

Report on Community Engagement in Moray 2016

Contents

- 1. Introduction**
- 2. Executive Summary**
- 3. Engagement Process**
- 4. Responses to the 6 Questions**
- 5. Analysis of Other Feedback**
- 6. Ideas and Suggestions**
- 7. Lessons Learned**
- 8. List of Appendices**

1. Introduction

At the start of 2016 the Community Planning Board approved a recommendation by the Community Engagement Group to adopt a coordinated approach to community engagement through the implementation of a six point plan for the year. The Moray Council also adopted the six point plan to engage with the community in relation to its dire financial position. This report provides a reminder of the engagement processes used, analysis of the feedback obtained and the lessons learned to assist with plans for engagement during 2017.

2. Executive Summary

2.1 Engagement Process

The Six Point Plan was led by the Community Engagement Group and is summarised as follows:

- i. Publish a calendar of Community Engagement and Participation Activity.
- ii. Promote the areas of priority identified by the Community Planning Board as five themes for engagement and participation.
- iii. Use six core questions to enable individuals and communities to provide feedback in relation to public service provision in Moray.
- iv. Encourage community groups to invite representatives from the public service providers to attend their meetings to engage on the five themes, the six core questions and any other matters they would wish to highlight.
- v. Use social media and public facilities, such as libraries and GP surgeries, to provide:
 - i. background information on the priorities and the challenges faced by partners; and
 - ii. opportunities to provide comment in relation to the six core questions.
- vi. Public Sector employees – linking with the significant number of staff who live in Moray and also work with in the public sector

The council added a session with eight focus groups to its engagement on the financial situation and there was also a significant Participatory Budgeting exercise undertaken during the year.

The number of people engaged with each element of the process is summarised as follows, (note Community Planning Priorities Engagement CPP and Moray Council financial situation MC):

| | CPP | MC |
|-----------------------------------|------------|-----------|
| Survey responses | 147 | 193 |
| Survey responses – Citizens Panel | 456 | 456 |
| Emails relevant to process | 0 | 109 |
| Facebook - reached | 72,688 | 169,861 |
| Facebook - followers | 475 | 4,915 |
| Facebook - engaged | 76 | 447 |
| Focus Group Attendance | n/a | 63 |
| Employees | | 374 |

Five community groups also arranged for a discussion session on the engagement exercises.

The participatory budgeting process resulted in over 200 people attending the events arranged to decide on the distribution of funds to local groups with an estimated 83 groups involved in submitting applications.

2.2 Responses to the 6 Questions

The six questions have been used with four audiences: Community Planning Priorities Survey, Moray Council Financial Situation Survey, Citizens Panel Survey and Focus Groups event.

A summary of the responses to the first question, which asked the community to identify the top three priorities is provided below.

| Priority | MC | FG | Panel | CPP |
|---|-----------|-----------|--------------|------------|
| Community engagement/participation | 0.6% | | 0.7% | 1.6% |
| Community Care | 6.4% | | 4.8% | 2.7% |
| Community Facilities (including: leisure, libraries, community centres and early years) | 14.3% | 11.1% | 8.0% | 11.8% |
| CPP (respondents identified a whole organisation, e.g. Police, NHS or the Council) | 2.1% | | 9.0% | 5.5% |
| Community Safety | 1.4% | | 5.7% | 9.6% |
| Economic Development | 5.0% | | 2.8% | 14.2% |
| Education | 22.3% | 33.3% | 8.3% | 15.1% |
| Environment | 4.8% | | 5.2% | 6.0% |
| Finance | 0.4% | | 2.9% | 1.4% |
| Governance | 1.0% | 5.6% | 2.2% | 1.6% |
| Health | 4.5% | 22.2% | 10.2% | 14.8% |
| Housing | 7.4% | 5.6% | 2.5% | 4.7% |
| Infrastructure (excluding roads) | 1.9% | 11.1% | 4.2% | 1.6% |
| Roads | 7.8% | | 18.1% | 3.3% |
| Transport | 14.5% | 11.1% | 6.4% | 4.4% |
| Waste and recycling | 5.6% | 0.0% | 8.9% | 1.6% |

In contrast the third question asked people to identify what the public sector should stop doing. Caution needs to be exercised with this table as very few responses indicated that an entire service should cease.

| Stop Doing | MC | FG | Panel | CPP |
|--|-----------|-----------|--------------|------------|
| Community support | 2.2% | 4.5% | 2.3% | 2.9% |
| Community Care | 0.9% | 0.0% | 1.9% | 0.7% |
| Community Facilities | 7.9% | 18.2% | 8.3% | 9.6% |
| Community Safety | 2.2% | 4.5% | 1.1% | 2.2% |
| CPP (respondents identified a whole organisation, e.g. Police, NHS or the Council) | 6.2% | 9.1% | 5.3% | 12.5% |
| Economic Development | 4.4% | 0.0% | 2.3% | 2.9% |
| Education | 18.5% | 31.8% | 6.1% | 9.6% |
| Environment | 1.3% | 0.0% | 4.5% | 2.9% |
| Finance | 3.5% | 4.5% | 4.5% | 4.4% |
| Government & Administration | 34.4% | 22.7% | 47.7% | 35.3% |
| Health | 0.4% | 0.0% | 0.0% | 0.7% |
| Housing | 4.0% | 0.0% | 2.3% | 3.7% |
| Infrastructure (excluding roads) | 2.2% | 4.5% | 2.7% | 2.2% |
| Roads | 4.8% | 0.0% | 4.9% | 5.9% |
| Transport | 3.5% | 0.0% | 3.4% | 3.7% |
| Waste and Recycling | 3.5% | 0.0% | 2.7% | 0.7% |

