

Swansea Public Services Board - Involvement Strategy

Introduction

1. The purpose of this paper is to outline Swansea Public Service Board's approach to involvement (engagement and consultation) following the publication of its well-being plan.
2. This approach builds upon the engagement and consultation work undertaken prior to the development of plan and the draft objectives during the stakeholder workshops run by Alan Netherwood (Netherwood Sustainable Futures) commissioned by the PSB in June and July 2017.

Statutory Requirements

3. The statutory guidance on involvement (engagement and consultation) is outlined in Shared Purpose Shared Future (Chapter 4):

"In preparing both its assessment of local well-being and its local well-being plan, each public services board is required to consult fully with:

- the Commissioner;
- the Board's invited participants;
- its other partners; such of the persons who received but did not accept an invitation from the board under Section 30 as the board considers appropriate;
- the local authority's overview and scrutiny committee;
- relevant voluntary organisations as the board considers appropriate;
- representatives of persons resident in the area;
- representatives of persons carrying on business in the area;
- trade unions representing workers in the area;
- such persons with an interest in the maintenance and enhancement of natural resources in the board's area, as the board considers appropriate; any other persons who in the opinion of the board, are interested in the improvement of the area's economic, social, environmental and cultural well-being.

4. Prior to publishing their assessment of local well-being, Public Service Boards are required to produce and make available a copy of their draft assessment for consultation, which should last for at a minimum of 12 weeks.

5. The statutory guidance on involvement (engagement and consultation) also makes reference to taking into the 'Citizen Voice':

"Citizen engagement should go beyond participation in community planning. Citizen voice can be a powerful tool for understanding where system failings are occurring, where lack of coordination between service providers is wasting resources without improving outcomes, for redesigning services around people, and for scrutinizing service effectiveness ... It is important to note that a large number of the population, particularly those who are under-represented and hard to reach, do not naturally belong to groups and feel their voices are not heardGreat care should be taken to

ensure that no perception could reasonably be formed that a board gave a disproportionate amount of weight in considering the responses of any one of the consultees, or that a community of interest's views were given too much emphasis.

Definitions of involvement, engagement, consultation and participation

6. In order to build a sound foundation for Swansea PSB's involvement (consultation and engagement strategy) plan, it is necessary to agree collective terminology and concepts for the well-being plan - because different organisations will use a variety of terminology to mean similar things.

7. For the purpose of the well-being plan, the PSB have adopted the following definitions;

Involvement: A broad concept used to refer to different ways of including people in our well being plan. There are different levels of involvement which can range from just giving people information about our plan, to participation which means including people in the processes of our plan from a very early stage and active involvement in the development of policy, service planning and review.

Consultation: A formal process by which policy makers and service providers ask for the views of interested groups and individuals.

Engagement: An active and participative process by which people can influence and shape policy and services that includes a wide range of different methods and techniques.

Participation: People being actively involved with policy makers and service planners from an early stage of policy and service planning and review.

Figure 1
Levels of Involvement



8. Figure 1 above is a simple illustration of different levels of involvement¹. For example, the first level of involvement is simply giving people information about a plan, raising awareness and telling people about its existence. This is the easiest and most straight forward level of involvement, but there is often limited or no opportunity for people to feed their responses back on the plan and change its content.

9. The second level of involvement is consultation which we have taken to mean as a formal process for people to feedback their views and opinions on a plan. Structured questionnaires are a common method which are used for formal consultation processes, because in theory they can reach a relatively large number of people and the results can be easily analysed. Although feedback from formal consultations can be used to inform and change the plan, the use of structured questionnaires as a method of consultation pre-determines what people might think are important about a plan. For example, people may be asked to rank the importance of draft objectives which have already been devised with little, or a limited opportunity to identify other issues or make other comments which they think are important. In addition, formal consultations also frequently ask for opinions about the process e.g is it easy to read, well laid out etc, which whilst is important information itself in terms of improving the plan, it perhaps not as significant as the priorities within the plan in itself.

