



Notice of a public meeting of

Corporate and Scrutiny Management Committee

To: Councillors Barnes, Horton, King, McIlveen, Potter,
Runciman (Vice-Chair), Steward and Warters

Date: Monday, 13 May 2013

Time: 5.00 pm

Venue: The Severus Room - 1st Floor West Offices

AGENDA

1. **Declarations of Interest**

At this point, Members are asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which they may have in respect of business on this agenda.

2. **Minutes** (Pages 3 - 10)

To approve and sign the Minutes of the last meeting of the Committee held on 8 April 2013.

3. **Public Participation**

It is at this point in the meeting that members of the public who have registered to speak can do so. The deadline for registering is **5.00pm on Friday 10 May 2013**. Members of the public can speak on agenda items or matters within the remit of the committee.

To register to speak please contact the Democracy Officer for the meeting, on the details at the foot of the agenda.

4. Attendance of Deputy Leader - End of Year Update (Pages 11 - 18)

The Deputy Leader will attend the meeting to provide an end of year update.

5. Improving Community Engagement Scrutiny Review - Draft Final report (Pages 19 - 58)

To consider the draft final report of the Task Group appointed to undertake a scrutiny review on Improving Community Engagement, prior to presentation to Cabinet on 4 June 2013.

6. Work Plan 2012/13 (Pages 59 - 60)

To consider the Committee's work plan for the remainder of the 2012/13 municipal year.

7. Any Other Business

Any other business which the Chair decides is urgent.

Democracy Officer:

Name: Jill Pickering

Contact details:

- Telephone – (01904) 552061
- E-mail – jill.pickering@york.gov.uk

For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting:

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports

Contact details are set out above.

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- ensure that what you want to say speak relates to an item of business on the agenda or an issue which the committee has power to consider (speak to the Democracy Officer for advice on this);
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A leaflet on public participation is available on the Council's website or from Democratic Services by telephoning York (01904) 551088

Further information about what's being discussed at this meeting

All the reports which Members will be considering are available for viewing online on the Council's website. Alternatively, copies of individual reports or the full agenda are available from Democratic Services. Contact the Democracy Officer whose name and contact details are given on the agenda for the meeting. **Please note a small charge may be made for full copies of the agenda requested to cover administration costs.**

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The majority of councillors are not appointed to the Cabinet (39 out of 47). Any 3 non-Cabinet councillors can 'call-in' an item of business following a Cabinet meeting or publication of a Cabinet Member decision. A specially convened Corporate and Scrutiny Management Committee (CSMC) will then make its recommendations to the next scheduled Cabinet meeting, where a final decision on the 'called-in' business will be made.

Scrutiny Committees

The purpose of all scrutiny and ad-hoc scrutiny committees appointed by the Council is to:

- Monitor the performance and effectiveness of services;
- Review existing policies and assist in the development of new ones, as necessary; and
- Monitor best value continuous service improvement plans

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City of York Council

Committee Minutes

MEETING	CORPORATE AND SCRUTINY MANAGEMENT COMMITTEE
DATE	8 APRIL 2013
PRESENT	COUNCILLORS WISEMAN (CHAIR), BARNES, HORTON, POTTER, RUNCIMAN (VICE-CHAIR), STEWARD, WARTERS, SEMLYEN (SUB FOR CLLR MCILVEEN) AND DOUGLAS (SUB FOR CLLR KING)
IN ATTENDANCE	COUNCILLOR HEALEY
APOLOGIES	COUNCILLORS KING AND MCILVEEN

45. DECLARATIONS OF INTEREST

Members were invited to declare at this point in the meeting any personal interests, not included on the Register of Interests, or any prejudicial or disclosable pecuniary interests they may have in respect of business on the agenda. No additional interests were declared.

46. MINUTES

RESOLVED: That the minutes of the last meeting of the Committee held on 11 March 2013 be approved and signed by the Chair as a correct record.

47. PUBLIC PARTICIPATION/OTHER SPEAKERS

It was reported that there had been one registration to speak at the meeting under the Council's Public Participation Scheme and that one member of Council had also requested to speak.

Gwen Swinburn put forward three possible scrutiny topics for future consideration by Members, providing details of each. The first relating to consultations undertaken by the authority and the procedures in place, the second relating to third sector organisation funding, to provide common standards and the final topic on the scrutiny process, to include the provision of Terms of Reference of reviews on the Council's website.

Cllr Healey made reference to the remit of the topic being considered by the Loans and Grants Task Group, expressing concern that it appeared to be drifting away from the original remit which included an examination of the issues surrounding the demise of the North Yorkshire Credit Union. He pointed out that the Credit Union loan should be examined as part of the overview with the Group having a wider scope to include information on the loans made and resulting outcomes.

48. ATTENDANCE OF CABINET MEMBER FOR CORPORATE SERVICES - END OF YEAR UPDATE.

The Cabinet Member for Corporate Services gave Members an update on her work and the implementation of her priorities over the last year. Following a request, she also put forward her suggestions for possible areas for scrutiny during the next municipal year.

She pointed out that, if any Members required additional information in respect of any of the issues raised to let her know and she would forward on further details.

The Cabinet Member spoke about the core functions of the Council and in particular to the following areas:

Exit Strategy and West Office Move (WO)

She thanked all staff for their hard work and dedication in both the preparation for, and move to West Offices. Work was still ongoing at Hazel Court to incorporate the different teams and business continuity plan. Following handover of the WO building Shepherds would take over the facilities management. Yorkcraft had also been heavily involved in the move providing assistance to staff.

In answer to a question the Cabinet Member confirmed that she hoped that further work would be undertaken on procurement following the reduction in office accommodation and move to WO's.

It was also questioned why a competition for a more imaginative name for the new building had not been considered.

Finance

Updates were given on the budget and quarterly monitoring reports. Details of changes in business rates and funding together with changes in Council Tax support , requiring additional work by staff were reported.

In relation to financial inclusion, Members questioned how CSMC would be able to judge tangible measures of success. The Cabinet Member confirmed that further information on outcomes would be provided in a future report to Cabinet.

Asset Management Report

The Cabinet Member acknowledged this important work which would provide a tangible outcome.

Members suggested that the commissioning of asset management could be considered as a future scrutiny topic. The Cabinet Member made reference to wider commissioning across the Council and to a government pilot scheme being undertaken by three cities on commissioning which could also provide income generation.

Customers and HR

It was noted that following staff occupation of WO's new methods of working were being implemented including the use of new technology.

Overall there had been a good response to the authorities move to WO's from customers and business colleagues. It was also hoped that further apprenticeships could be developed and continued in the future.

Legal

Following the restructure in Legal a high proportion of work was now being undertaken in house, however it would still be necessary, on occasions, to bring in specialist expertise. Close monitoring of this was ongoing.

ICT

Thanks were expressed to the IT team who were continuing with a number of large number of high profile projects. They continued to provide an excellent service in a number of areas including the recent move and exit strategy, the new Members portal, the draft Business Plan for 2013/14 and the Super Connected City bid.

North Yorkshire Pension Fund

The Cabinet Member confirmed her ongoing interest in her work with the Fund, making reference to the numbers involved in the NY Pension Scheme.

Members went on to congratulate the Cabinet Member on her work throughout the year particularly with the increased responsibility of the move to West Offices. The Cabinet Member expressed her thanks to all those involved, in particular the staff and ICT team for their ongoing work and commitment to the project.

It was hoped that the Cabinet Members successor would also continue to support full community engagement. With attention being given to opening up the authorities work to ensure full resident support.

RESOLVED: That the update from the Cabinet Member for Corporate Services be received and noted.

REASON: To keep Members informed of all areas of work within the remit of the Committee.

49. DRAFT WORKPLAN FOR 2013/14.

Consideration was given to the Committee's draft work plan for the forthcoming municipal year, ahead of the proposed scrutiny work planning event.

It was confirmed that, with Members agreement ,the work planning event open to all Members and relevant Officers would take place at 5pm on Wednesday 15 May 2013.

Members expressed their support for the earlier speakers comments on funding and the requirement for common standards. In particular the need for clear outcomes and spending details of the allocated sums.

It was pointed out that originally, when consideration had been given to the loans and grants topic, it had been decided not to amalgamate the topic using the North Yorkshire Credit Union as an example. It had been suggested that this could be submitted as a separate topic, if felt necessary.

Members confirmed that consultation may be a suitable topic for future scrutiny however it was pointed out that one method would not suit all consultation exercises undertaken within the authority.

- RESOLVED:
- i) That arrangements be made for the scrutiny work planning event on Wednesday 15 May 2013 at 5pm.
 - ii) That the Committee's draft work plan for the forthcoming municipal year be received and noted, subject to the following amendments and additions:
 - 7 April 2014 – 3. Workplan 2013/14
 - 12 May 2014 – 1. Workplan 2014/15
 - Possible future topics to be put forward to the Scrutiny Work Planning Event on 15 May 2013:
 1. Commissioning
 2. Asset Management including the asset transfer of community centres.
 3. Third Sector Funding

REASON: To assist in the early formulation of the Committee's work plan for the 2013/14 municipal year.

50. INNOVATION STRATEGY STATUS MARCH 2013 - BRIEFING PAPER

Members considered a briefing paper in respect of ongoing work on the development of an Innovation Strategy for the city. This information had been provided following concerns expressed, at the last meeting, regarding slippage of this item on the Committee's work plan.

The Head of Performance and Innovation attended the meeting and presented the paper. He reported on the development of the original concept of introducing an innovation strategy, since its conception in 2012. Following the setting up of a specific innovation partnership to develop the strategy work had progressed. This had also followed receipt of funding to deliver

a two year innovation catalyst programme which would assist the council in delivering the Council Plan across all five key priorities. He confirmed that the strategy was now in the process of being refined and would be finalised by late April.

Members questioned the content of the report and what it would mean to the Council in terms of delivery and measurable outcomes.

Following further discussion it was

RESOLVED: That the paper be received and noted subject to receipt of further update report to a future meeting, following completion of the strategy.

REASON: To keep the Committee updated on the content and proposals contained in the Innovation Strategy.

51. WORKPLAN 2012/13 - UPDATE ON ONGOING TASK GROUP SCRUTINY REVIEWS.

Cllr Barnes presented details of the ongoing work of the Loans and Grants Scrutiny Task Group, confirming that the Group had examined a full list of all loans and grants made by the authority in the last financial year. In order to gain an overall view six very different cases had been chosen for further detailed examination. It was hoped to be able to identify good practice and pitfalls with other issues coming to light during the review.

Cllr Runciman reported on the current work of the Community Engagement Task Group and to recent meetings with the Parish Council Liaison Group and the Residents Association Federation to inform their work. The Group had identified a number of simple points that it was hoped would assist in the future engagement of residents. Information was at still being compiled with a view to making some draft recommendations.

An invitation was to be extended to representatives of the Communications Team to provide further information at their next meeting.

RESOLVED: That the Member updates on current reviews be received and noted.

REASON: To update the Committee in respect of ongoing scrutiny reviews.

Councillor S Wiseman, Chair
[The meeting started at 5.00 pm and finished at 6.40 pm].

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Deputy Leader Portfolio Report May 2013

The Council has many 'faces' but it also has areas that do not always receive as much attention as others, yet they are an important part of the Council and play an important role in the City

Like all areas of the Council Democratic Services, Electoral Services and the Mansion House are under pressure from reduced funding.