The other questions related to: Q2 What should we do differently? Q4 What should we start doing? Q5 What could you be involved in? Q6 How could we help you get more involved? Summary tables are provided in the body of the report with full analysis in a range of appendices.

2.3 Analysis of Other Feedback

The main source of feedback that did not arise from the 6 Questions at the core of the engagement exercise was Facebook, although some other comments were captured as part of the Citizens Panel and Focus Group activities.

The greatest number of comments related to the education service and whilst there were a number of comments about closing schools which are under capacity there was no consensus. Those who chose to comment about governance and administration would like to see costs reduce in this area, whilst comments on services such as libraries and public toilets were divided between reducing service provision and wanting the services to be maintained at current levels. It will be apparent from the foregoing that it is difficult to draw conclusions from the feedback. There are three summaries that will assist readers to form their own conclusions; the first is in the body of this report and relates to the Facebook feedback and the other two are in Appendices 9 and 10.

2.4 Ideas and Suggestions

A wide range of ideas and suggestions have been collated and need to be given consideration by community planning partners. At present it is planned to do further work to consolidate all the points into relevant categories and publish feedback as to

the action that will be taken forward or an explanation as to why the point is not to be taken further.

2.5 Lessons Learned

The objective that the CEG set itself was to provide more effective coordination of community engagement activities across Moray. Simply producing a plan at the start of the year was a step in the right direction and that plan has largely been delivered. Other engagement activities have been undertaken without reference to the CEG and there is no doubt that there is the potential for further improvement in the coordination of engagement activities.

The CEG's approach has the backing of the Community Planning Board and the Community Planning Officers Group. The resources to deliver the plan have largely come from the council and the CEG has recognised the need to consider the engagement resources available from all partners.

In total 679 people contributed to the Community Planning engagement process and 1,642 people contributed to the engagement on the council's financial position. However, 4,915 people took some active part in the Facebook element of the processes. Whilst the numbers are low they compare favourably to engagement processes which have concentrated resources on public events which tend to attract even fewer people.

In developing a plan for 2017 one of the main lessons from 2016 is that it is very challenging for people to engage with the bigger pictures of either priorities for a 10 year plan or the financial situation of the council. Working with focus groups and providing more specific items for engagement may be parts of the solution in the year ahead.

3. Engagement Process

The six point plan, developed by the Community Engagement Group, is summarised in the executive summary and each point is assessed in more detail below. It was designed to give as many people as possible the opportunity to learn about the public services provided in Moray and then present their views to the providers of those services to influence decisions about future service provision.

i) Publish a calendar of Community Engagement and Participation Activity

The Community Engagement Group (CEG) set out to establish a coordinated approach to engagement and it was decided that a central calendar listing all of the engagement activity planned for the year would be helpful for communities. As it becomes established it could also be used to avoid overloading communities with engagement activity and to assist the CEG to make better use of the resources available on engagement work.

Developing the electronic calendar with links to the engagement events proved to be a challenging technical exercise and the calendar went live in June. Only one of the Community Planning Partnerships, MEP, has actively contributed to the calendar and there has been limited uptake by those planning to arrange an engagement event.

The calendar was created by and is being maintained using Moray Council staff time and the CEG will need to assess the merits of continuing with the calendar in future years.

APPENDIX 1 to this report provides a reminder of the five calendar pages that have been created and the purpose of each one.

ii) Promote the areas of priority identified by the Community Planning Board as five themes for engagement and participation.

Information was made available to communities on line and on paper at public access points of the public sector partners across Moray. The information provided was as follows:

Community Planning Partnership Information

- Moray 2026 – the current 10 year plan of the CPP setting out the existing priorities of the public sector.
- Summary version of Moray 2026

Moray Council Financial Situation

- Briefing Document setting out the scale of the problem and the potential impacts on services “Bridging the Gap”
- Summary version of Bridging the Gap

- Analysis of council budgets identifying degree to which service provision is statutory
- Links to performance and benchmarking information on council services

Themed Facebook sessions were also used to provide an opportunity to find out more about the priorities of the CPP and council services. The facility was also provided for people to submit questions by email.

