

APPENDIX A

CONSULTATION METHODOLOGY FOR 2015/16 BUDGET PROPOSALS

Methodology	Output
General information/awareness raising	
<p>Using the Council's web site is the simplest way to raise awareness. Along with the main consultation document, web pages and on-line forms will be designed to cover the campaign. The Council's web pages will be kept up to date with the latest information and developments.</p> <p>Nottinghamshire residents who do not have access to the internet will be able to access information via libraries and/or by contacting the Customer Service Centre. Information will also be cascaded through schools, children's centres, colleges, public information points etc. Members of the public will be able to request information in other languages and/or formats by telephoning the Customer Service Centre.</p> <p>Face to face engagement with Nottinghamshire residents' will take place through various community/neighbourhood meetings.</p>	<p>The Council needs to show residents it is faced with conflicting challenges - an ongoing reduction in available resources set against increasing demand for services as well as increasing costs.</p> <p>The Council also wants to seek residents' views on its strategic priorities and give them an opportunity to have their say on specific budget proposals.</p>
Social media	
<p>The advantages of using social media are that we are engaging in a space where people are already talking. It is proposed that the following channels will be maximised to engage people in the budget challenge debate:</p> <ul style="list-style-type: none"> • Twitter • Facebook • Google+ • Search optimisation • Consistent use of a publicised hashtag • Plus considering how other channels such as YouTube and other social media sites can be utilised 	<p>Social media will support the budget challenge campaign throughout the consultation. However, it is acknowledged that not all residents may have access to social media or use it. Therefore, the Council will not be using social media in isolation; it will be just one of the methodologies used as part of the consultation process.</p> <p>Google+ will be used as a way of boosting search optimisation (a Google+ community can be set up specifically about the budget challenge to link with the discussion forums, particularly at stage 2). As an alternative to the live twitter chats, a Google+ 'hangout' (essentially an online video chat) could be offered.</p> <p>Work will be undertaken to optimise the ranking of key terms like '<i>Nottinghamshire County Council budget challenge</i>' etc. to make sure people are being directed to the right web pages when searching online.</p> <p>Live Q&A Tweet/web chat sessions/public discussion forums with Leader/Committee Chairs about specific service areas will be considered.</p>
Local community groups/community organisations/voluntary sector/other agencies	
<p>Council officers are involved in a variety of community activities on a daily basis and have established dialogue and networks with a number of communities and groups considered to be 'hard to reach'. It is suggested these officers use their established links to encourage these communities to get involved in the</p>	<p>These officers are well placed to engage with the community in a variety of ways, making use of the numerous community resource centres across the county. Using established networks will encourage residents who do not normally engage to get involved.</p> <p>Emailing community based organisations and</p>

<p>budget setting process. The campaign will also be promoted via local community newsletters/community information sheets and promoted via Networking Action Voluntary Organisation that has connections with Hard to Reach groups across the county.</p> <p>There are a large number of community groups and local neighbourhood meetings (including luncheon clubs / Sure Start parents' groups / neighbourhood watch groups and older peoples' groups) which already meet on a regular basis out in communities across the county. These existing networks can be used to promote this year's budget consultation.</p> <p>Existing networks with OPAG and other stakeholders will continue to be used.</p>	<p>voluntary groups in Nottinghamshire directing them to the Council's website are a way of communicating at little cost. Where appropriate meetings will be held with organisations that prefer to engage on a face-to-face basis.</p>
Budget workshops in schools across the county / engaging with young people	
<p>For the past few years, in order to engage with young people, budget workshops have taken place in schools across the county. These workshops were extremely successful in engaging students in the tough decisions the Council has to make. It is suggested that more workshops take place this year and we invite all schools, via 'Wired', to express an interest in taking part. Engagement with young people will also take place via posters in youth centres, directing them to the Council's website.</p> <p>It is also suggested a presentation on the budget proposals take place at a meeting of the Young Peoples Board (date to be arranged) followed by a question/answer session aimed at exploring young people's priorities.</p>	<p>As well as raising awareness of the challenges facing the Council, this is an opportunity for Members and Officers to be on hand to answer questions and encourage discussion with students and young people.</p>
Engaging with older people	
<p>It is proposed that engagement with older people take place through the Council's existing networks such as the Older People's Advisory Group (OPAG) and 'Ageing Well' Group, in addition to engagement through local community groups.</p>	<p>As well as raising awareness of the challenges facing the Council, this is an opportunity for older people to collectively discuss the issues affecting them and respond as a collective group.</p>
Engaging with Hard to Reach Groups	
<p>It is proposed that engagement with people from Black and Ethnic Minority Communities; new communities from Eastern Europe; and those that are less likely to access local services should take place through the Council's various databases and directly through local groups that receive grant aid from the County Council.</p>	<p>As well as raising awareness of the challenges facing the Council, this is an opportunity for these communities to collectively discuss the issues affecting them and respond as a collective group.</p>
Comment cards in libraries, public information points and at community events	
<p>This method is very successful in engaging residents who don't have/want computer access.</p> <p>Doing Things Differently key messages will</p>	<p>Quick response comment cards can be distributed at libraries and public information points etc. They can be collected in boxes positioned in libraries etc.</p>

also be displayed on the Council's video screens in libraries, and Mansfield bus station etc.	
DIY downloadable engagement toolkit	
This option provided popular last year as a way of providing a framework for groups to conduct their own discussions at a time and place that suits them.	Developed to gather deeper insight than the quick response comment cards, the toolkit is aimed specifically at community groups, to engage and consult with those groups who may otherwise be missed.
Engagement with Business Community	
It was useful last year to engage with the business community early in the process through the Business Engagement Group and Business Clubs. This year it is suggested that we build on these links and promote the 2015/16 budget challenge campaign by officer attendance at scheduled meetings throughout November 2014 and January 2015.	Attendance at the Business Engagement Group and Business Clubs to promote and cascade information to the business community is a way of raising the profile of the Council's budget challenge campaign. Also by providing links on LinkedIn (social network used by the business community) we are able to reach over 10,000 members.
Engagement with Town and Parish Councils	
It is suggested posters be displayed on parish notice boards informing residents how they can get involved in the budget challenge campaign. The consultation documents will also be sent to all Town and Parish Councils.	By posting notices on parish notice boards it is hoped that residents living in rural and isolated areas of Nottinghamshire will get involved.
Engagement with Nottingham citizen's panellists who have provided email addresses	
Just fewer than 1,500 panellists have provided the Council with their email addresses and said they are happy to be contacted this way. It is suggested these panellists be sent an email directing them to the Council's budget challenge web pages.	Emailing panellists and directing them to the Council's website is a way of contacting residents at little cost.
Engagement with members of the public who have provided us with an email address and expressed a wish to be informed of Nottinghamshire County Council events and campaigns	
As part of our evaluation process following Council events and festivals, a number of residents have provided their email addresses agreeing to be contacted about future Council events and campaigns. It is suggested these residents be sent an email directing them to the Council's budget challenge web pages.	Emailing residents and directing them to the Council's website is a way of contacting residents at little cost.