10. The third level of involvement is engagement which we have taken to mean as an active and participative process by which people can influence and shape policy and services and includes a wide range of different methods and techniques. The level of involvement can include focus groups, workshops, interviews, network events and wide range of other participative methods which suit the needs and preference of the people involved. This level of involvement is much more complex and resource intensive than the previous two levels, however most would argue that it is much more effective in involving people because methods are devised to suit their needs and their involvement is required to influence the core element, priorities and objectives within the plan.

11. The fourth level of involvement is participation which we have taken to mean being actively involved with policy makers and service planners from an early stage of policy and service planning and review. Although this is similar to the previous level of engagement, this is different by recognizing the involvement of people very early in the development of the plan and the ability to influence the agenda. For example, this level of involvement relates to being able to influence whether a plan is produced, or not, what it should include or not and broader implications, rather than simply influence some of the priorities within the plan.

12. The fifth level of involvement is co-production which is taken to mean a relationship where professionals and citizens share power to design, plan and deliver support together, recognising that both partners have vital contributions to make in order to improve quality of life for people and communities

Embedding the five ways of working in our approach to consultation and engagement

¹ For more sophisticated explanations see articles related to the Ladder of Participation

12. Involvement is one of the five ways of working underpinning the Future Generations Act (Wales) 2016 and our well-being plan. However, in order to work towards a participative framework in the future we have also considered how the five ways of working can be embedded in our approach to consultation and engagement.

13. Table 1 below identifies issues considered by Swansea’s PSB in relation to the five ways of working and implications for consultation and engagement.

Table 1
The Five Ways of Working and Implications for Consultation and Engagement

Ways of Working	Implications for Consultation and Engagement
Involvement	Consider the nature of involvement. Different levels of involvement and methods of involvement. Identify strengths and gaps in relation to involvement with this plan. Identify best practice and a mixture of methods to improve long participation in the long term.
Collaboration	Work with partners to develop our approach to involvement. Recognise different strengths and weaknesses. Take into account different strategies, principles and requirements to inform a partnership perspective. Share learning and resources to improve long term participation.
Long Term	Identify lessons learnt from the process and the wider evidence base. Develop a long term participation strategy and plan.
Prevention	Ensure this principle if taken into account in any involvement activities. For example, this may mean considering the causes and/or drivers for key issues/ priorities, in addition to the issue itself
Integration	Consider an holistic approach to both the issue and process

Comment [GP1]: For me this is also about understanding the opportunities for engaging on multiple issues or seeing and engaging on the inter-relationships between issues.