Public service provision covers a wide range of activity in Moray and there is a vast amount of information available to the public to enable communities to learn about the demand and needs for services and the prioritisation decisions made by partners and the delivery of services. Decision makers, whether they be councillors, members of Health Service Board, the College Board or senior employees, have a wealth of experience and processes in place to assist them to assimilate all of the information. Clearly this is not the case for the public and it is very challenging to provide data that is concise, but of sufficient depth to enable individuals and groups to make informed judgements and then seek to influence the decision makers.

- iii) Use six core questions to enable individuals and communities to provide feedback in relation to public service provision in Moray.

The CEG developed the following questions to assist individuals and communities to focus their responses on the areas where they would like to see change.

1. What are your top three priorities?
2. What should we be doing differently?
3. What should we stop doing?
4. What should we start doing?
5. What could you be involved in?
6. What would help you do that?

These six questions were almost identical in each of the two surveys, with only minor differences in their wording. Where the two surveys differed was in respect of their scope. The Community Planning Partnership survey asked participants to respond with regards to all partner agencies, whereas The Moray Council Budget Consultation survey asked the questions specifically regarding The Moray Council services. As would be expected, due to the differing scope, the variance of responses within the Community Planning Partnership survey was much greater. However, notwithstanding this fact, there were many response commonalities between the two surveys.

Table 1, below, shows the demographics of respondents who participated in the surveys. In both surveys more than 40% of respondents were aged between 46 and 65 and 57% of respondents were female. The main difference between the demographics of participants was within those who had children of school age

with 9% more CPP survey respondents having school aged children. In real terms however, due to there being more respondents of the Moray Council Budget Consultation survey the numbers of respondents with school aged children are identical.

Individual responses were, where possible, broadly categorised into areas of service delivery e.g. Education, Transport, Roads, Staffing etc. before being analysed. Further analysis was then carried out with each of the categories to group similar suggestions together.

Table 1

| Survey Respondents | CPP CONSULTATION | BUDGET CONSULTATION |
|--|------------------|---------------------|
| <i>Male</i> | 38% | 34% |
| <i>Female</i> | 57% | 57% |
| <i>Aged 25-45</i> | 34% | 23% |
| <i>Aged 46-65</i> | 44% | 48% |
| <i>Completed survey as an individual</i> | 92% | 94% |
| <i>Have children of school age</i> | 38% | 29% |

- iv) Encourage community groups to invite representatives from the public service providers to attend their meetings to engage on the five themes, the six core questions and any other matters they would wish to highlight.

Five community groups took the opportunity to ask for a representative to meet with them to discuss the engagement exercise. The events were reasonably well attended and provided an opportunity to communicate the five CPP priorities and the financial challenges faced by the council. Attendees were encouraged to submit their views on the questionnaire and to encourage others in their communities to do likewise.

- v) Use social media and public facilities, such as libraries and GP surgeries, to provide:
 - a) background information on the priorities and the challenges faced by partners; and
 - b) opportunities to provide comment in relation to the six core questions.

The assessment of the background information is dealt with in section ii. of this report. Opportunities to complete questionnaires were provided on line and on paper via the public facilities listed.

- vi) Public Sector employees – linking with the significant number of staff who live in Moray and also work with in the public sector

All of the partner organisations provided briefings to their staff in Moray on the engagement exercise encouraging employees to get involved in learning more

about the public services, the existing priorities and submitting their views as members of the local community.

The Moray Council also used a number of approaches to engage employees on the financial situation, as follows:

- A series of structured team meetings were promoted to enable staff to understand and discuss the financial forecasts, the potential impact on services and identify savings suggestions.
- Staff Suggestion Scheme, focused on identifying savings options. 171 suggestions were submitted.
- The theme for the annual employee conferences was the financial situation and staff used “Morayopoly” to experience the challenge of achieving consensus about priorities.

4. Responses to the 6 Questions

This section of the report provides a summary of the responses to each of the 6 questions posed. A full analysis is provided in **APPENDICES 2 to 7**.

The appendices are colour coded to denote where the responses came from, i.e. MC Questionnaire, Focus Groups FG, Citizens Panel, or CPP Questionnaire. By far the majority of the responses were from individuals and the summary tables do not distinguish between individual and group responses. Group responses are marked by “*” on the appendices.

A separate report was also provided by the contractor responsible for the Citizens Panel questionnaire. The report covers other issues requested by the council and the relevant extracts relating to the engagement survey are attached as **APPENDIX 9**.

As report on the Focus Group was also prepared, attached as **APPENDIX 10**.

Warnings: The summaries below need to be read in the knowledge that some feedback can be difficult to categorise and the full appendices need to be read to draw conclusions from the questionnaire feedback. It will be noted that it is not always clear what a one word response such as “waste” might mean; does the individual think that recycling should be a top priority or that the council should be collecting waste more frequently or something else entirely?

i) What are your top three priorities?