Democratic Services

The team have a varied role in the Council both in and out facing, working with Councillors, Council Officers and the residents of the City. The team is, compared with 10 years ago, smaller and has a more varied role than previously. Democratic Services were one of the last to move to West Offices so that public meetings could still be supported when they were being held in the Guildhall.

Council Chamber

After a meeting during 2012 I became aware that the audio system, including the induction loop, have not been maintained for many years and was at the end of its life. Add to this I and a number of members had expressed concerned about cables being strewn across the floor for use during presentation and those needed to support members in meetings.

The work to install a new system now means that our Chamber is fit for the 21st Century both for members use and residents who come to take part in and listen to Council. There was some delay in the installation as a Conservation assessment had to take place with regard to the supply of electricity and power points, the renewal of control panels on the desks and the mounting of new speakers.

Membersphere App

To be launched in June 2013, the App will allow Members to access and share information interactively and electronically, as well as to complete appropriate tasks without having to go to multiple pages on the Council Intranet.

Councillor Training & Support

A core training programme continues to be delivered for members but again this area has had to take a percentage of the overall Council savings due to reduced Government funding. Democracy Services

continue to work with Councillors to introduce a unique and accredited course on 'Democracy & Local Government' devised with the University of York

Scrutiny

A work planning culture, involving all Members, has been embedded within scrutiny over the last two years. In the last year, this has particularly led to increased participation across Members in scrutiny review and overview work. Another work planning event is again planned this year – 15 May 2013.

All the Committees have had packed work plans this year and are starting to think about their priorities for the coming new Municipal Year.

Much progress has been made to develop a real interest in and commitment to scrutiny across all Members, officers and external partners. More work needs to be done and a report is currently being considered within Groups looking at various options.

Local Democracy Week

A full programme of activities to engage residents of all ages with the democratic process was arranged during October 2012. Yet again, Democratic & Electoral Services will be leading on a varied programme of corporate initiatives and activities for October 2013.

Electoral Services

Police and Crime Commissioner Election

The Electoral Services team were heavily involved in the arrangements for the Police and Crime Commissioner election in November 2012. The unusual time of year for this election increased workload as it meant that the Annual Canvass had to be started early in July and finished during the arrangements for the PCC Elections. These were challenges that the Officers had not encountered before but were coped with well by the small core team.

The Returning Officer, for York, was nominated as the Police Area Returning Officer for North Yorkshire and whilst this can be considered a mark of distinction, the position required undertaking the challenge of coordinating the eight local authorities in North Yorkshire in regard to election day and count arrangements, in addition to solely dealing with

candidates, their nominations papers and final declaration of result. As a mark of appreciation the Electoral Services Manager who acted as Project Manager for the PARO was awarded 'Employee of the Month for December' by City of York Council.

With the Electoral Services Team dealing with arrangements for City of York Council area and North Yorkshire, the volume of telephone calls were more than usually expected and far more varied than normally received, support was given by the Customer Contact Centre that received training and FAQ sheets to assist.

Local Government Boundary Commission for England – Further Electoral Review.

A new Electoral Review was instigated by the Local Government Boundary Commission for England (LGBCE) to review the number of elected members and wards. The year long review has required the Electoral Services Team to produce substantial amounts of data and information to both the LGBCE and public at the same time as the Police and Crime Commissioner Election and Postal Vote refresh.

If the outcome of the review recommends changes this will result in an increased workload for the team as any change in Ward structure will require the Register of Electors to be amended in streets that are included in the new wards and any new wards will require a review of polling districts, polling places and polling stations.

Postal Voter signature refresh

The Regulations that introduced the need for Returning Officers to check signatures and date of births on returned postal vote statements, also requires the Electoral Registration Officer to collect a new signature every five years.

Each January the Electoral Services Team undertakes a six week process to contact those electors who have had postal vote arrangements for five years. The refresh in 2013 had 85% of the electors submit a new signature, ensuring they have a postal vote arrangement in place for the next five years. Those who did not submit a new signature, have a new application form sent to allow them to arrange a new postal vote in the future.

Individual Electoral Registration

From 2015 a new system of registering to vote will be introduced, under the current system of electoral registration an annual household canvass form is sent to each address, which is completed by one individual on behalf of everyone living at the property. From 2014 this system of registration will be replaced by one of Individual Electoral Registration (IER), with individuals making an application to register individually and providing personal identifiers such as date of birth and National Insurance Number.

The Electoral Services team have begun preparation to ensure the introduction is smooth and as few current electors as possible will have to register to vote under the new system. As part of the transition, data will be matched with the Department of Works and Pension (DWP); the team have begun to check that current empty properties and non-responding properties from the annual canvass have a chance to register if occupied. Those currently registered and that match with the DWP data will automatically be carried on the new registration system. Those who do not are not immediately removed and their voting rights will still in place for the 2015 Parliamentary and Local Elections and then they will be removed after these elections.

Annual Canvass

Due to the PCC Election in November 2012, the Annual Canvass was brought forward by Ministerial direction. The Annual Canvass started in July (compared to September normally) with the Register of Electors published on 16 October (compared to 1 December), which was during the election timetable after the nomination period had started.

The team had to deal with both election arrangements and compiling an accurate Register of Electors for use in the election on extremely tight legal deadlines. With the early date to publish, the team put extra efforts in to ensuring groups such as students, who were only just starting their academic year, armed forces personnel and electors wishing to arrange postal votes were entered and able to vote.

Despite the early start and clash with election arrangements, the Annual Canvass was successful with 90% of properties confirming by form, Internet or text the details of electors.

Mansion House

The Mansion House as well as being the 'home' of the Lord Mayor is an important building to the City. However it also has to be recognised that it is an old building that has high revenue and capital funding needs to not only keep it in a condition that is deemed appropriate but to make improvements that are long over due.

Over the year I have learnt a number of interesting aspects about the House including why the temperature seems a little cool to the maintenance needs of the building. The knowledge of the Officers is vital for Council to understand the needs of the House.

During the year I have discussed with Officers, and implementation is starting to happen, about how income can be maximised through increased opening and the introduction of more 'specialist' visits and events. The 'House' now has its own web page and it is on this that the use of the 'House' for functions is advertised. Working with Officers I am exploring how enhanced packages can be offered which will increase the income and I hope that some of these will come forward in the coming year

We are already starting to see some positives in the changes made. The 'House' has seen increasing visitor numbers with tours, educational visits and special events and in turn this has led to increased income. A consequence of this is that there has been diversity in the range of products available for visitors to purchase from the Mansion House shop which is now working in partnership with the York Archaeological Trust who are selling Mansion House stock at their locations. There is already evidence that changes are working as the Mansion House has achieved income in excess of targets for its second consecutive year.

To ensure that the future of the use of the Mansion House does not become 'stale' a marketing strategy is being developed which will include looking to use the building in more innovative ways, such as a theatre production which has already taken place. This builds on the houses appearance in television drama

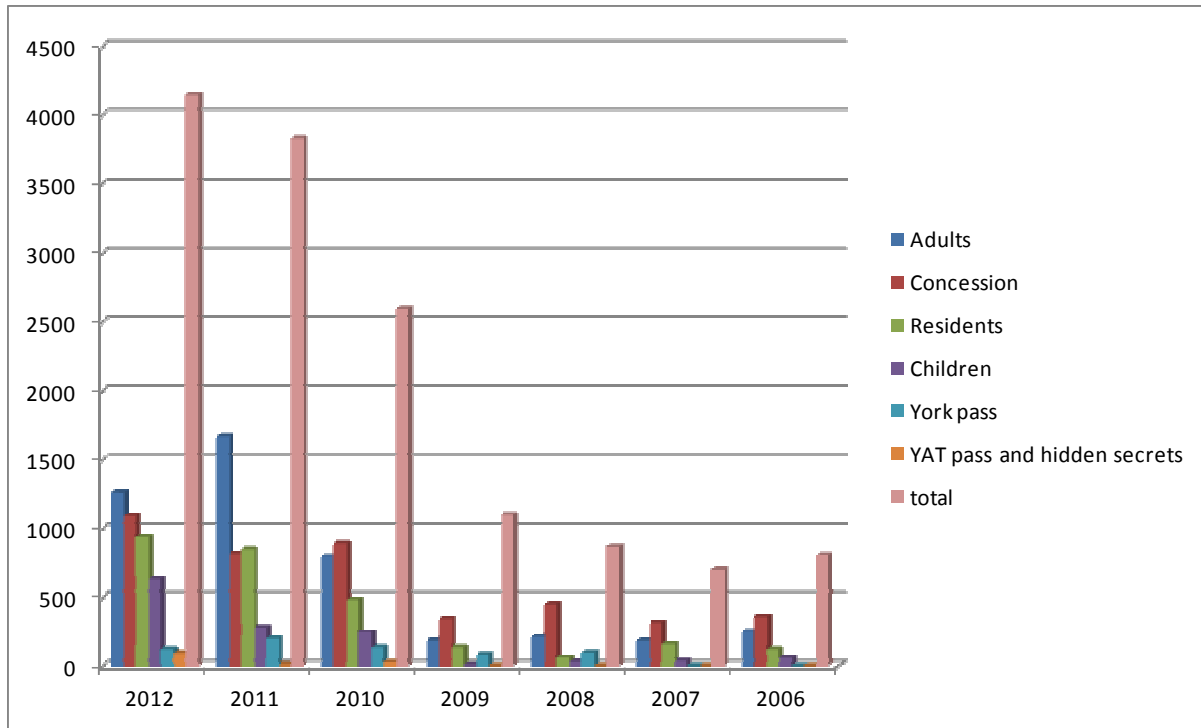


Table 1: Increase in Mansion House visitor numbers

The Mansion House staff are also:

- developing a client base for the house through private hires
- working with Officers for Culture & Arts and being part of relevant festivals in the City
- re-publishing the 'Lords of the City'
- supporting the Lord Mayor in developing an economic role, demonstrated by its continuing membership of York professionals and recent business trips fronted by the Lord Mayor

In 2012/13, the team has:

- Successfully managed the Royal Visit
- Received a new Cap of Maintenance - presented by the Queen and the first since 1915
- Established an ambassadorial role for the Lord Mayor in connection with economic activities

Significantly, a bid is being made to the Heritage Lottery Fund, along with grant bids to restore kitchens, display the 'Houses' silver, under take further conservation work, building works and educational projects. By building on the foundations that have already been established, the 'Opening Doors' project will aim to:

- Increase and enhance public access and community involvement in the Mansion House
- Develop greater educational provision for adult and children visitor groups
- Improved interpretation of the history and usage of the building
- Deliver improved conservation of the house and its collections
- Achieve financial sustainability

To achieve these goals, the project will focus on four key areas:

- The restoration of the kitchens, one to a fully working 18th Century kitchen and the other to a modern kitchen. This work will assist in interpreting and exploring the lives of those who have worked in the house over the centuries and will give the ability to illustrate three centuries of eating in the house – the 18th, 19th century and 21st century.
- Display of the Gold and Silver collection, including improved interpretation, conservation and access, which will provide the means to learn about the people behind the objects, the York Silver Smiths the donors and patrons.
- Development of an integrated environmental and conservation plan to cover the contents and structure requirements of the building, including the installation of an effective conservation heating system to minimise long-term damage to the contents and fabric of the building and reduce its carbon footprint
- An Oral history project, collecting memories from those who have been associated with the house such as the butlers, cleaners, cooks along with present and former Lord Mayors and Sheriffs.