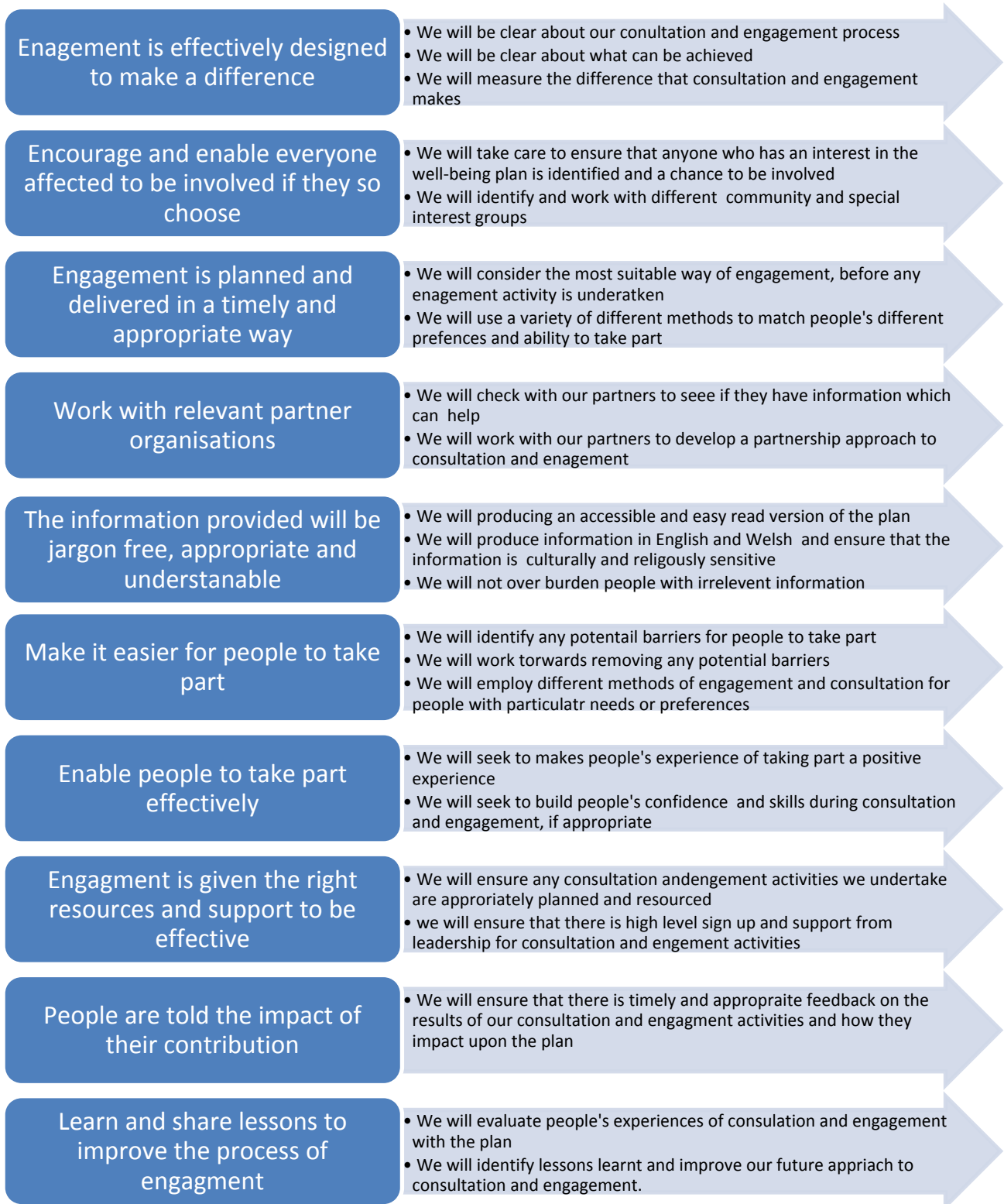
14. Our approach to involvement (consultation and engagement) has been informed by the National Principles for Public Engagement in Wales², the Principles for Working with Communities³, the Practitioners’ Manual for Public Engagement⁴ and the National Standards for Children and Young People’s Participation⁵ **Applying the National Principles for Public Engagement in our approach to consultation and engagement**

² <https://participation.cymru/en/principles/>

³ <http://gov.wales/topics/people-and-communities/communities/principles-for-working-with-communities/?lang=en>

⁴ <https://participation.cymru/wp-content/uploads/2017/02/practitioners-manual-for-public-engagement.pdf>

⁵ <http://www.childreninwales.org.uk/resource/participation-standards/>



Action Plan

Stakeholders	How	Who	When	Notes
(i)Future Generations Commissioner	Meeting with Leadership Team	Chris Sivers, Hilary Dover, the Leader and Andrew Davies	25 th October	
	Email and then questionnaire (via PSB web page)	Rhian Miller & Jo Portwood	Launch Nov 21 st	Draft questionnaire anticipated 26 th October Any other type of consultation and engagement with FGC Office ?
(ii) The Board's invited participants	PSB Partnership meetings	Chair of PSB and Vice Chair of PSB	Ongoing	Views will be sought from invited participants on behalf of organisations and the views of many people / employees within the organisations of invited participants.
	Email and then questionnaire (via PSB web page)	Rhian Miller & Jo Portwood Others ?	Launch Nov 21 st	Do we need something more in-depth for the Board in relation to the plan ? Or should this be part of a review/ lessons learnt in the future.
(iii) The PSBs other partners; such of the persons who received but did not accept from the board under	Email /semi structured interviews by telephone	Rhian Miller & Jo Portwood	Launch 21 st November	Explore the reasons why they did not accept the invitation from the board /barriers to