Summary of APPENDIX 2

| Priority | MC | FG | Panel | CPP |
|---|----|----|-------|-----|
| Community engagement/participation | 3 | 0 | 6 | 5 |
| Community Care | 33 | 0 | 33 | 10 |
| Community Facilities (including: leisure, | 74 | 2 | 55 | 43 |

| | | | | |
|--|-----|---|-----|----|
| libraries, community centres and early years) | | | | |
| CPP (respondents identified a whole organisation, e.g. Police, NHS or the Council) | 7 | 0 | 30 | 25 |
| Community Safety | 16 | 0 | 70 | 36 |
| Economic Development | 26 | 0 | 19 | 51 |
| Education | 112 | 8 | 56 | 54 |
| Environment | 24 | 0 | 36 | 21 |
| Finance | 3 | 0 | 19 | 6 |
| Governance | 4 | 1 | 12 | 6 |
| Health | 23 | 4 | 71 | 55 |
| Housing | 37 | 1 | 12 | 11 |
| Infrastructure (excluding roads) | 11 | 2 | 31 | 13 |
| Personal (specific to an individual's circumstances) | 9 | 0 | 29 | 57 |
| Roads | 40 | 0 | 131 | 12 |
| Transport | 74 | 2 | 44 | 16 |
| Waste and recycling | 29 | 0 | 60 | 7 |

Responses shown as percentages

| Priority | MC | FG | Panel | CPP |
|---|-------|-------|-------|-------|
| Community engagement/participation | 0.6% | 0.0% | 0.8% | 1.2% |
| Community Care | 6.3% | 0.0% | 4.6% | 2.3% |
| Community Facilities (including: leisure, libraries, community centres and early years) | 14.1% | 10.0% | 7.7% | 10.0% |
| CPP (respondents identified a whole organisation, e.g. Police, NHS or the Council) | 1.3% | 0.0% | 4.2% | 5.8% |
| Community Safety | 3.0% | 0.0% | 9.8% | 8.4% |
| Economic Development | 5.0% | 0.0% | 2.7% | 11.9% |
| Education | 21.3% | 40.0% | 7.8% | 12.6% |
| Environment | 4.6% | 0.0% | 5.0% | 4.9% |
| Finance | 0.6% | 0.0% | 2.7% | 1.4% |
| Governance | 0.8% | 5.0% | 1.7% | 1.4% |
| Health | 4.4% | 20.0% | 9.9% | 12.9% |
| Housing | 7.0% | 5.0% | 1.7% | 2.6% |
| Infrastructure (excluding roads) | 2.1% | 10.0% | 4.3% | 3.0% |
| Personal (specific to an individual's circumstances) | 1.7% | 0.0% | 4.1% | 13.3% |
| Roads | 7.6% | 0.0% | 18.3% | 2.8% |
| Transport | 14.1% | 10.0% | 6.2% | 3.7% |
| Waste and recycling | 5.5% | 0.0% | 8.4% | 1.6% |

ii) What should we be doing differently?

Summary of APPENDIX 3

| Do Differently | MC | FG | Panel | CPP |
|---|-----------|-----------|--------------|------------|
| Community involvement | 17 | 8 | 78 | 16 |
| Community care | 11 | 0 | 14 | 9 |
| Community facilities (including: leisure, libraries, community centres and toilets) | 30 | 0 | 22 | 36 |
| Community Safety | 2 | 1 | 11 | 6 |
| CPP (a range of suggestions, including, better communication, reduce administration costs, improve partnership working) | 25 | 2 | 141 | 65 |
| Economic Development | 10 | 1 | 20 | 21 |
| Education | 64 | 8 | 43 | 24 |
| Environment | 22 | 1 | 13 | 10 |
| Finance | 22 | 4 | 47 | 2 |
| Governance and administration | 82 | 6 | 200 | 21 |
| Health | 6 | 0 | 3 | 14 |
| Housing | 10 | 1 | 10 | 2 |
| Infrastructure (excluding roads) | 11 | 1 | 15 | 5 |
| Personal (specific to an individual's circumstances) | 3 | 0 | 5 | 0 |
| Roads | 33 | 0 | 40 | 12 |
| Transport | 36 | 1 | 20 | 19 |
| Waste and recycling | 23 | 0 | 6 | 6 |

| Do Differently | MC | FG | Panel | CPP |
|---|-----------|-----------|--------------|------------|
| Community involvement | 4.2% | 23.5% | 11.3% | 6.0% |
| Community care | 2.7% | 0.0% | 2.0% | 3.4% |
| Community facilities (including: leisure, libraries, community centres and toilets) | 7.4% | 0.0% | 3.2% | 13.4% |
| Community Safety | 0.5% | 2.9% | 1.6% | 2.2% |
| CPP (a range of suggestions, including, better communication, reduce administration costs, improve partnership working) | 6.1% | 5.9% | 20.5% | 24.3% |
| Economic Development | 2.5% | 2.9% | 2.9% | 7.8% |
| Education | 15.7% | 23.5% | 6.3% | 9.0% |
| Environment | 5.4% | 2.9% | 1.9% | 3.7% |
| Finance | 5.4% | 11.8% | 6.8% | 0.7% |
| Governance and administration | 20.1% | 17.6% | 29.1% | 7.8% |
| Health | 1.5% | 0.0% | 0.4% | 5.2% |
| Housing | 2.5% | 2.9% | 1.5% | 0.7% |
| Infrastructure (excluding roads) | 2.7% | 2.9% | 2.2% | 1.9% |
| Personal (specific to an individual's circumstances) | 0.7% | 0.0% | 0.7% | 0.0% |
| Roads | 8.1% | 0.0% | 5.8% | 4.5% |
| Transport | 8.8% | 2.9% | 2.9% | 7.1% |
| Waste and recycling | 5.7% | 0.0% | 0.9% | 2.2% |

iii) What should we stop doing?

