

Encouraging public engagement

1.0 SUMMARY

- 1.1 Working with as well as for local people is important in achieving change and progress successfully in Argyll and Bute.
- 1.2 This report sets out a proposed approach for community planning partners to agree, in order to encourage members of the public to get involved with our consultation and engagement exercises.

2.0 RECOMMENDATIONS

- 2.1 That CPP members agree to evidence the difference the public's views make to their decisions, in order to encourage on-going engagement with our communities.

3.0 DETAIL

- 3.1 The views of local people are important to all of us in the development of strategies, plans and services.
- 3.2 Argyll and Bute has a relatively small population; the consultations of community planning partnership agencies are often targeted at the same people; attracting high levels of interest can be challenging.
- 3.3 Feedback to council consultation exercises highlights a key obstacle to people getting involved in working with us:
 - lack of information on the difference their views mean people query the value of getting involved; to give their time and attention to issues, they have to know that it is worthwhile, that their views will be listened to and taken into account.
- 3.4 The obstacle highlights a step we can all take to develop community involvement in our work:
 - give 'you said, we did' feedback to all public consultations we carry out.
- 3.5 Given our small population, it is likely that we all have an impact on levels of engagement ie if one agency carries out a consultation without

informing respondents of the difference it has made, those respondents could feel less inclined to get involved with consultations that come after.

- 3.6 The council has a dedicated '[consultations](#)' space on our website which includes space to list 'you said, we did' information. Where partner agencies' consultations are on-line, we can list those too on our website, and promote through our different channels – if 'you said, we did' information will be available.

4.0 CONCLUSION

- 4.1 Having 'you said, we did' information agreed as a standard step for community planning partnership organisations' consultations would support on-going community engagement with our work for Argyll and Bute.

5.0 IMPLICATIONS

5.1 Policy	Representative feedback to consultations would support effective policy development.
5.2 Financial	None
5.3 Legal	None
5.4 HR	None
5.5 Equalities	None
5.6 Risk	The proposal addresses risk of loss of public involvement in CPP agencies' work.
5.7 Customer Service	The proposal addresses customer wishes for information on how their feedback influences decisions.

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