Listening, informing and working together:

York's Community Engagement Strategy

List of one to one consultations

1. Higher York - http://www.higheryork.org/

2. York Council for Voluntary Service - http://www.yorkcvs.org.uk/

3. North Yorkshire and York Primary Care Trust - http://www.nyypct.nhs.uk/

4. Healthy City board - http://www.yorkwow.org.uk/healthy-wow/

5. York Business Forum - http://www.yorkwow.org.uk/business-wow/

6. Mental Health Forum

7. York Racial Equality Network - http://www.yren.co.uk/

8. York People First - http://www.peoplefirstltd.com/members-yorkshire-york.php

9. York Older People's Assembly - http://www.yorkassembly.org.uk/

10. York LGBT (Lesbian Gay Bisexual Transgender) Forum, Yorkshire MESMAC - http://www.mesmac.co.uk/

11. York Inter Faith forum - http://www.interfaith.org.uk/local/diryh.htm

Key themes from on-line and one-to-one consultation

Themes relate to:

The documents themselves (the strategy & toolkit)

Need to be more accessible
- too dry, too many words
- working in a bubble, needs plain English
- sentences need to be simpler eg for those with English as a second language
- needs to be a public document – digest version?

Need to be inspiring

Need more of a spirit of partnership working
- refer to work with Older People's Assembly, Social Services Users Forum, Valuing People board, Tenants' Federation (HASS)
- more reference to voluntary/community service
- more reference to LSP (the document is written just for CYC)

Examples of good practice
- consultations done by Libraries and on the Heritage Strategy
- CVS newsletter
- LINKS newsletter
- Bus tokens, 50+ festival fair

Other specifics:
- at 3.1 use 'those individuals' rather than 'those people'; use terminology of 'individuals we need to reach' rather than 'the hard to reach'
- at 4.3 use ' with open-ness and transparency' rather than 'honestly and openly'; use 'a two-way process' rather than 'two-way'
- 6.1 needs re-wording in parts (!)
- 7.3 add 'third sector'
- p110 – identify the six equality strands ; point 5, bullets 3&6 need re-wording, not sure about the word 'active'
- p111 – replace the word 'centrality'; pt 7, use 'need to reach' rather than 'hard to reach'; pt 8 use 'available in a variety of appropriate formats'
- p112 – pt15 use 'the media protocol makes it clear that the press office…'

What we should do

Need to be more inclusive in engagement itself
- a real cross-section, not just self-interested pressure groups
- encourage attendance at council meetings
- just dealing with 'representative bodies' may not reach all those concerned with an issue eg p/t volunteers
- students are economically important to York; many are local residents
- hardest group to reach are those with mental health issues
- need to consider not just standard equalities strands, but also other marginalised groups
- in some cases, face-to-face conversations in informal settings are more appropriate
- translate information into accessible terms – easy-read?
- Older people do not always use Internet

Procedural based concerns
- keep surveys brief
- be careful about 'not duplicating' past work, as views may change
- confidentiality may be important for some groups

Live the spirit of engagement
- no biased questions, or manipulation of results
- internally, avoid engagement just being a 'tick-box exercise'
- encourage groups to communicate with each other and think strategically for the whole city

Work with partners
- use as route to residents eg via churches
- use established mechanisms (networks & forums), build on what's already there, develop closer links eg WOW, SIWG
- make toolkit public and accessible
- work with LINKs

New ideas and methods for consultation
- give everyone on electoral register a personal online account with CYC, for email contact and survey participation
- reach out to people where they are eg surgeries, care homes, travellers sites, community centres

Other
- allow groups to advertise in the Calendar

The detailed responses to the comments received are annotated below. We have removed who gave each comment as some respondersd wished to remain anonymous.

What was said	Decision	Reasoning
Surveys need to be brief Need to engage with real cross-section of community, not just self-interested pressure groups & individuals	*Accepted*	*Talkabout especially looks to engage with a cross-section of residents.*
1. Need to be careful about 'not duplicating' past work, as views change over time (as do the extent to which people are informed about an issue, and the way questions are phrased) 2. Consultation should be a two-way process - too often,	*Accepted*	*The engagement strategy is designed to deal with points 1&2, especially the second point as*

What was said	Decision	Reasoning
CYC asks biased questions and manipulates replies 3. Need campaign to encourage public attendance at council meetings – better publicity and simpler explanation of issues being considered		*the principles correctly followed will ensure this cannot happen. We will consider the first part of point 3 in the light of council publicity budgets. The second part of point 3 should be addressed by the Plain English section of the Engagement Strategy*
Need to recognise diverse ways that churches impact on council issues – may be a route to residents, may be affected by specific proposals Communication with representative bodies may be effective for some matters, but may not reach those with no formal position eg p/t volunteers	*Noted*	
Major culture change needed at council to make this strategy more than a 'tick-box exercise'	*Noted*	*We recognise that an effective strategy will require a change of culture – the strategy is a first step but it is part of a process that will ultimately lead to different ways of working*
Lacks reference to consultation with: Older People's Assembly, Social Services Users Forum, Valuing People board, Tenants Federation (HASS)	*Accepted*	*Added in engagement strategy toolkit*
Division of engagement into sub types a good idea There are already a host of established mechanisms (networks and forums) Good examples include consultations done by libraries and on the Heritage Strategy Build on what's already there and develop closer links Promote through the WOW board for example Students are important economically to the City	*Accepted*	

