

Community Engagement Strategy 2011/2012

Our Approach

We will engage with our customers to ensure that we deliver high quality public services that are designed around customer needs. This means providing a range of engagement activities for communities, from providing information to engaging in consultation and involvement in shaping services.

Our Principles	<ul style="list-style-type: none"> We will ensure the information we provide is clear, accurate, timely and relevant We will ensure our activities meet the needs of all communities, including making provision for those who need additional support We will only use activities when there is a real opportunity for people to influence decisions and services We will co-ordinate activities to avoid duplication and 'consultation fatigue', caused by too many activities and too little feedback We will have clear processes to feedback the outcomes from activity and to give reasons for changes made as a result of activity 				
Process of Engagement	What ...	Why ...	Delivery Plan	Current Provision	Actions for 2011/12
Inform	Provision of information about council services, and ways in which customers can engage with us.	Ensures that customers and communities are informed to engage with the Council and access services	Marketing and Communications Plan Customer Care Policy	<ul style="list-style-type: none"> Chorley Smile Magazine Website Local Media Social Networking Contact Centre 	1. Refresh the Council's website Lead – Asim Khan 2. Deliver a 'You Said, We Did' Campaign Lead – Chris Sinnott
Consult	Discussing the options for the delivery or improvement of public services / policies with communities	Ensures that high quality public services will be shaped around customer need	Consultation and Participation Strategy	<ul style="list-style-type: none"> Chorley Smile Panel Budget Consultation Equality Forum Circles of Need methodology Customer Surveys and Service Monitoring 	1. Development of Citizens' Jury Lead – David Wilkinson 2. Refresh of the Consultation and Participation Toolkit Lead – David Wilkinson
Involve	Involving customers in the design of services or in the implementation of a service	Ensures that customers will be involved in their communities and in services that affect them	Consultation and Participation Strategy	<ul style="list-style-type: none"> Chorley Smile Pledge Cards Volunteers e.g. Yarrow Valley Resident involvement in facility development e.g. play and recreation facilities 	Deliver a minimum of five Days of Action Lead – Simon Clark
Devolve	When community groups deliver services on behalf of the council	Ensures that communities feel supported to improve the quality of life in their neighbourhoods	Consultation and Participation Strategy Community Asset Transfer Manual (to be developed)	<ul style="list-style-type: none"> Community Asset Transfers and ongoing management of facilities e.g. Tatton Community Centre 	Deliver Community Asset Transfers including Chisnall Playing Fields, and Euxton Scout Hut Lead – Jamie Carson
Measures of Success	Successful community engagement will mean; <ul style="list-style-type: none"> Residents feel that they can influence decisions in their locality (Target 32% by March 2012) High levels of resident satisfaction with the council (% of customers satisfied with the way they were treated by the Council. (Target 80% by March 2012) Low levels of avoidable contact (Target 20% by March 2012) 				