Total cost of the project is approximately £1.2 million, with circa £1 million being requested from the HLF. The Council will be required to make a small percentage contribution and other grant providers are also being contacted including the Gold Smiths Company, Silver Society and the Pilgrim Trust. Officers will also be working in partnership with a number of local groups, such as York Archaeological Trust, York Civic Trust and the Centre of Life Long Learning at the University of York.

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Corporate & Scrutiny Management Committee

13 May 2013

Improving Community Engagement Scrutiny Review – Draft Final report

Background to Review

1. In September 2012, having considered a scrutiny topic submitted by Cllr Barnes on 'Engaging the Disaffected', this Committee agreed to undertake a scrutiny review to look at the issues affecting levels of community engagement across the city, in the following three areas:
 - i. Community Engagement
 - ii. CYC Customer Services
 - iii. Financial Inclusion
2. A Task Group was set up to scope and carry out the work on the review on behalf of the full committee.

Information Gathered

3. Initially, Members agreed it would be useful to carry out a comparison between two wards with differing levels of deprivation and reasons for lack of engagement, and agreed to focus their review on Heworth & Rural West wards.
4. The Task Group considered profile information on the two wards and compared levels of deprivation across those wards identified from the initial findings from the Big York Survey 2012.
5. The Big York Survey 2012 (BYS)
The BYS is a key component in meeting the objective in the council plan of being completely in touch with our communities. The results of the survey provide a key insight into the progress, understanding and public perception of the council's work to deliver the council plan priorities, and are used to help inform decisions around the allocation of resources and budget setting.

6. Due to the low number of responses from the two chosen wards, the Task Group agreed to group those two wards with similar wards, and use findings from those ward groupings to support their work on the review – see agreed ward groups below:

<u>Rural Wards</u>	<u>Highest Deprived Wards</u>
Bishopthorpe	Clifton
Wheldrake	Guildhall
Rural West	Heworth
Skelton, Rawcliffe & Clifton Without	Hull Road
Strensall	Westfield

7. In December 2012, the Task Group looked at the detailed results from the BYS 2012 together with a Cabinet report highlighting the concerns arising e.g.:
- Understanding of Protecting Vulnerable People priority - A higher than anticipated proportion of 'don't know' responses in relation to perceptions of progress on some of the council's priority areas, particularly around protecting vulnerable people.
 - Supply of affordable housing - 46% said that the supply of affordable decent housing needed improving.
 - Jobs Progression Options - one third of people were concerned that people had to commute out of York to work and 45% felt they would personally have to commute out of the York area to develop their career.
8. The Task Group learnt that action was already underway to address those concerns and therefore agreed there was no need for scrutiny to duplicate that work.
9. However, the BYS also showed that in regard to 'Influence on local area', only 29% of people agreed they could influence decisions affecting their local area, compared to 42% who disagreed, with 28% being neutral on the matter. The Task Group were therefore keen to understand how the Council planned to address this, particularly in wards containing Parish Councils, where there are no plans to develop a Community Contract (see paragraphs 23-25 below).
10. As a result on their initial investigation, the Task Group agreed the following review remit:

To identify ways of empowering people and improving community engagement

Objectives:

- a. To improve communications between CYC and Parish Councils
- b. To improve communications in non-Parish Council areas.

i - Community Engagement

11. Community engagement is very important to a healthy political system. The more engaged a community is in how it is governed, the more it is likely to get out of those who govern it.
12. Parish Councils and other local councils i.e. town, village, community or neighbourhood councils, are local authorities in their own right. They generally have a much closer relationship with the community than a Local Authority has. However, parish councillors and ward councillors frequently complain about how difficult it is to get their community involved in their council's business. It is often said, no-one is interested. However, major planning proposals, waste incinerators and such like are usually pretty effective in filling local council meetings with members of the public anxious to know how they might be affected.
13. In York, residents with concerns about social, environmental and economic issues in their area are encouraged to engage with their ward meetings. The Council welcomes suggestions from anyone who lives or works in a ward including young people.
14. Currently, the Communities and Equalities Team (formerly Neighbourhood Management Unit) is working on ways of improving residents' access to information and ways of:
 - Encouraging people to bring forward ideas for their community
 - Fostering a greater understanding of local community issues
 - Getting people involved in their community and in voluntary activity
 - Making sure that what gets done is what the community most wants
 - Helping people see how their council tax is being used
 - Getting involved in local decision making on issues affecting their local area
15. In areas with parish councils, residents are also being helped and encouraged to:
 - Understand how parish business affects them
 - Stand for election as local (parish) councillors
16. Parish Councils
There are 31 Parish Councils in the York area:

Acaster Malbis	Haxby Town Council	Osbaldwick
Askham Bryan	Heslington	Rawcliffe
Askham Richard	Hessay	Rufforth with Knapton
Bishopthorpe	Heworth Without	Skelton
Clifton Without	Holtby	Stockton-on-the-Forest
Copmanthorpe	Huntington	Strensall with Towthorpe
Deighton	Kexby	Upper Poppleton
Dunnington	Murton	Wheldrake
Earswick	Naburn	Wigginton
Elvington	Nether Poppleton	
Fulford	New Earswick	

17. CYC maintains a close working relationship with those 31 parish councils through the Yorkshire Local Councils Association. York Branch (YLCA) is a membership organisation and nearly all of the local councils within the City of York area are members of that organisation. In particular CYC liaises with local councils through the Parish Council Liaison Group. The membership of the group is 5 local council representatives selected through the YLCA branch meetings, and an officer from the CYC Communities and Equalities Team. There is an open invite to the CYC portfolio holder to attend liaison group meetings. The purpose of those meetings is to provide regular contact between CYC and local councils to pick up key issues and to ensure ongoing dialogue. The liaison group also has responsibility for the Parish Charter. Those local councils who are not members of the YLCA are contacted directly by the Communities and Equalities team with key messages which are pertinent to all or groups of local councils.
18. In January 2013, the Task Group received a copy of a Charter agreed by CYC and the YLCA on behalf of the 31 local/parish councils in York, which sets out how they will work together. The charter:
- includes a commitment to the principles of democratic local government;
 - acknowledges and recognises that parish and town councils are the grass roots level of local government. By working with local and parish councils CYC aims to act in partnership with local communities, while balancing the needs of the wider locality;
 - recognises that parish councils offer a means of shaping the decisions that affect their communities and of revitalizing or sustaining local communities;
 - recognises the strategic role of CYC and the equitable distribution of services which it has to achieve.

19. In March 2013, members of the Task Group met with the Parish Council Liaison Group to discuss their perceived barriers to improved communication and engagement with the Council. The findings from that meeting are shown at Annex A.
20. The Task Group recognised there are areas of the city not covered by a Parish Council. In many of those areas other organisations are in place, which are fulfilling a similar role. The Task Group noted that Residents Associations (RAs) tend to be formed in non-parish council areas, although at present there are areas of the city which are not covered by either a Parish Council or an RA.
21. Residents Associations
A Residents' Association is a group of local people who meet regularly to talk about things that affect them. They play an important role in building local communities by highlighting community concerns such as the environment and crime, and contributing to the making of policy that delivers services to tenants e.g. housing repairs. Anyone who is a resident within an RA's boundary can join, regardless of whether they are a council tenant or own their house.
22. For an RA to be recognised by the council it has to fulfill certain conditions to ensure it is democratic and representative of its community i.e.:
 - holding an inaugural public meeting when all residents are invited
 - adopting a recognised community group constitution
 - adopting the council's equal opportunities policy
 - holding an annual general meeting to which all members are invited
 - electing a committee
23. The Council offers help through each step of setting up and establishing an RA. They are encouraged to adopt a committee structure, where members are nominated for key posts such as chair, secretary and treasurer. A number of 'ordinary members' can also be elected although this is not always necessary.
24. The Council supports the work of RAs in a number of ways. For example, it produces a bi-monthly magazine 'Working Together' containing news about residents' associations and training opportunities that residents and tenants might benefit from. Some of that training is free or is offered at a subsidised rate. Recognised RAs also receive a support grant to pay for running costs such as meeting room hire, newsletters and stationery, a yearly estate improvement grant and a small training budget to send members on external training courses. The amount of those grants depends on the number of tenants in the RA area.

25. The Council's neighbourhood management officers also help to identify issues in an area and come up with solutions that can be implemented. Councillors, council officers, estate managers and the safer neighbourhood police team will often attend meetings (when invited) to aid RAs in their consideration of those issues.
26. There are currently 20 RAs recognised by the council, each with its own geographically defined area – see list of RAs below:

CYC Funded RAs	Ward
Bell Farm	Heworth
Dodsworth	
Muncaster	
Tang Hall	Heworth & Hull Rd
CAMLOW	Micklegate
Clementhorpe	
Nunnery	
Carr	Acomb
Chapelfields	Westfield
Cornlands & Lowfields	
Foxwood	
Kingsway	
Clifton	Clifton
Copmanthorpe	Rural West
Dringhouses	Dringhouses / Woodthorpe
Dunnington	Derwent, Heslington & Osbaldwick
Fulford	Heslington & Fulford
Groves	Guildhall
Navigation & Walmgate	
Lindsey	Holgate

Private RA's Supported by CYC	Ward
Sovereign Park	Acomb
Chase	Dringhouses/Wood
Badger Hill	Hull Road
Claremont Terrace	Guildhall

27. In regard to the Rural West Villages, the Task Group learnt that volunteers who are willing to get involved and set up RAs in those communities, are being sought.
28. **York Residents' Federation** - This umbrella group for the Residents' Associations (RAs) in York, aims to represent the interests of residents

and to promote their right to be involved in developing policies on housing and other issues. It gives help and support to the RAs listed above, as well as encouraging the establishment of new associations. It also works as a sounding board for service improvements and encourages local initiatives.

29. The Federation holds formal public meetings on the 3rd Thursday of each month, and meets informally on the 1st Thursday of each month. Any resident can attend the formal meetings. Although the meetings are mainly about issues of concern to council tenants, there are often guest speakers talking about more general topics e.g. cold calling zones and the work of the Older Citizens Advocacy York. The Federation also raises issues of common concern across RAs. It helps to identify training needs among RA members and works with other local, regional and national organisations to provide external training and education to meet those needs.
30. The Task Group was informed that overall feedback from Residents Associations in the York area showed a need for improved communication between them and wards councillors. With this in mind, in March 2013 members of the Task Group met with the Residents Association Federation to discuss their perceived barriers to improved communication and engagement with the Council. The findings from that meeting are shown at Annex B.
31. Having met with both the PCLG and RA Federation, the Task Group agreed that in many cases their concerns around engagement and communication with the Council were similar and therefore the Task Group were able to identify a number of draft recommendations which would address a number of the concerns raised by both organisations – see paragraph 64 below.
32. Finally, the Task Group noted that not all areas of the city were covered by either a Parish Council or Residents Association. They therefore agreed it would be useful if the Neighbourhood Management Team identified a private resident association or some other type of community group in those areas that the council could disseminate information through.
33. Community Contracts & Action Plans
As Ward Councillors, the Task Group was already aware that Community Contracts were in development in many wards, enabling communities to have a greater understand of their ward, the challenges within the ward, services and facilities, as well as how to actively become involved . Also, that new methods of communication were being trialled, including the use of social media and Your Ward Online.