Summary of APPENDIX 4

Care should be taken when using the overarching headings for the responses to this question. Responses were specific about particular aspects of service, very few people suggested that a particular service should be stopped in its entirety.

| Stop Doing | MC | FG | Panel | CPP |
|--|-----------|-----------|--------------|------------|
| Community support | 5 | 1 | 6 | 4 |
| Community Care | 2 | 0 | 5 | 1 |
| Community Facilities | 18 | 4 | 22 | 13 |
| Community Safety | 5 | 1 | 3 | 3 |
| CPP (respondents identified a whole organisation, e.g. Police, NHS or the Council) | 14 | 2 | 14 | 17 |
| Economic Development | 10 | 0 | 6 | 4 |
| Education | 42 | 7 | 16 | 13 |
| Environment | 3 | 0 | 12 | 4 |
| Finance | 8 | 1 | 12 | 6 |
| Government & Administration | 78 | 5 | 126 | 48 |
| Health | 1 | 0 | 0 | 1 |
| Housing | 9 | 0 | 6 | 5 |
| Infrastructure (excluding roads) | 5 | 1 | 7 | 3 |
| Roads | 11 | 0 | 13 | 8 |
| Transport | 8 | 0 | 9 | 5 |
| Waste and Recycling | 8 | 0 | 7 | 1 |

| Stop Doing | MC | FG | Panel | CPP |
|--|-----------|-----------|--------------|------------|
| Community support | 2.2% | 4.5% | 2.3% | 2.9% |
| Community Care | 0.9% | 0.0% | 1.9% | 0.7% |
| Community Facilities | 7.9% | 18.2% | 8.3% | 9.6% |
| Community Safety | 2.2% | 4.5% | 1.1% | 2.2% |
| CPP (respondents identified a whole organisation, e.g. Police, NHS or the Council) | 6.2% | 9.1% | 5.3% | 12.5% |
| Economic Development | 4.4% | 0.0% | 2.3% | 2.9% |
| Education | 18.5% | 31.8% | 6.1% | 9.6% |
| Environment | 1.3% | 0.0% | 4.5% | 2.9% |
| Finance | 3.5% | 4.5% | 4.5% | 4.4% |
| Government & Administration | 34.4% | 22.7% | 47.7% | 35.3% |
| Health | 0.4% | 0.0% | 0.0% | 0.7% |
| Housing | 4.0% | 0.0% | 2.3% | 3.7% |
| Infrastructure (excluding roads) | 2.2% | 4.5% | 2.7% | 2.2% |
| Roads | 4.8% | 0.0% | 4.9% | 5.9% |
| Transport | 3.5% | 0.0% | 3.4% | 3.7% |
| Waste and Recycling | 3.5% | 0.0% | 2.7% | 0.7% |

iv) What should we start doing?

Summary of APPENDIX 5

| Start Doing | MC | FG | Panel | CPP |
|--|-----------|-----------|--------------|------------|
| Community support | 12 | 7 | 18 | 13 |
| Community Care | 4 | 0 | 4 | 4 |
| Community Facilities | 22 | 6 | 9 | 11 |
| Community Safety | 6 | 0 | 1 | 6 |
| CPP (respondents identified a whole organisation, e.g. Police, NHS or the Council) | 23 | 4 | 32 | 29 |
| Economic Development | 8 | 1 | 6 | 24 |
| Education | 27 | 7 | 9 | 9 |
| Environment | 12 | 0 | 7 | 4 |
| Finance | 15 | 5 | 24 | 1 |
| Government & Administration | 63 | 5 | 98 | 19 |
| Health | 2 | 0 | 6 | 7 |
| Housing | 6 | 1 | 9 | 2 |
| Infrastructure (excluding roads) | 3 | 2 | 4 | 1 |
| Roads | 4 | 0 | 10 | 2 |
| Transport | 8 | 2 | 11 | 8 |
| Waste and Recycling | 7 | 3 | 5 | 2 |

