from telephone and face to face to other mediums)
- Customer/resident satisfaction with waste and recycling, leisure and cultural services, housing and environmental health services and others – a mini residents survey
- Setting the budget and council tax levels

3.16 Our proposal is to use three of the opportunities the citizens' panel provides to consult on the above topics in June/July 2013, September 2013 and December 2013.

Conclusion

3.17 The citizens' panel should provide us with an effective and focused means of undertaking consultation with our residents. Using the service plans to inform the topics that will be selected ensures the citizens' panel is being utilised in the most appropriate way. This in turn enables the organisation to progress knowing it has been informed by the views of a representative sample of our residents.

4. OTHER OPTIONS CONSIDERED

4.1 N/A

5. RESOURCE IMPLICATIONS

5.1 None

6. RISK AND MITIGATION

Risk has been considered as part of this report and any specific high risks are included in the table below:

Category Risk	Action / Controls

7. ISSUES ARISING FROM IMPACT ANALYSIS

7.1 None identified

8. CRIME AND DISORDER IMPLICATIONS

8.1 N/A

9. COMMENTS OF FINANCIAL SERVICES

9.1 There are no financial implications arising from this report as the Panel has been established to respond to the consultation as described.

10. COMMENTS OF LEGAL AND DEMOCRATIC SERVICES

10.1 The terms of the recruitment must be clearly articulated to those recruited and understood by officers of the Council to ensure there are no legal implications on recruitment.

11. COMMENTS OF OTHER RELEVANT SERVICES

11.1 None

12. APPENDICES:

12.1 None