34. In December 2012 the Task Group considered an example Ward Action Plan (for Heworth) together with information on how it was created and evidence used in support. At the same time, it was confirmed that none of the wards in the rural group (see paragraph 6 above) had an action plan in place. The Head of Neighbourhood Management confirmed she had met with the parish councils in those wards, to learn how they were currently engaging with their community on issues within their parish, and to encourage the introduction of action plans. However the general consensus of Parish Councils was that they already had a good understanding of the challenges within their parishes, and therefore could see no benefit to producing an action plan. The Task Group acknowledged their view.
35. However, the Task Group recognised the benefit of improving community involvement in ward action planning and service monitoring, and agreed that over time it could lead to an increase in the number of residents who felt they could influence decisions in their local area, thereby improving the figures in the BYS findings shown in paragraph 9 above.
36. Ward Budgets
At a national level, the Coalition Government's promotion of the "Big Society" idea is leading them to take an interest in many aspects of local activism, local self help and community engagement and so there is a strong governmental interest in participatory budgeting, which York has a successful track record in.
37. Each year the wards in York are given a budget to fund initiatives and projects which will support their ward priorities and lead to improvements in their local area. In 2012-13, to make sure that budget made a real difference in the wards, CYC launched an online survey for residents to identify their ward concerns. This was also made available through community builds in a hard copy format. This together with statistics and feedback from service providers will help shape ward priorities for their ward for 2013-14.
38. The Task Group queried whether all Parish Councils and Residents Associations had a clear understanding of how Ward processes worked within their ward, in relation to setting ward priorities, working collectively on the community contract and identifying relevant resources.
39. Ward Team Meetings
The Task Group learnt that the Communities and Equalities Team was currently developing a number of documents to support Councillors in their ward team meetings e.g.:

- A generic list of interested parties, from which Ward Councillors could tailor their invitees to a meeting based on the issues to be discussed. The list should include all the appropriate individuals/organisations to support ward councillors in their consideration of the issues around the priorities they have set as part of their ward action plan, including representatives from any local Parish Councils and Residents Associations where they exist within the ward
 - An information sheet on each ward and its Ward Councillors for new attendees/interested parties at ward team meetings.
40. Overall, the Task Group recognised that across all wards, Parish Councils, Residents Associations, and other local bodies such as Neighbourhood Watch Groups, Gardening Clubs, Planning Panels etc (any organisations that bring together groups of residents), had much to offer in the way of community liaison. And, that they were a source of local information that could be better utilised to inform discussions around Community Contracts and local priorities etc. They therefore agreed it would be useful for representatives from those bodies to participate in ward team meetings and/or ward meetings to contribute to those discussions.
41. Finally, the Task Group acknowledged the importance of a good working relationship between ward committee members and the need for an understanding of each party's role, in order to manage expectations. To help improve that working relationship, the Task Group agreed to recommend the introduction of a 'Statement of Intent' setting out some principals for working together which all ward team members could be encouraged to sign up to - see draft statement of intent shown below:

Principles for Working Together at a Ward Team Meeting - Statement of Intent

Ward Councillors shape the decisions that affect the ward they represent and the communities within their ward. They chair Resident Forum meetings and ward team meetings which are open to representatives from the major public sector agencies operating in the area, the voluntary sector and community representatives.

In regard to the working relationship between ward team members, all parties are encouraged to sign up to the following principals:

Resident Forum Team Members will:

- Work together with mutual respect and ensure effective two-way communication

- Ensure issues/developments from their area or area of work, are communicated effectively to all members
- Use personal skills, experience and networks to ensure that the work of the ward team is effective in addressing local needs
- Work collaboratively and share resources where appropriate
- Act as community advocates rather than on behalf of any particular organisation (except where there is an agreement that the interests of a particular organisation represent an issue of importance to the ward as a whole).
- Work together to promote sustainable social, economic and environmental development in their ward.
- Where appropriate, respect the confidential nature of information shared by public sector agencies.
- Recognise the strategic role and priorities of the Local Authority and other public sector members, and the equitable distribution of services and resources which they have to achieve.

42. CYC Communications

The Task Group recognised that the Council's communication with residents was a key factor in improving community engagement. The Head of Strategy, Partnerships & Communication provided information on the variety of ways in which the Council currently communicates with the public.

43. The Task Group recognised that for a long time, the Council had been publishing a range of newsletters etc (Your Voice, Your Ward), noting that special editions were sometimes produced to address specific issues in specific wards. However, the Task Group were pleased to note that in more recent times, the Council had introduced social media i.e. Twitter and Facebook to its methods of communication.

44. The Task group were informed that the Council now employs 1 FTE to monitor and respond to comments and requests made by the public via social media. It was confirmed that the Council received approximately 200-250 social media comments a day which required a response - approx 15-20% of the total social media comments received daily. Those comments related to council services, issues with service delivery, requests for services etc.

45. The Communications Team were currently managing all of the Council's social media in order to assess the amount of work being generated and to decide who would be best placed to carry out that work. In the long term,

it was likely that individual CYC service teams would receive and respond directly to the comments and requests relating to their service, being generated via social media.

46. In addition, the Council had revised the look and feel of its website and its content had been rewritten to improve access to information and enable residents to provide feedback. Also that work was ongoing to improve the Council's 'Do it Online' options. The Task Group queried the Council's agreed response times and were informed that were included in CYC's Customer Services Charter i.e. 1 day for written responses, and 4 hours for social media responses.
47. In regard to quality controlling the Council's communication output, the Task Group acknowledged it was not possible for the Communications Team to take responsibility for it all due to the sheer quantity. Therefore the onus was on individual service teams to use appropriate methods for communication based on agreed guidelines i.e. tone, font, use of images and colour, use of abbreviations and plain English in reports etc, and to seek advice from the Communications team where necessary.
48. The Task Group noted that the Council's Communications Team was always seeking new ways of reaching out to residents and new avenues for disseminating information. For example, the Council has recently seen some good results coming from the distribution of information through GP surgeries. In return, the Task Group highlighted its findings in relation to PCs and RAs and suggested the Communications Team ensure :
 - PC and RA notice boards are used to get information out into communities.
 - More time is allowed for consultation with PCs and RAs to allow them sufficient time to participate and;
 - PCs and RAs are always provides with appropriate feedback on their consultation responses.

ii – CYC Customer Services

49. CYC Customer Contact Centre
To ensure a fair comparison of the information provided in support of this review, the same ward groupings shown in paragraph 6 above were used when considering statistical information from CYC's Contact Centre.
50. In January 2013 the Task Group received information on the number and type of issues being reported via the Contact Centre, showing the level of community engagement across the relevant wards during 2012 – see Annex C. They recognised the need for the Contact Centre to be able to

access up to date information on council services to allow them to respond accurately and thoroughly to enquiries at first contact stage.

51. Having considered the channels used and the number of CRM interactions in 2012, the Task Group queried the use of fax as a first point of contact. They learnt that residents often fax their documents in support of their benefit claims. The majority of the fax interactions reported were for CIS Checks (73%) and change of circumstances (24%). In many cases, a resident may call first but then be asked to fax their documents, which creates 2 contacts. The Contact Centre do not promote that access channel as a first point of contact choice, however they do need to keep it especially as some of the older people in the deaf community still prefer to use that method over mini-com or Type-talk.
52. Overall, the Task Group were pleased to note that the Contact Centre was working well. However, in regard to the Council's website, the Task Group recognised the need to increase the options for self serve, and encourage more residents to register for online accounts. They agreed the look and feel of the council's website needed improving and suggested lessons could be learnt from the Family Information Service website.
53. CYC Community Services
The Task Group were interested to learn whether residents ever seek information/advice on council services via other routes (other than the Customer Contact Centre). In particular, they questioned whether users of the following mobile community services ever sought information on other council services:
 54. URBIE (CYC mobile youth club for young people) - The Task Group learnt that information received from ward team meetings, PCSO's, local members of the community and other CYC Services was being used to determine the group(s) targeted by URBIE.
 55. In the north of the city, the URBIE bus goes out three times a week:
 - Tuesday 4.00pm till 6.30pm at Orchard Park. It then moves onto Strensall from 6.30pm until 9.00pm
 - Wednesday 6.00pm – Haxby/Wigginton (no end time as yet due to being a new session)
 - Thursday 6.30pm – Tang Hall (no end time as yet due to being a new session)
 56. In the south of the city, the URBIE bus is currently limited due to staffing issues, and only goes out twice a week (Thursday 4:00- 6:00pm and 7:00-

9:00pm). The early session can vary in where it goes but the later session goes into Foxwood.

57. URBIE officers confirmed they had received no specific requests for specific council services such as housing or benefits. However during general conversations with young people, they often raised awareness of the issues of housing and benefit for them, and had highlighted the role of Castlegate in giving advice, and the use of websites such as CYC and the young people's survival guide.
58. Mobile Library Services - The Task Group received information on the mobile library service which provides a range of books for adults and children, including large print books, audio books and language courses. Many of the same services offered through local libraries are also offered through the mobile library service, such as access to community information and children's activities e.g. Summer Reading Challenge. The vehicle also has disabled access. Timetables for each ward indicating where and when the mobile library is in the area, can be accessed via the council's website – see:
<http://www.york.gov.uk/info/200428/libraries-location-and-opening-hours/475/libraries-location-and-opening-hours/14>
59. Mobile Library Service officers confirmed they often received a range of enquires e.g.:
 - Health Issues e.g. *“My doctor says I need this operation do you have any info about the condition and being in hospital? Can I use your wifi/PCs to book the time?”*
 - Job Issues e.g. *“Can I look at the Press for jobs? / How do I apply for a job online? / Can I learn more about this company I have an interview with? / I need to update my CV”*
 - Financial Issues e.g. how to budget, latest stocks and shares, ‘Which’ magazine, courses to learn how to manage budgets
 - Council Services e.g. *“How do I report a broken lamp post? / How do I get a council meeting agenda/minutes?”* Or requests for information on planning applications / councillors / schools / community asset transfer / right to challenge / CYC website access / payments online etc
 - National Govt Information e.g. VAT online, passport and driving licence applications etc
 - Community Information e.g. on forthcoming events, reading groups, focus for community activity, how to volunteer etc

60. Finally, the Task Group received feedback from the council's mobile toy library service. They learnt there had been no requests for other council services via the service, which visits communities in and around York. The purpose built bus is used by childminders, playgroups, nurseries and other groups that involve children. It offers a range of good quality toys, books and play equipment (age range from 0 to 5 years), and advice and information on play and toys. The Toy Bus visits areas around the city and surrounding area - see timetable on the council's website:
<http://www.yorkchildrenscentres.org.uk/toybus>

iii – Financial Inclusion

61. In regard to the introduction of Universal Credits, the Task Group were pleased to note the pro-active approach being taken by CYC's Contact Centre to contact residents ahead of those changes taking affect, to help them understand its affect on the benefits they would receive in the future. The Contact Centre hoped it would reduce the number of residents who were unaware of the forthcoming changes and allow them to direct affected residents to the appropriate support and guidance.
62. The Task Group also received information on a recent community based project offering financial support to residents in the Heworth Ward area:

York Citizens Advice Bureau (CAB) – Prosperous Communities Project

The aims of the project was to provide the advice people need for the problems they face and to improve the policies and practices that affect people's lives. The mission was to empower clients by giving them the information they needed, so they could decide how to resolve their own problems.

The project (funded through Community York Grant -CYC voluntary sector funding)_created an Advice Hub at Tang Hall Community Centre to pilot an innovative, multi-disciplinary approach to providing the advice residents need, under one roof. Led by CAB but with workers from Housing Options, North Yorkshire Credit Union, Future Prospects and an experienced CAB adviser, the project provided advice on claiming in and out of work benefits, prepared residents to meet the challenges and opportunities of Universal Credits, helped resolve debt problems and provided money management advice including budgeting, financial planning and making informed decisions.