| Start Doing | MC | FG | Panel | CPP |
|--|-----------|-----------|--------------|------------|
| Community | 5.4% | 16.3% | 7.1% | 9.2% |
| Community Care | 1.8% | 0.0% | 1.6% | 2.8% |
| Community Facilities | 9.9% | 14.0% | 3.6% | 7.7% |
| Community Safety | 2.7% | 0.0% | 0.4% | 4.2% |
| CPP (respondents identified a whole organisation, e.g. Police, NHS or the Council) | 10.4% | 9.3% | 12.6% | 20.4% |
| Economic Development | 3.6% | 2.3% | 2.4% | 16.9% |
| Education | 12.2% | 16.3% | 3.6% | 6.3% |
| Environment | 5.4% | 0.0% | 2.8% | 2.8% |
| Finance | 6.8% | 11.6% | 9.5% | 0.7% |
| Government & Administration | 28.4% | 11.6% | 38.7% | 13.4% |
| Health | 0.9% | 0.0% | 2.4% | 4.9% |
| Housing | 2.7% | 2.3% | 3.6% | 1.4% |
| Infrastructure (excluding roads) | 1.4% | 4.7% | 1.6% | 0.7% |
| Roads | 1.8% | 0.0% | 4.0% | 1.4% |
| Transport | 3.6% | 4.7% | 4.3% | 5.6% |
| Waste and Recycling | 3.2% | 7.0% | 2.0% | 1.4% |

v) What could you be involved in?

Summary of APPENDIX 6

| More Community Involvement | MC | FG | Panel | CPP |
|--|-----------|-----------|--------------|------------|
| Already Committed | 35 | 0 | 67 | 39 |
| General (many indicating no time or inclination to get involved) | 19 | 2 | 15 | 6 |
| Community (many indicating willingness to get involved) | 12 | 9 | 19 | 10 |
| Community Care | 4 | 1 | 3 | 4 |
| Community Facilities | 12 | 3 | 1 | 8 |
| Community Safety | 3 | 0 | 0 | 2 |
| Education | 7 | 0 | 1 | 8 |
| Environment | 26 | 2 | 2 | 7 |
| Finance | 0 | 0 | 2 | 0 |
| Governance | 0 | 0 | 1 | 3 |
| Health | 0 | 0 | 2 | 1 |
| Infrastructure (excluding roads) | 1 | 0 | 0 | 0 |
| Roads | 1 | 0 | 0 | 1 |
| Waste and recycling | 2 | 0 | 0 | 0 |

| More Community Involvement | MC | FG | Panel | CPP |
|--|-----------|-----------|--------------|------------|
| Already Committed | 28.7% | 0.0% | 59.3% | 43.8% |
| General (many indicating no time or inclination to get involved) | 15.6% | 11.8% | 13.3% | 6.7% |
| Community (many indicating willingness to get involved) | 9.8% | 52.9% | 16.8% | 11.2% |
| Community Care | 3.3% | 5.9% | 2.7% | 4.5% |
| Community Facilities | 9.8% | 17.6% | 0.9% | 9.0% |
| Community Safety | 2.5% | 0.0% | 0.0% | 2.2% |
| Education | 5.7% | 0.0% | 0.9% | 9.0% |
| Environment | 21.3% | 11.8% | 1.8% | 7.9% |
| Finance | 0.0% | 0.0% | 1.8% | 0.0% |
| Governance | 0.0% | 0.0% | 0.9% | 3.4% |
| Health | 0.0% | 0.0% | 1.8% | 1.1% |
| Infrastructure (excluding roads) | 0.8% | 0.0% | 0.0% | 0.0% |
| Roads | 0.8% | 0.0% | 0.0% | 1.1% |
| Waste and recycling | 1.6% | 0.0% | 0.0% | 0.0% |

vi) What would help you do that?

Summary of APPENDIX 7.

| Additional Support to Assist Community Involvement | MC | FG | Panel | CPP |
|--|-----------|-----------|--------------|------------|
| Already Committed | 16 | 0 | 14 | 3 |
| General (many indicating no time or inclination to get involved) | 7 | 0 | 8 | 17 |
| Community (many indicating willingness to get involved) | 37 | 7 | 24 | 26 |
| Community Care | 3 | 0 | 2 | 1 |
| Community Facilities | 0 | 0 | 4 | 2 |
| Community Safety | 1 | 0 | 5 | 3 |
| Education | 0 | 0 | 0 | 1 |
| Environment | 1 | 0 | 1 | 7 |
| Finance | 1 | 0 | 1 | 2 |
| Governance | 6 | 2 | 9 | 7 |
| Health | 1 | 0 | 0 | 0 |
| Infrastructure (excluding roads) | 1 | 0 | 0 | 1 |
| Roads | 2 | 0 | 2 | 2 |
| Waste and recycling | 0 | 0 | 1 | 0 |