Section 30 as the board considers appropriate an invitation from the				participation ?
(iv) The Local Authority's overview and scrutiny committee	Scrutiny meetings.	Chris Sivers	13 th December	Discussion with Scrutiny about the well-being plan.
		Chris Sivers	Tbc	Views sought from the Cabinet about Elected Member involvement in the well-being plan and longer term participation. Future Generations portfolio, unique to Swansea.
(v) Voluntary and Third Sector Consideration will include groups with protected characteristics (age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, and pregnancy and maternity (relevant to voluntary sector too))	SCVS link to questionnaire on PSB web page Training day/development of resources for practioners to consult on the plan with their groups and networks	Lauren Howells Katie Spendift, Rhian Miller, Jo Portwood, Lauren Howells	21 st November 12 th December	Met with Lauren Howells SCVS 17/10. Mapping of existing groups, networks and events (e.g SCVS Community Voice project.) Think about what Citizen Voice means in relation to FGA (linked to section below).
(vi) Representatives of persons resident in the area and those persons with an interest in the	Questionnaire on PSB web page ? (hard copies ?)	Rhian Millar / Jo Portwood	Launch 21st Nov	

<p>maintenance and enhancement of natural resources in the board's area, as the board considers appropriate; any other persons who in the opinion of the board, are interested in the improvement of the area's economic, social, environmental and cultural well-being).</p> <p>Children and Young People</p> <p>Older People</p> <p>Community Councils</p>	<p>Training day/development of resources for practioners to consult on the plan</p> <p>Stakeholder events/focus groups X 2</p>	<p>CCS & SCVS (see iv)</p>	<p>12th Dec</p>	
	<p>The Big Conversation</p>	<p>Katie Spendift</p>	<p>Jan 2018</p>	
	<p>Children's Rights Day (activities ?)</p>		<p>Nov or Jan</p>	
	<p>AGM Newtork, Dementia Forum</p>	<p>Polly Gordon</p>	<p>20th Nov</p>	
			<p>tbc</p>	
			<p>Nov 28th</p>	
<p>(vii)Representatives of persons carrying on business in the area</p>	<p>Discussion and advice needed from the consultation and engagement group</p>			<p>Seek advice from FIS about Business Sector (duty to consult business re-childcare sufficiency assessment</p> <p>Swansea Bay Business Club (Bruce Roberts), BID (Russell Greenslade), Regional Business Forum (Hywel Evans) Major employers</p>
<p>(viii) Trade unions</p>	<p>E/mail / letter</p>			<p>Unison – Local</p>

representing workers in the area	and link to questionnaire			Authority Commitment to sign up to Unison's Ethical Care Charter.
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14. It is recommended that members of the Partnership;

- Agree the definitions and the use of such concepts – involvement, consultation, engagement and participation – outlined in the paper, for the purpose of the well-being plan,
- Agree the standards as the PSB's standards on consultation, for the purposes of the plan,
- Agree the action plan and its content as a working plan for involvement activities, with delegated authority given to the planning group to approve the finer details,
- Agree to placing a link to the survey and the well-being plan on the home page of their websites (as agreed by the Planning group 10/10/17), send representatives to the training day on consultation (planned for Monday 11th December), use their own forums and networks to consult on the plan (materials and resources will be available at the training day and on the PSB website), provide information about planned consultation events and the results of any consultation to ensure that the PSB has an overview of all involvement activity.