Tang Hall Community Centre was chosen as the venue for the drop-in sessions, as it complimented plans to establish a Health and Wellbeing Centre on the site with York Mind, and a whole series of sport and social activities located at the Centre.

63. The Task Group were pleased to learn that since the Hub started in September 2012, there had been 11 x 2.5hr sessions and a total of 33 clients had been seen and assisted with their problems. They also acknowledged the success of the Hub, which up to December 2012 had identified and assisted with the claiming of £21,043.36 of previously unclaimed benefits, and helped clients to deal with £42,062.19 worth of personal debt. The Task Group questioned whether there would be opportunities in the future to extend the project to cover other areas in the city, and it was confirmed that Community York Grant would be available again in the next financial year.

Draft Review Recommendations

64. The draft recommendations arising from the work of the Task Group are as follows:
- i. Resident Association meeting dates to be included in the Council's Corporate Calendar, in the same way that Parish Council meeting dates are.
 - ii. Corporate Calendar to include both formal and informal ward committee meeting dates
 - iii. Introduce Resident Association and Parish Council Forum pages on the CYC website, for the Council to use to disseminate information quickly and regularly e.g. to highlight consultations and to display agendas and minutes from PCs and RAs etc
 - iv. Adjoining Parish Councils to be informed of significant planning applications which are likely to affect their parish
 - v. Training on the importance of the relationship with Parish Councils and Residents Associations should be included in the induction programme for new Councillors.
 - vi. Ward Councillors to receive the minutes from Parish Council and Resident Association meetings, and it should be consider good practice to attend PC & RA meetings
 - vii. In regard to council consultation, more time should be given to enable Parish Councils and Residents Associations to participate, as consultation needs to go to a meeting for discussion, not just to individuals.
 - viii. The council to ensure that feedback is given to PCs and RAs on their consultation responses

- ix. Council to notify PCs & RAs of significant changes to services e.g. Christmas recycling arrangements, green bin charges, and to put this information on the PC & RA web pages etc
- x. All Council service providers to request via Parish Clerks and RA secretaries the use of Parish Council/Resident Association notice boards and newsletters to communicate council information relevant to the area
- xi. Council documents should be checked for jargon i.e. continued use of Plain English
- xii. Report authors to include appendix of abbreviations in reports where appropriate - to aid ease of reading. The list can be tailored to each committee and duplicated for all reports relevant to that committee, with revisions/additions where needed
- xiii. Improve joint working at Ward Team Meetings through the adoption of the Statement of Intent shown at paragraph 41 above.
- xiv. Communications & Equalities Team to identify areas of the city where no Parish Council or Resident Association currently exists and identify a private resident association or some other type of community group to disseminate council information through.

Options

65. The Corporate & Scrutiny Management Committee may:
 - Agree revisions and/or additions to the final report
 - Agree the draft recommendations shown in paragraph 64 above
 - Identify any additional draft recommendations arising from this review outside of those shown above

Implications

66. HR, legal and financial implications information in relation to the proposed recommendations is currently being sought from appropriate officers, and will be included in this section of the final report prior to its consideration by the Cabinet in June 2013.

Council Plan 2012-15

67. A core capability of the Council Plan is for the Council to be completely in touch with its communities. To achieve this, and be a city of active and self reliant communities, the Council is introducing new ways for residents to interact with the Council and improving communications. The aim of this review is to identify ways of optimising that communication and improving levels of engagement with local communities across both rural and suburban areas of the city.

Risk Management

68. Without full and proper engagement of local communities across the city, there is a risk that the services provided by the Council will not fully reflect the needs of those communities. Any improvement to ways of engaging with residents identified as a result this review will assist in mitigating that risk.

Recommendations

69. The Corporate & Scrutiny Management Committee are recommended to agree:
- i) Any changes required to this report and its annexes
 - ii) The recommendations arising from the review

Reason: To form the final report arising from this review for the consideration of Cabinet at their meeting on 4 June 2013.

Contact Details

Author:

Melanie Carr
Scrutiny Officer
Scrutiny Services
Tel No.01904 552063

Chief Officer Responsible for the report:

Andrew Docherty
AD Governance & ICT

Report Approved

Date

2 May 2013

Wards Affected:

All

Annexes:

Annex A – Findings from meeting with Parish Councils

Annex B – Findings from meeting with Residents Association Federation

Annex C – Statistical Data from Customer Contact Centre for 2012

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Community Engagement Scrutiny Review

Notes from meeting of members of the Community Engagement Task Group with Parish Council Liaison Group (PCLG) on 13 March 2013

PCLG Representatives present: Peter Powell (Chairman), Gerry Cheetham, Peter Jesse, Brian Mellors. Plus Andrew Towleron (YLCA Officer), Mora Scaife - CYC

Key Points –

- The difference between central wards within the inner city boundary and parished ward was noted. The Council has a regular dialogue with the Housing Associations within the city; but these have selective views from the ones outside the inner city. There is therefore a different relationship emphasis between the inner and outer city housing areas.
- Parished wards operate in different ways dependant in many cases on the attitudes of the elected Member towards Parish Councils. Where there is strong liaison, there appears to be more activity and a willingness to work together.
- Many local councillors engage with their local PCs (many Ward Cllrs are also Parish Cllrs) Many attend PC monthly meetings, but some don't – the PCLG felt this should be consistently the case.
- PCs preferred method of communication was face to face – Support from the NMU was a great help and so were ward councillors who were in touch.
- In some areas of the CYC administration, communication with PCs was unfortunately not always satisfactory or meeting the specifications of the agreed local charter.
- Reduced staffing levels at the Council, were to the disadvantage of PCs and had lead to CYC failing to reply to correspondence within the time scales set out in the Local Councils Charter.
- Many PC Clerks and residents found the new CYC website difficult to trawl. They queried whether Area forums could be provided via CYC's

website where links to all the relevant types of info provided by CYC could be found.

- PCs would like to have a better understanding of the budget decision-making process.
- People will often respond if there is an amount of money to be spent in their area, even if the amount is small. PCs could help to inform the decisions around use of available ward committee funding as well as for their own funds.
- Parishes had completed their budgets for 2013/14 before the end of January and the precepts had been set without knowledge of likely costs of the new planning process to those parishes. CYC were attempting to keep down their own costs but unfortunately, adding to the costs of parishes.
- Members of the Liaison Group queried what had happened regarding the proposed training courses for the introduction of updated planning procedures which were scheduled to take place in March, as halfway through March no information had been sent out to Parish Councils.
- It was stressed that many of the planning documents, particularly, for proposals within industrial estates, were far too large to be displayed on computers or, in many cases on screens in our meeting rooms - As some types of development were covering larger areas of floor space, it was important that every detail was able to be examined, so that nothing would be missed, particularly in retail outlets where the safety of customers is paramount.
- Earlier consultation is needed (where consultation is appropriate) – using the Neighbourhood Management Unit (NMU) to enable PCs to submit responses in time. Sufficient time should be given as consultation needs to go to a meeting for discussion, not just to individuals.
- There is often a lack of consultation on changes to CYC services e.g. Christmas recycling arrangements. A basic criteria on what should be consulted on could be agreed.

- The reduction in the number of litter bins and salt bins, without notice was an area of concern in many parish areas. They felt they could have helped suggest which litter bins were least used and which most.
- PCLG were pleased that Information on the PCLG and PCs was being provided online via the council website, to encourage more individuals to get involved.
- PCs were pleased that the council included the dates of PC meetings in the council corporate diary, but suggested that formal and informal Ward Committee meeting dates should be included too.
- Clashes of dates are not helpful to the attendance of ward councillors at PC meetings and parish Cllrs at ward committee meetings and ward team meetings - ward committee meeting dates need fixing early to avoid this which would enable better attendance by Parish Cllrs.
- Ward Team meetings were variable.
- PCs notice boards & newsletters etc could be used to publicise events and consultations e.g. NMU could advertise resident surveys on PC notice boards etc to encourage more residents to participate and improve response levels
- Regular meetings with local councillors are needed, especially (but not only) with new councillors. The importance of the relationship with PCs should be included in new councillor induction programmes.

In conclusion emphasis was placed on the fact that Parish Councillors are volunteers, giving up of their own time with only a part time clerk.

Community engagement was improving but there is still more to do. PCs are a good channel for communication both ways. PC minutes could go to local ward councillors (electronically). Timings and dates of meetings should be made known well in advance to enable greater attendance and responding to communications to meet CYC's timescale is sometimes difficult.

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Community Engagement Scrutiny Review

Notes from meeting of members of the Community Engagement Task Group with RA Federation on 7 March 2013

Representatives came from the Federation, Dringhouses and Woodthorpe, Foxwood, Cornlands and Lowfield, Kingsway, Muncaster, the Groves, Clifton, Nunnery Lane and Micklegate.

Key Points –

- Some local councillors attend RA's monthly meetings but some don't – they would like that to be consistently the case. Estate Managers are also important and should be present if possible.
- Community engagement has been improving but there is still more to do.
- RA minutes should go to local councillors (electronically).
- The Federation is important to bring everyone together and is a good channel for communication both ways.
- Information on the Federation was being provided online via the council website, to encourage more individuals to get involved. The Task group agreed it would be helpful if the same information could also be made available offline for those residents with no internet access.
- Clashes of dates are not helpful to the attendance of councillors at RA meetings – the council should include dates of RAs in the council corporate diary (which are regular) in the same way as Parish Council dates are included.
- Clashes of dates with ward committee meetings are particularly regrettable and ward committee dates need fixing early to avoid this which should encourage better attendance. The inclusion of RA meeting dates in the council's corporate calendar would help mitigate this problem.
- Council documents should be checked for jargon (the need for Plain English has come up at previous meetings).

- Early consultation is needed (where consultation is appropriate) – using the Neighbourhood Management Unit (NMU) and its officers to alert RAs to submit responses in time. Sufficient time for consultation should be given as consultation needs to go to a meeting for discussion, not just to individuals.
- NMU officers use resident surveys and these could incorporate consultations or notify residents that there is a consultation so that communication improves and the response rates are raised.
- People will often respond if there is an amount of money to be spent in their area, even if the amount is small. RAs also have their own funds, just as PCs do.
- There was considerable resentment of the lack of consultation on some services, especially on such items as salt bins, litter bins and Christmas recycling arrangements. They felt they could have helped here, e.g. they could have suggested which litter bins were least used and which most.
- There was a lot of disquiet about not locking parks and once again, RAs had not been consulted. They would like to have more input during the budget decision-making process in order to better understand the rationale behind it.
- Their preferred method of communication was face to face – Cindy was a great help and so were councillors who were in touch.
- They emphasised the need to publicise meetings properly – whether they were formal or informal did not matter.
- RAs' notice boards could be used to publicise events and consultations.
- They would like time to be able to give feedback, especially if a deadline came before their next meeting (this is also a common problem with PCs).
- It was pointed out that not all areas are covered by RAs e.g. the Shambles – their views are needed too.
- Regular meetings with local councillors are needed, especially (but not only) with new councillors. The importance of the relationship with RAs should be included in new councillor induction programmes.