| Additional Support to Assist Community Involvement | MC | FG | Panel | CPP |
|--|-----------|-----------|--------------|------------|
| Already Committed | 21.1% | 0.0% | 19.7% | 4.2% |
| General (many indicating no time or inclination to get involved) | 9.2% | 0.0% | 11.3% | 23.6% |
| Community (many indicating willingness to get involved) | 48.7% | 77.8% | 33.8% | 36.1% |
| Community Care | 3.9% | 0.0% | 2.8% | 1.4% |
| Community Facilities | 0.0% | 0.0% | 5.6% | 2.8% |
| Community Safety | 1.3% | 0.0% | 7.0% | 4.2% |
| Education | 0.0% | 0.0% | 0.0% | 1.4% |
| Environment | 1.3% | 0.0% | 1.4% | 9.7% |
| Finance | 1.3% | 0.0% | 1.4% | 2.8% |
| Governance | 7.9% | 22.2% | 12.7% | 9.7% |
| Health | 1.3% | 0.0% | 0.0% | 0.0% |
| Infrastructure (excluding roads) | 1.3% | 0.0% | 0.0% | 1.4% |
| Roads | 2.6% | 0.0% | 2.8% | 2.8% |
| Waste and recycling | 0.0% | 0.0% | 1.4% | 0.0% |

An analysis of the demographics of the individuals who took part in the engagement process is provided in APPENDIX 8

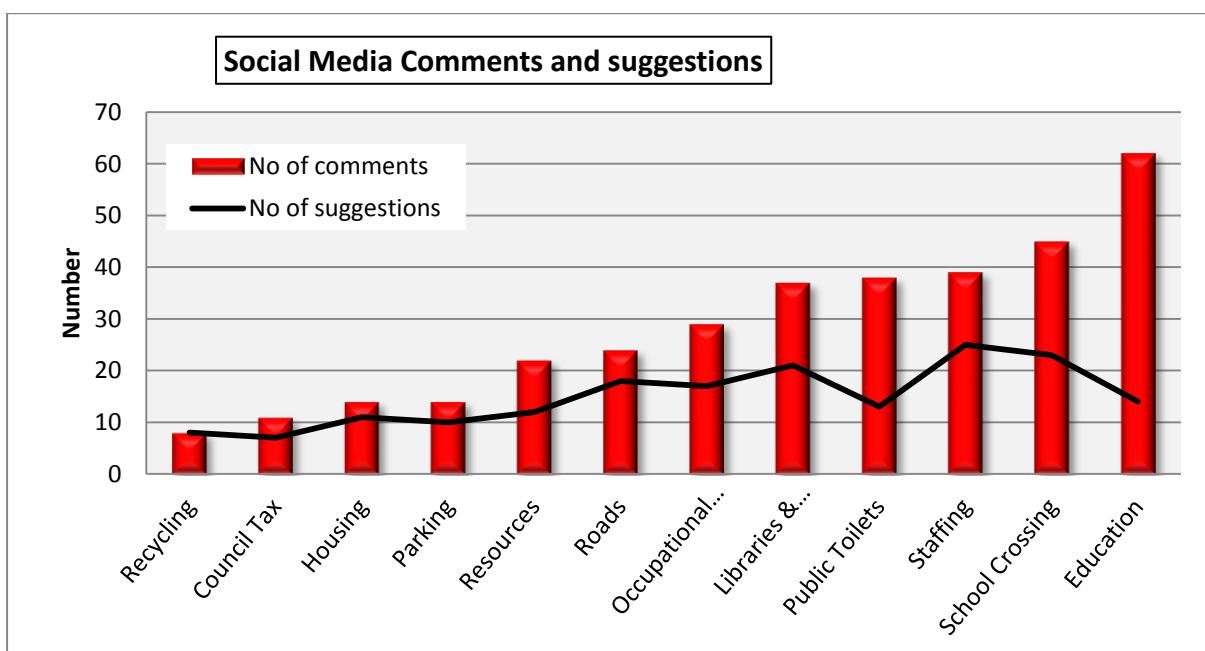
5. Analysis of Other Feedback

5.1 Social Media and Online

Comments made within the seven week Facebook consultation are not possible to analyse in the same manner as the other two consultations due to the manner the consultation was conducted. Within each of the seven weeks different topics were posted seeking views and opinions from the public. The topics and questions are listed on **APPENDIX 11**.

In total 679 people contributed to the Community Planning engagement process and 1,642 people contributed to the engagement on the council's financial position. The comments were collated to enable some analysis to be carried out as follows:

- The comments along with suggestions were categorised roughly into 12 areas detailed in the graph below.
- Similar to the CPP and Moray Council budget consultations the highest area for comments was education, receiving 14% of all comments made. Suggestions made regarding Education were low, however of those made the majority were suggesting closing schools.
- Staffing received the highest suggestions to comments ratio 2:3. Similar to the other two consultations the most common suggestions were to freeze wages, reduce staff and reduce managers.
- School crossing patrols received the second highest number of comments and there was an indication from respondents that there was no need for as many crossing patrollers, especially at pedestrian crossings.
- Suggestions regarding Libraries were split with the highest number of suggestions for changing the opening hours followed by closing libraries.



The collation of all comments received on Facebook is attached as **APPENDIX 12**.

5.2 Citizens Panel

All of the Citizens Panel responses to the six questions are incorporated within the analysis in section 4 of this report. The report from the contractor also provides some commentary on the contributions from panel members and is set out on **APPENDIX 9**.

