

Issue D - Consultation and Engagement Strategy

1. With the new statutory requirement, (which will be placed on local authorities from April 2009), to consult, engage and involve the public in local decisions, services and policies and the emphasis in the new National Indicators on meaningful interaction, it is essential that York develops a clear Consultation and Engagement Strategy. The strategy would need to include issues around ethnicity, hard to reach groups, and a comprehensive approach to neighbourhoods, involvement and engagement in the decision making process. This approach would ensure a consistency in the approach of engagement council wide and ensure that delivery meets the expectations of customers. It would also ensure that consultations, which did not meet the required corporate standard, would not be issued without approval by an overarching team such as Marketing and Communications. Such a strategy would then be utilised to support the adopted neighbourhood model and support the development of NAP's in a more corporate manner, as one of the main mechanisms of communicating with local residents and enabling their voice in local decision making.
2. The Strategy development could be led by Marketing and Communications, with support from relevant teams such as Equalities and the NMU.

Indicative Consultation and Engagement Strategy

This document would be produced utilising existing staffing resources within the authority within Marketing and Communications, Equalities and NMU.

A nominal budget of £2k would be required to enable the document to be printed and circulated to key partners, hard to reach groups and key groups currently consulted with on behalf of the authority.