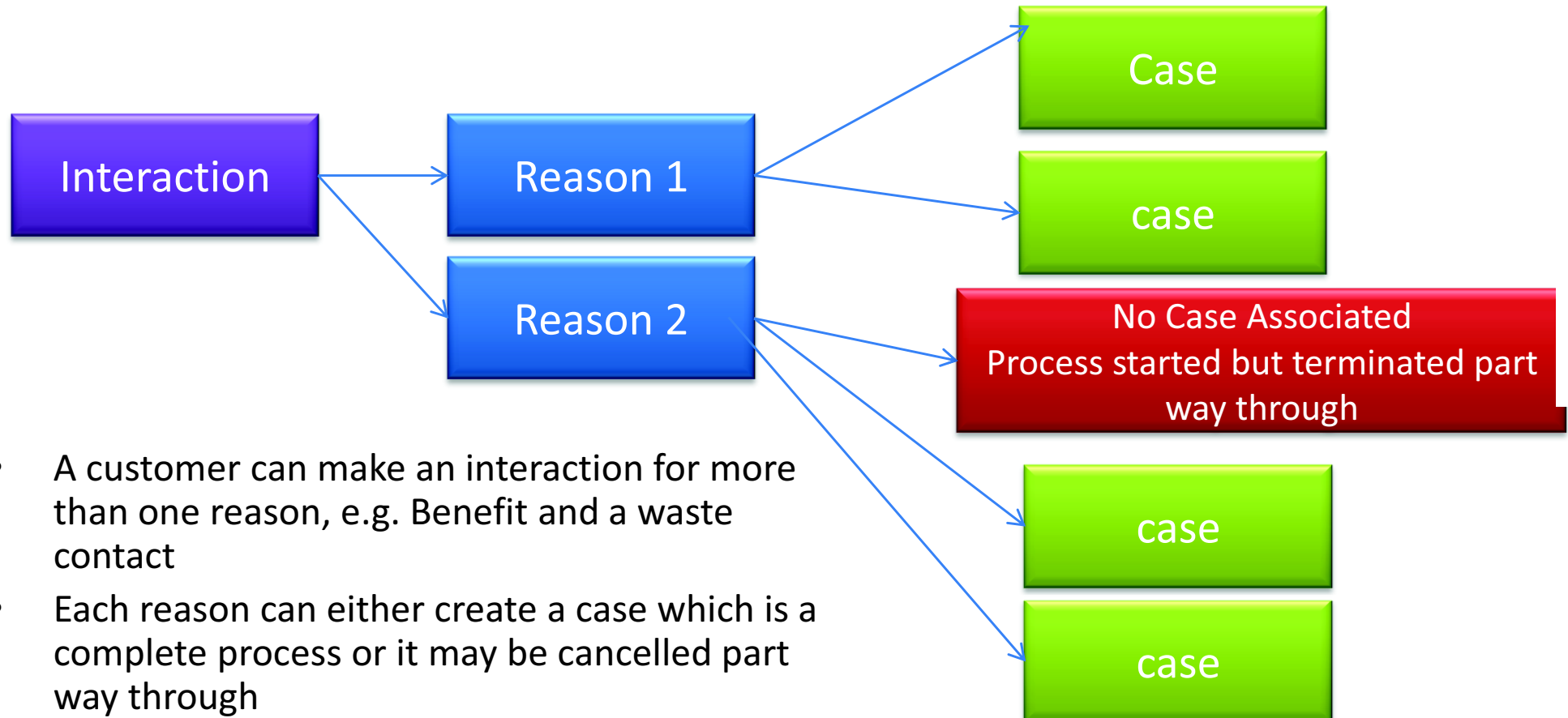
Community Engagement Scrutiny Review

Customer Contact Centre - Statistical Data for 2012

Introduction

- Around 235,000 records have been analysed between Jan and Dec 2012
- Each contact has been linked to a ward via the person making the call (interaction address)
- From this you can see:
 - The channel used for the interaction
 - The reason for the call
 - Whether a case has been created, some contacts get terminated or abandoned half way through. This could be due to eform problems or customer changing mind.
- Note:
 - some contacts come from outside the York area.
 - Not all contacts to the council are recorded on the CRM
 - Some contacts don't get recorded on LAGAN

Understanding CRM Process

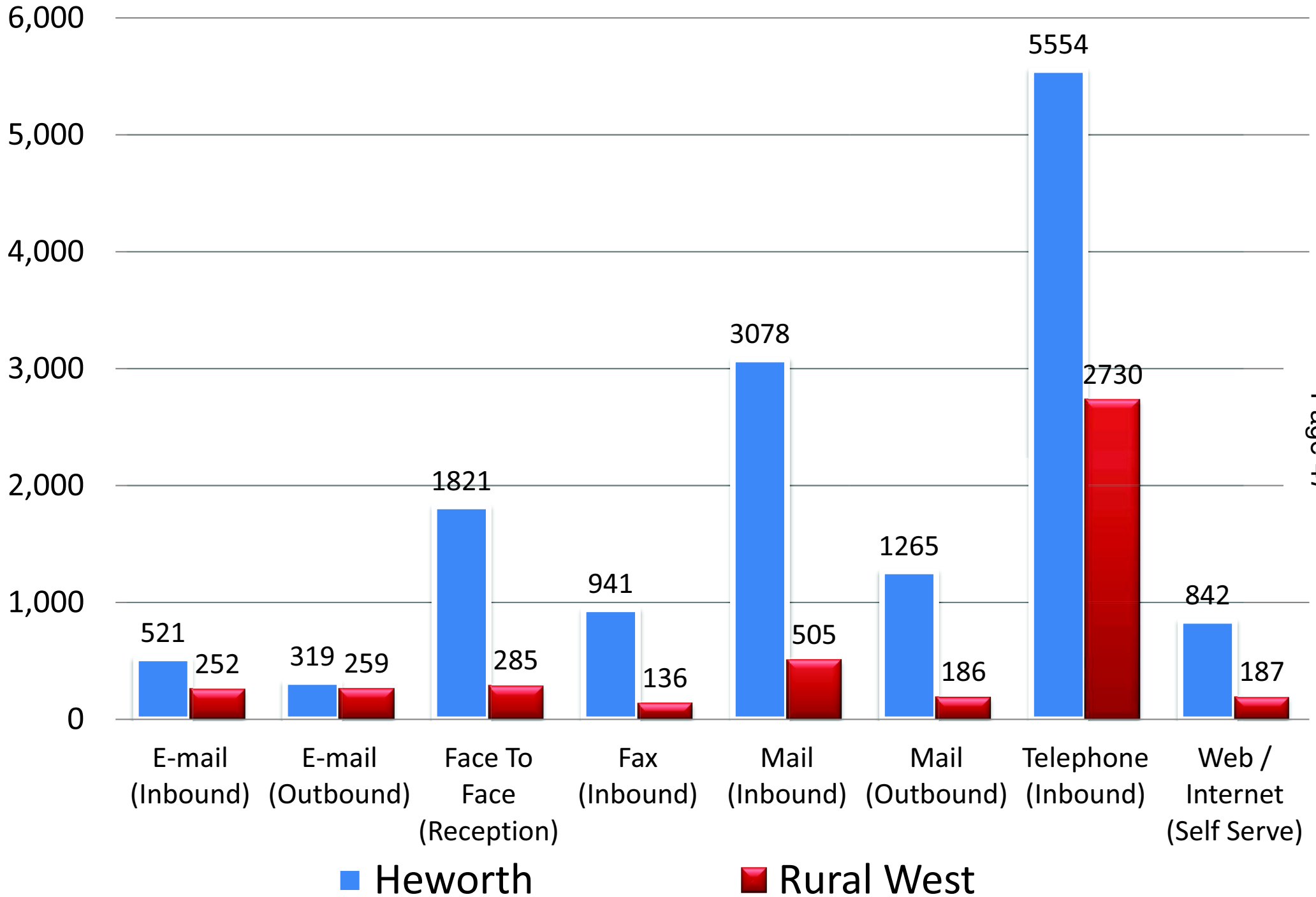


- A customer can make an interaction for more than one reason, e.g. Benefit and a waste contact
- Each reason can either create a case which is a complete process or it may be cancelled part way through
- Each reason could create several cases, e.g a benefit call may create a change of address and a new claim.

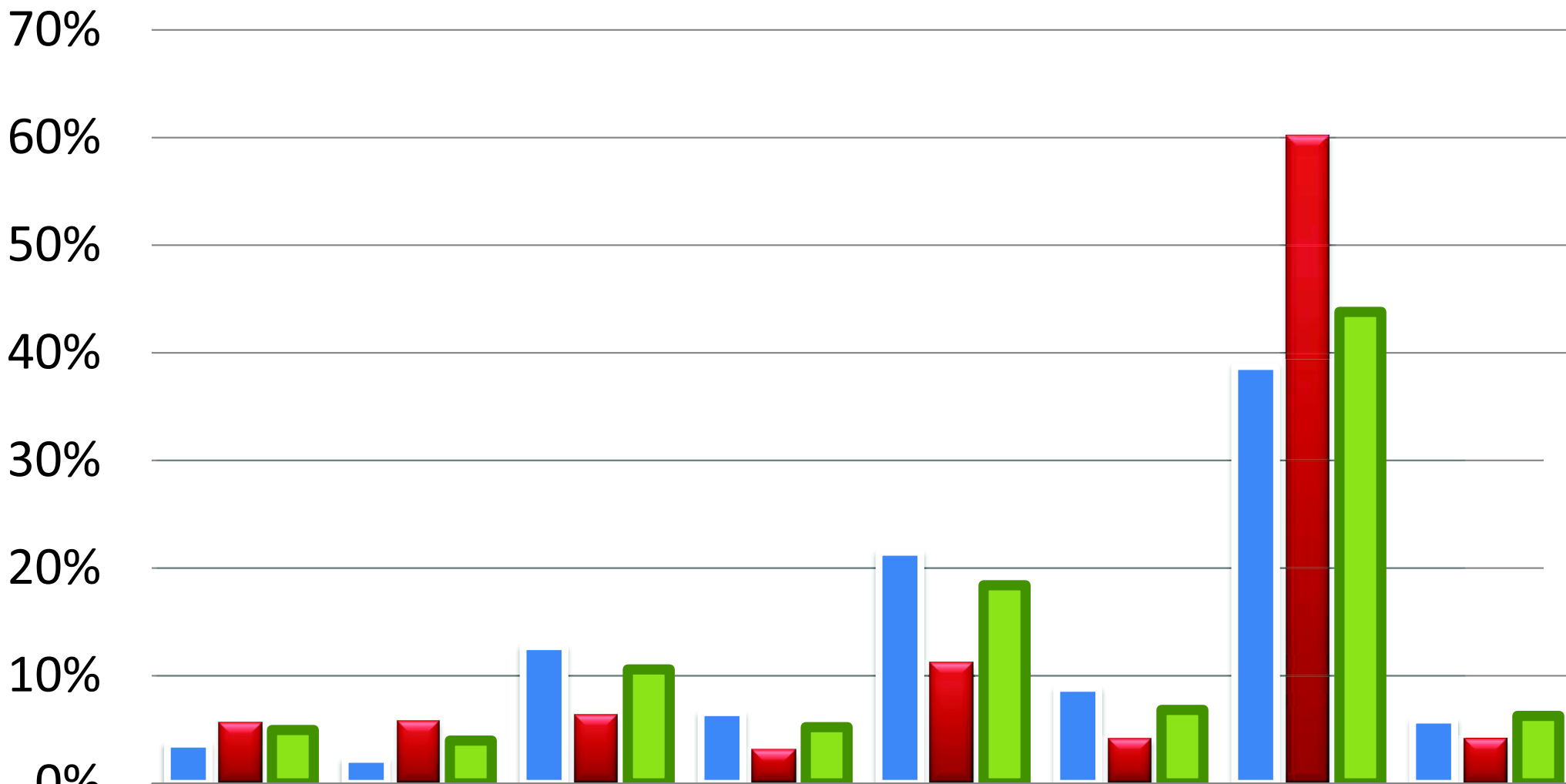
Summary

- Heworth generates 3 times the amount of contact compared to RWY (14342 vs. 4541 interactions)
 - Considering Heworth has 13,725 people in the ward and Rural West York has 10,518, then the level of contact from Heworth is significantly higher per 1000 population
 - Heworth Contact = 1045 per 1000 population
 - Rural West York = 432 per 1000 population
- 60% of contact comes via the telephone in Rural West York compared to 38% in Heworth ward
- Postal Mail proportion in Heworth is double, e.g. due to the type of contact (i.e. Benefit claims).
- A higher proportion self serve in Heworth, e.g. again due to type of contact (e.g. Student discount self serve)
- Face to face visit proportion is double in Heworth, e.g. due to closer proximity to city centre
- Slightly more contact comes in between 9am and 11am for Rural West.