What was said	Decision	Reasoning
Many students are local residences from the area Groups to be encouraged to talk to one another and think strategically as a city		
Welcome a corporate approach Good to see reference to NI14 Greater mention of the voluntary and community service needed LSP could be mentioned more The document is written just for CYC There are other major players To promote engagement the toolkit and strategy needs to be inclusive and consider a wider audience. For example other examples could be used as good examples of engagement such as CVS newsletter or the LINKS newsletter Share resources and good advice with the community Toolkit made public and accessible The LINKs (previously patient forums)- are we linking to these?	*Accepted*	*The document has been redrafted to reflect the LSP's joint ownership* *Voluntary and community service linked to via toolkit* *Will look to link to non- council examples*
Welcome the strategy Can we clarify partnership working Are we linking with LINKs?	*Accepted*	*LINKs will be added into toolkit*
Meeting 10th of March		
Develop a capability for those who are on the electoral register to login to a personal account with CYC. This would enable email contact and survey responses to be sought and collated. It would enable opt out of paper receipt and be more likely to gather a representative view of the local electorate.	*Accepted*	*This isn't in the strategy at present, but we will look at the feasibility as part of a second stage of work on the strategy*
Welcome closer links with CYC Hardest of the hardest to reach group are those suffering from mental health issues	*Accepted*	*Happy to link into group on the toolkit*

What was said	Decision	Reasoning
Acknowledge the difficulty in terms of a dialogue with these individuals Traditional equalities driven paper and while this is important need to also look at other marginalised groups Vulnerable people seem to be tacked on Can the group advertise in the calendar?		
3. Reaching all of our communities 3.1 - Can I suggest that we use the word 'those individuals' rather than 'those people'. *Reference removed from latest version of strategy* Could you add in somewhere about individuals that we 'need to reach'. This is a more empowering term which is used rather than 'hard to reach' - just a thought. *Agreed – have removed references to 'hard to reach' by referring to six equality strands* 4. Informing 4.3 - Bullet point 2 - can I suggest that we use the terminology "the council will communicate with openess and transparency" rather than "honestly and openly" - again, just a thought. *Changed in strategy, but will keep honest in plain English leaflet* Bullet point 6 - Can I suggest that we use the terminology ....communication should be a two way "process" rather than "two-way". *Changed in strategy, but use different words plain English leaflet* 6. Implementing the Strategy in City of York Council 6.1 - This needs re-reading and re-wording in parts. *Reworded in latest version of strategy* 7. Working with partners 7.3 - You may wish to add the "third sector" in here. *Third sector added into toolkit* Page 110 'About the toolkit' 3. You may want to identify the six current equality strands here. *Agreed* 'What does 'good' look like	*Accepted*	*See 'what was said' on left hand column comments*

What was said	Decision	Reasoning
Point 5 - bullet points 3 and 6 - need re-wording, not sure about the word "active". *This section has been rewritten in being published on the web* Page 111 'making sure we leave no one out of our engagement - the centrality of equalities'. Not sure about the word "centrality" - probably better to use an alternate word here. *Agreed – word removed* Point 7 - not sure whether you can change "hard to reach" or "need to reach" here - I leave it with you. *Wording of hard to reach in inverted commas implies that this name is given but these groups are not actually hard to reach. Text goes on to explain about six strands* Point 8 - last sentence - can I suggest you use the word "available in a variety of appropriate formats". *Agreed – wording changed* Page 112 Point 15 – "The media protocol makes it clear that the press office..........." *Changed*		
Welcome closer links with CYC and officer visits Need to consider that traditional methods of communication are not always appropriate. Face to face conversations and informal settings may be more appropriate Need to translate information into accessible terms Can some things go into 'easy read'.	*Accepted*	*Attempts made to simplify the language in writing for the website* *Leaflet being prepared in easy read*
SIWG members all have access to a broad range of groups which can facilitate a dialogue York Older Peoples Assembly - Good examples of consultation such as bus tokens and 50 + festival fair Documentation is too dry and too much words, shrink it, inspire Older people do not always read the web	*Accepted*	*York Older People's Assembly acknowledged in toolkit* *Attempts made to simplify the language* *Strategy and*

What was said	Decision	Reasoning
Need to reach out to specific groups with different views rather using traditional methods, in surgeries, care homes, travellers sites for example Make sure we give them feedback on the impact of their voice - what has happened Make it accessible – large print and different languages For accessibility advertise this round's result in the press		*toolkit designed to provide framework for engagement, innovation will be in how it is used* *Equalities and need for feedback acknowledged*
Happy with current CYC mechanisms build on these Sign post existing groups with links to this community Link on CYC website – specialist venues and sexual health Methodology complex - confidentiality crucial but not invisible Use the forum as a sounding board and partner to help for confidentiality	*Accepted*	*MESMAC linked to through toolkit*
Welcome the approach of joining up which will prevent same questions been asked twice Need to work closely with PCT, Police act to work out how this will work in practice One example is that we have a list of organisations for different sectors which can facilitate engagement such as ward meetings, LINKS, York Health Group and Chapter 10 We should think of new ways we can engage and think of innovative practice	*Accepted*	*LINKs will be added into toolkit*
Its all there, but not accessible There is a big gap between a government report and ordinary language. To dry. Working in a bubble and inaccessible Don't know if there a quick answers but must have plain English - It needs to be a public document – could have digest version/two documents Make meetings and the council more accessible Interfaith – deal with people who culturally do things		*Attempts made to simplify the language in writing for the website* *Leaflet being prepared in plain English and easy read*

What was said	Decision	Reasoning
differently – need to simplify language. English as a second language for example, the sentence structure will need to be simpler – for translation. Consultation should not just be about council offices but also at community centres. Reach out to their locality Not just about information and printed paper but need community leaders talks have an informal dialogue		