5.3 Focus Groups

All of the Focus Groups responses to the six questions are incorporated within the analysis in section 4 of this report. Comments captured from each of the groups are summarised in the body of the Focus Groups report attached as **APPENDIX 10**.

6. Ideas and Suggestions

Ideas and suggestions were submitted in many formats and to a large extent the responses to the 6 core questions incorporated suggestions. Where individuals chose to submit in their views in an alternative format, such as an email or as a member of staff through the councils engagement processes these comments have been captured on:

APPENDIX 14 – email submissions

APPENDIX 15 – employee engagement

This part of the feedback will require detailed analysis by all community planning partners. A recommendation will be made that further work be done to consolidate the ideas and suggestions in to categories to enable responses to be published against all categories, providing feedback along the lines of:

- Good idea – already implemented
- Good idea – to be recommended for implementation by.....
- Idea not supported – explain why

7. Lessons Learned

7.1 CEG established a working group of officers to prepare a draft plan for the year and that group included colleagues with professional training in community engagement and in particular have a working knowledge of the National Standards. A copy of the National Standards is attached as **APPENDIX 16** for reference.

7.2 A report comparing the level of engagement through the CEG programme for 2016 and other engagement and consultation activities has been prepared by the council and is attached as **APPENDIX 13**. The main conclusion from this report is that a greater number of people are prepared to engage on a specific or single issue than on a generic area, such as community planning priorities. It is recommended that the CEG reflect on this evidence when preparing the plan of engagement activities for 2017 by looking at, perhaps some more focused work on specific areas of priority.

- 7.3 There was limited use made of the calendar of community engagement activities. The principle of trying to manage the plethora of activities seems to be sound and the investment of creating the calendar has been made and it is, therefore, recommended that the CEG continue to promote the calendar as a means of establishing an overview of the plans for engagement during 2017.
- 7.4 Providing information on-line and at access points together with a survey form has engaged more individuals than has been achieved in recent years by holding public meetings. However, the focus groups, where people from a wide range of areas of interest and demography were represented, appeared to be appreciated by those taking part and provided some interesting and representative feedback.
- 7.5 It is extremely challenging to provide information in a sufficiently concise manner for members of the community to be able to make informed contributions to influence the future direction of public services. There is no doubt that this must be viewed as an ongoing and iterative process, whereby some people will be able to become better informed and more and more people will be enthused to join in the debates around service priorities. It is recommended that the CEG seek to build on the engagement activities that were undertaken during 2016 when planning their engagement activities for 2017.
- 7.6 Participatory budgeting (PB) was successful in the numbers of people involved and the levels of participation achieved, as once the parameters for awarding funding were set, local volunteers then managed the entire process. However, the price of success was £120,000 of public funds being distributed towards projects with, at best, a tenuous link to the priorities established in the 10 Year Community Plan. There is no evidence to suggest that the individuals who engaged in PB were inspired to take part in the engagement activity on the next 10 Year Community Plan. Some Scottish Government Ministers are keen on the future of PB and there is the potential for the government to require 1% of the council's budget to be allocated using PB in the future. It is recommended that the CEG consider how further progress can be made with a PB approach that results in those involved having the opportunity to influence priorities in the 10 Year Plan and also gives consideration to the merits of a PB approach to small parts of existing public service budgets.
- 7.7 Delivering the 6 point action plan in 2016 has been a significant drain on resources with the council's Chief Executives section. This was done largely on a reactive basis in terms of individuals absorbing the additional workload on an ad hoc basis. The CEG has asked all partners to provide details of the resources available for engagement and it will be important that the plan of work for 2017 is matched by a resource plan with contributions from all partners.
- 7.8 Councillors have been advised that decisions will need to be made that will result in significant reductions to a number of council services. The current indication is

that if existing levels of service are maintained the council will run out of money by around September 2018. This assessment has been widely publicised but the level of public concern and active interest remains relatively low. It is likely that the council will be forced to prepare and announce proposals to address the problem after the local government elections in May 2017. The level of engagement can be expected to increase dramatically as interest groups are formed to protect local services. It is recommended that the CEG give due consideration to this matter when preparing the engagement activity plan for 2017.

8. List of Appendices

| Description | APP |
|---|-----|
| Calendar of Community Engagement and Participation Activity | 1 |
| Q1 What are your top three priorities? - Responses | 2 |
| Q2 What should we be doing differently? - Responses | 3 |
| Q3 What should we stop doing? – Responses | 4 |
| Q4 What should we start doing? – Responses | 5 |
| Q5 What could you be involved in? – Responses | 6 |
| Q6 What would help you do that? – Responses | 7 |
| Demographic analysis of respondents | 8 |
| Citizens Panel Survey Report | 9 |
| Focus Groups Report | 10 |
| Facebook – Topics and questions posed | 11 |
| Facebook – collation of comments received | 12 |
| Analysis of response levels to engagement activities | 13 |
| Email submissions | 14 |
| Employee Engagement | 15 |
| Community Engagement – National Standards | 16 |