CRM Number of Interactions by channel 2012



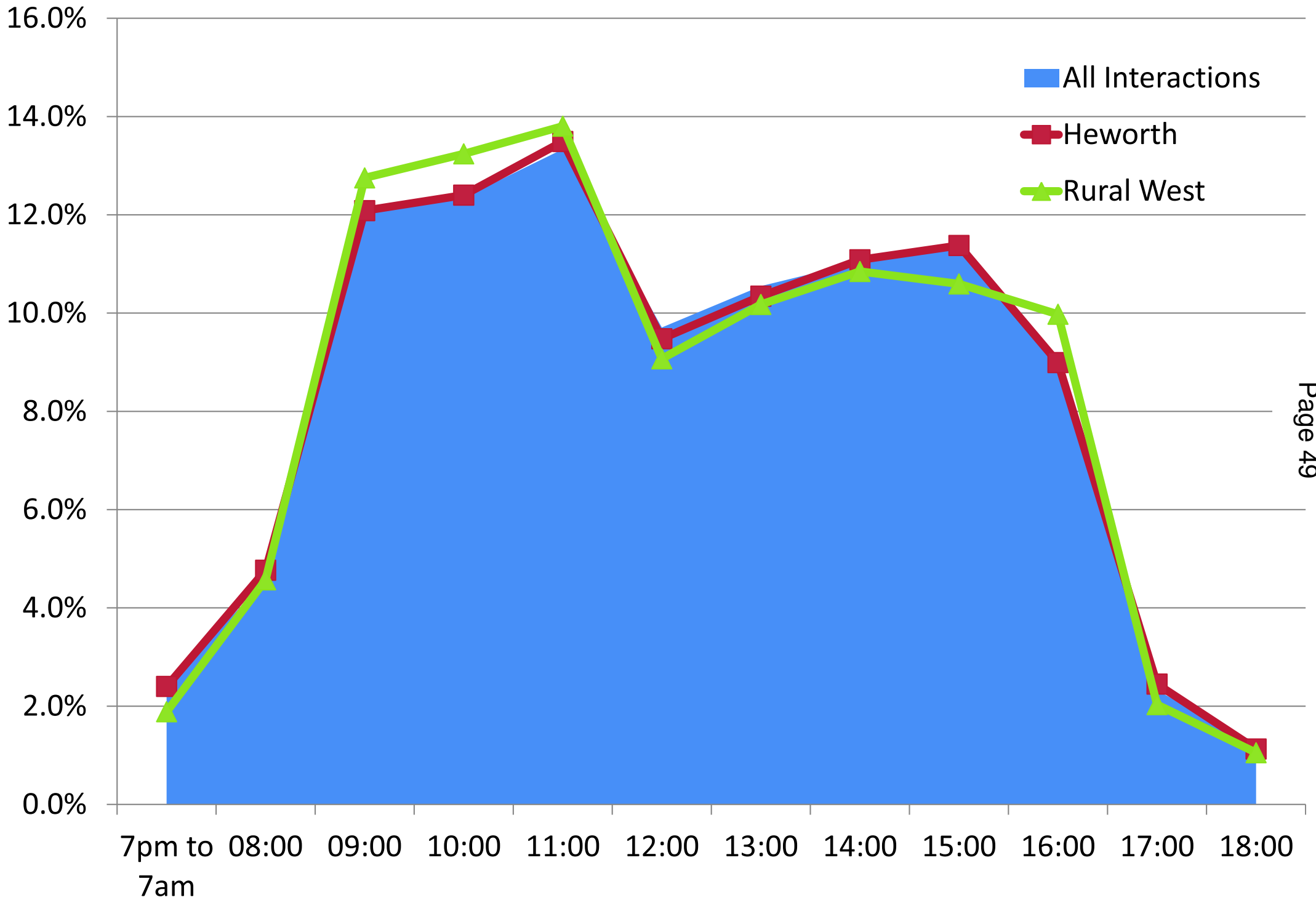
CRM – Proportion of Interactions by channel 2012



	E-mail (Inbound)	E-mail (Outbound)	Face To Face (Reception)	Fax (Inbound)	Mail (Inbound)	Mail (Outbound)	Telephone (Inbound)	Web / Internet (Self Serve)
Heworth%	3.6%	2.2%	12.7%	6.6%	21.5%	8.8%	38.7%	5.9%
Rural West%	5.5%	5.7%	6.3%	3.0%	11.1%	4.1%	60.1%	4.1%
York%	5.0%	4.0%	10.6%	5.2%	18.4%	6.8%	43.8%	6.3%

■ Heworth% ■ Rural West% ■ York%

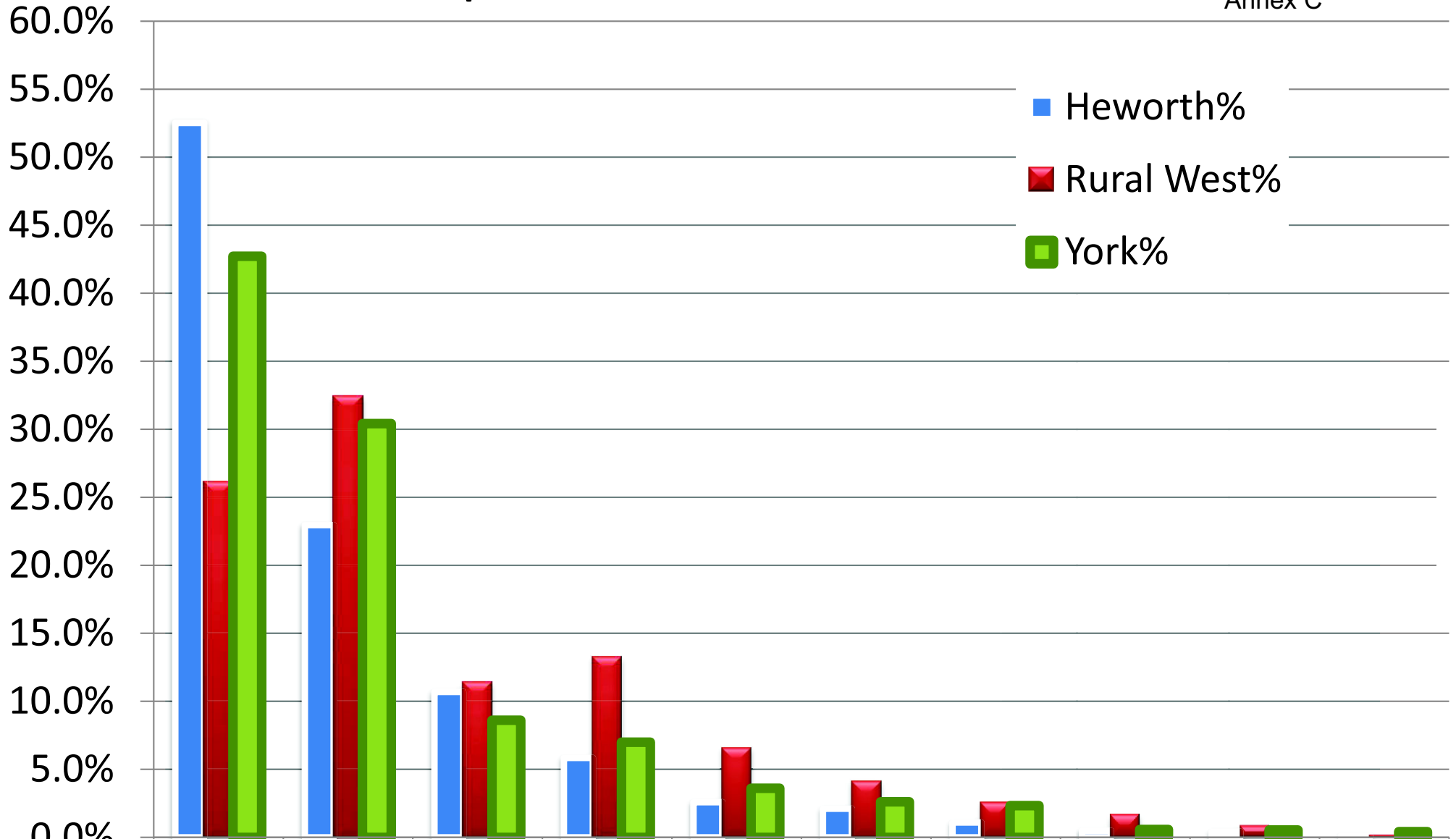
Timeline of contacts for 2012



Reason Summary

- People living in Heworth ward tend to contact more for benefit reasons than those in Rural West York
 - Benefit contact takes up just over 52.5% of contact in Heworth compared to Rural West York at 26.1%
- People living in Rural West York tend to contact more about environmental issues than Heworth.
 - 13.2% contact about rubbish, waste or recycling in Rural West York compared to 5.8% in Heworth
 - 6.6% contact about roads, highways and pavements compared to 2.6% in Heworth
 - 2.5% contact about street care compared to 1.1.% in Heworth
- Council tax takes up the highest proportion in Rural West with 32.4% of contacts compared to 23% in Heworth

Top 10 Reasons for Contact 2012



	Benefits	Council Tax	Sign Posting	Recycling Rubbish & Waste	Roads Highways And Pavements	Feedback	Street Care And Cleaning	Environmental Health	Complaint	Spam
Heworth%	52.5%	23.0%	10.7%	5.8%	2.6%	2.1%	1.1%	0.5%	0.4%	0.1%
Rural West%	26.1%	32.4%	11.3%	13.2%	6.6%	4.1%	2.5%	1.6%	0.8%	0.2%
York%	42.7%	30.4%	8.6%	7.0%	3.6%	2.6%	2.3%	0.6%	0.5%	0.4%

Top 10 Reasons for Contact in 2012

Reason	Heworth	Rural West	York	Heworth%	Rural West%	York%
Benefits	8661	1440	99967	52.5%	26.1%	42.7%
Council Tax	3785	1786	71195	23.0%	32.4%	30.4%
Sign Posting	1762	625	20141	10.7%	11.3%	8.6%
Recycling Rubbish & Waste	962	729	16365	5.8%	13.2%	7.0%
Roads Highways And Pavements	425	362	8435	2.6%	6.6%	3.6%
Feedback	346	226	6113	2.1%	4.1%	2.6%
Street Care And Cleaning	179	139	5447	1.1%	2.5%	2.3%
Environmental Health	79	88	1360	0.5%	1.6%	0.6%
Complaint	68	44	1259	0.4%	0.8%	0.5%
Spam	24	9	983	0.1%	0.2%	0.4%
	16492	5514	234040	100.0%	100.0%	100.0%

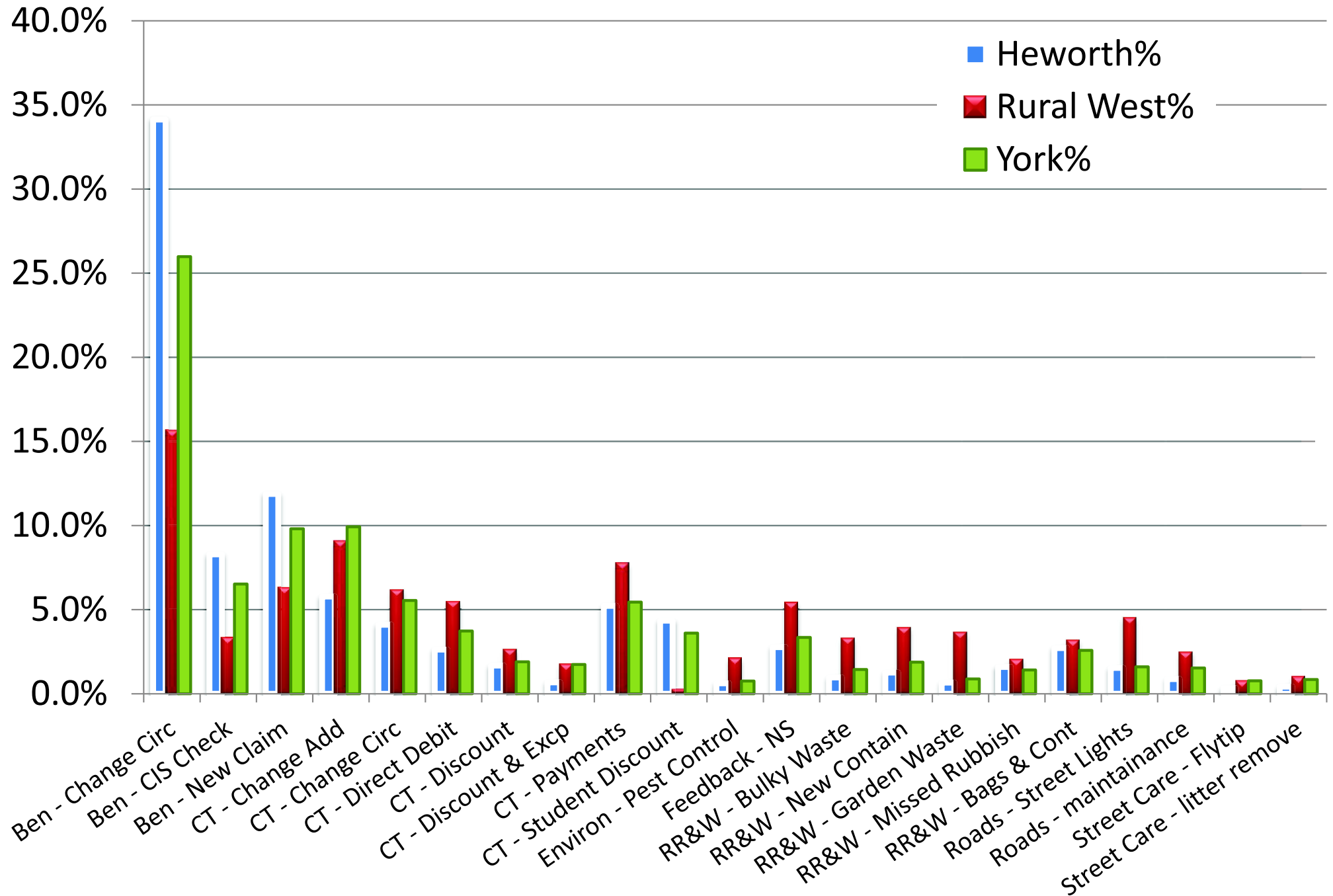
Top 10 Reasons for Contact in 2011

Reason	Heworth	Rural West	York	Heworth %	Rural West%	York%
Benefits (200008)	8633	1736	109639	43.5%	25.9%	40.2%
Council Tax (200028)	2867	1622	60927	14.5%	24.2%	22.3%
Sign Posting (800001)	5204	1277	45002	26.23%	19.1%	16.5%
Recycling Rubbish & Waste (200084)	1262	911	20130	6.4%	13.6%	7.4%
Feedback	530	259	8843	2.8%	3.9%	3.2%
Roads Highways and Pavements (200083)	523	240	8119	2.6%	3.6%	3.0%
Customer Portal	282	166	7015	1.4%	2.5%	2.6%
Street Care And Cleaning (200089)	135	169	5808	0.7%	2.5%	2.1%
Environmental Health (200040)	110	115	1742	0.6%	1.7%	0.6%
Complaint	68	54	1253	0.3%	0.8%	0.5%
Grand Total	19841	6692	272749	100.00%	100.00%	100.00%

Cases Created Summary

- The following looks at the top 20 types from cases created for the whole of York and how this compares in RWY and Heworth
- Just over 90% of cases created comes from these top 20 types
- The biggest type for both is a change of circumstance contact for benefits with a higher proportion in Heworth than Rural West (26% vs 16%)
- New benefit claims makes up 11.9% of cases compared to 6.3% in RWY.
- A higher proportion of council tax payment and direct debit cases are created in Rural West York.
- As you would expect student discount cases take up a much higher proportion of cases created than RWY – due to high student population.

Top 20 cases created by type



Top 20 Overall Cases (by type) created

Cases Created - Top 20	Type	Heworth	Rural West	York	Heworth%	Rural West%	York%
Benefits (200008)	Change Of Circumstance	4136	641	46149	34.1%	15.6%	26.0%
Benefits (200008)	CIS Check	1004	136	11580	8.3%	3.3%	6.5%
Benefits (200008)	New Claim	1439	258	17425	11.9%	6.3%	9.8%
Council Tax (200028)	Change of address	700	371	17634	5.8%	9.0%	9.9%
Council Tax (200028)	Change Of Circumstance	497	252	9852	4.1%	6.1%	5.5%
Council Tax (200028)	Direct Debit	318	224	6626	2.6%	5.5%	3.7%
Council Tax (200028)	Discount	203	108	3380	1.7%	2.6%	1.9%
Council Tax (200028)	Discount And Exemptions	82	71	3095	0.7%	1.7%	1.7%
Council Tax (200028)	Payments	633	317	9673	5.2%	7.7%	5.4%
Council Tax (200028)	Student Discounts And Exemptions	526	10	6400	4.3%	0.2%	3.6%
Environmental Health (200040)	Pest control	75	85	1339	0.6%	2.1%	0.8%
Feedback	Neighbourhood Services	336	222	5950	2.8%	5.4%	3.4%
Recycling Rubbish & Waste (200084)	Household Waste - bulky waste collection	117	134	2563	1.0%	3.3%	1.4%
Recycling Rubbish & Waste (200084)	Household waste - new containers	153	160	3339	1.3%	3.9%	1.9%
Recycling Rubbish & Waste (200084)	Household Waste Collection - Garden Waste	80	149	1561	0.7%	3.6%	0.9%
Recycling Rubbish & Waste (200084)	Household Waste Collection - Missed Rubbish	193	83	2516	1.6%	2.0%	1.4%
Recycling Rubbish & Waste (200084)	Recycling - Bags and Containers	329	129	4583	2.7%	3.1%	2.6%
Roads Highways And Pavements (200083)	Lighting - Street Lights	186	184	2844	1.5%	4.5%	1.6%
Roads Highways And Pavements (200083)	Road maintenance	106	101	2727	0.9%	2.5%	1.5%
Street Care And Cleaning (200089)	Flytipping	40	31	1363	0.3%	0.8%	0.8%
Street Care And Cleaning (200089)	Refuse - Litter - Removal	51	40	1501	0.4%	1.0%	0.8%
	Top 20 % of total	11204	3706	162100	92.4%	90.3%	91.3%
Total Types	Grand Total	12120	4106	177610	100.0%	100.0%	100.0%

Overall Summary

- Due to the different demographics in each of these wards you would expect the type and channel of contact to be different
 - Far more students and lower income residents live in Heworth therefore as you've seen benefit calls are high
 - More houses in Rural West York have gardens therefore generating more calls about bulky and garden waste.
 - The proximity of Rural West to York and the nature of their contact also makes residents more likely to call and email the council.

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Corporate & Scrutiny Management Committee Work Plan 2012-13

Meeting Date	Work Programme
25 June 2012 @ 5:30pm	<ol style="list-style-type: none"> 1. Presentation on Welfare Reforms & Likely Impacts on Vulnerable Residents (David Walker) 2. Staff Sickness Review – Interim Report 3. Annual Overview & Scrutiny Report for 2011/12 4. Draft Workplan for 2012/13 (see list of scrutiny topics & suggested briefings below)
16 July 2012 @ 5:30pm	<ol style="list-style-type: none"> 1. Briefing on Workforce Strategy 2012-15 & Update on iTrent. (PS) 2. Briefing on Procurement Strategy & Suggested Topic on Procurement & Commissioning (TC) 3. Report on Annual Scrutiny Budget for 2012-13 4. Implementation Update on O/S Recommendations Arising from Previously Completed Scrutiny Reviews
10 September 2012 @ 5pm	<ol style="list-style-type: none"> 1. Briefing on the work of the Financial Inclusion Board & forthcoming Inclusion Strategy 2. Briefing on Community Engagement Strategy (Kate Bowers) 3. Briefing on Customer Strategy (Pauline Stuchfield) 4. Further Briefing on Procurement Strategy inc. information on previous Procurement Review 5. Workplan & Consideration of suggested scrutiny topics (see list below)
12 November 2012 @ 5pm	<ol style="list-style-type: none"> 1. Welfare Reforms Update (PS) 2. Update Report - City Centre Access Ad Hoc Scrutiny Review 3. Improving Engagement Scrutiny Review Verbal Update on Scoping 4. Workplan
14 January 2013 @ 5pm	<ol style="list-style-type: none"> 1. Workforce Strategy 2012-15 Monitoring Report (PS) 2. Verbal Briefing on Operation Reach (re staff engagement/communication) (PS/AC) 3. Scrutiny Support Budget Monitoring Report (DS) 4. Improving Engagement Scrutiny Review - Verbal Update from Scrutiny Task Group 5. Workplan & Topic Registration Form re Credit Union
11 March 2013 @ 5pm	<ol style="list-style-type: none"> 1. Staff Sickness Absence Draft Final Report (MC) 2. 2012/13 Workplan inc. verbal updates on ongoing reviews
8 April 2013 @ 5pm	<ol style="list-style-type: none"> 1. Attendance of Cabinet Member for Corporate Services – End of Year Update 2. Draft Workplan for 2013/14 & Discussion re Possible Scrutiny Topics for coming Municipal Year 4. Innovation Strategy – Update on delayed introduction of strategy (IG) 4. Workplan 2012/13 inc. verbal update on ongoing Task Group Scrutiny Reviews
13 May 2013 @ 5pm	<ol style="list-style-type: none"> 1. Attendance of Deputy Leader – End of Year Update etc 2. Draft Final Report for Improving Community Engagement Scrutiny Review 3. Workplan 2012-13

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