AGENDA 1TEM 6

Report to: BUDGET PANEL

Date of meeting:

27 September 2010

Report of: Partnerships and Performance Section Head

Title: Budget and service prioritisation engagement and consultation

2011/12

#### 1.0 **SUMMARY**

1.1 The council is planning to carry out a programme of community engagement and consultation over the next few months that will provide opportunities for local people and stakeholders to share their views on its budget proposals for 2011/12.

1.2 This engagement will build on that undertaken in previous years but for 2011/12 will also include opportunities to feed back on emerging service prioritisation options.

#### 2.0 **RECOMMENDATIONS**

Scrutiny is requested to:

- 2.1 Note the intention to develop an engagement and consultation programme that will encourage feedback on the council's budget proposals and service prioritisation options.
- 2.2 Contribute suggestions on how to make this programme meaningful and able to inform the council's budget decision-making process.

#### **Contact Officer:**

For further information on this report please contact: Kathryn Robson

telephone extension: 8077 e-mail: kathryn.robson@watford.gov.uk

**Report approved by:** Tricia Taylor - Executive Director - Resources.

#### 3.0 **DETAILED PROPOSAL**

- 3.1 Background to budget consultation and engagement for 2011/12
- 3.1.1 Watford BC has a strong track record of engaging local people in its priority setting and associated budget decisions.
- 3.1.2 Over the last three years, it has involved the council's Citizens' Panel through a community / budget survey, which has given the Panel members the opportunity to feedback on issues such as: which of the council's services (both statutory and non-statutory) they value and the standard of delivery they would expect to see for these services, their preferred level of council tax rise and specific spending issues such as free swimming.
- 3.1.3 In addition, the Mayor has held dedicated budget information events over the last two years to give local people (and staff) an opportunity to hear, at first hand, about the budget and spending challenges facing the authority.

# 3.2 Approaches to budget consultation and engagement for 2011/12

- 3.2.1 These previous budget consultation / engagement exercises have provided valuable experience, which the council can build on for its budget and service prioritisation engagement and consultation for 2011/12.
- 3.2.2 Effective engagement programmes normally combine both quantitative and qualitative approaches. By using both approaches, decision makers receive a balanced range of information including statistical data, comments and direct feedback. Quantitative research is done, when it is not feasible or practical to survey an entire population, using a large enough sample of people to deem the results statistically significant. This tends to be seen as over 1,000 sample for a population the size of Watford.
- 3.2.3 The council has recruited a new Citizens' Panel over the last 12 months and, although some of the initial members were invited to take part in last year's Community and Budget survey, this would be the first year that the completed new Panel would be available. It would also be the first consultation the council has conducted with the finalised Panel. This should help achieve a good response rate but, if the consultation is started early enough (i.e. by the end of October 2010 see 3.3.1), there might be an opportunity to do a reminder, which would also boost returns. It would be hoped to achieve at least a 50% return.
- 3.2.4 The majority of members of the new Citizens' Panel have email addresses (460 out of 1154 members 60%) and so, if used, any survey could be conducted electronically with those online. This helps speed up returns and reduces the cost of the exercise both in terms of post and in officer time taken to input returns. However, for those not online paper versions of the survey would still be posted and prepaid envelopes provided for returned surveys.
- 3.2.5 As the survey will be offered electronically, it could be made available to more residents or local stakeholders through the council's website. The survey can be set up to only allow one response per computer or it is possible to filter results in terms of people's IP addresses to see if there have been multiple responses from a respondent.

3.2.6 At this stage in budget setting and service prioritisation, no detailed consideration has been given to the finalised engagement programme, although it would be envisaged that, as in previous years, a mixture of quantitative and qualitative approaches are used. This means there is opportunity over the next few weeks for suggestions and comments to be taken on board to inform the final programme. These could include ideas on how best to effectively combine the two approaches, how to ensure maximum response rates or attendance at any events or initial thoughts as to what questions might be included in the survey if conducted. Last year's survey is attached for reference – Appendix A.

#### 3.3 Timing of budget consultation and engagement for 2011/12

3.3.1 Clearly both budget setting and service prioritisation are evolving and will continue to develop over the next few months. One significant date that needs to be taken into account, in terms of any consultation and engagement, is the Comprehensive Spending Review (CSR) announcement on 20 October 2010. Although the majority of preparatory work can be done prior to this date, the importance of the announcement and its impact on the council's budget and spending decisions will be such that it is not recommended to commence any consultation or engagement work until the authority has time to reflect on the emerging CSR messages. However, it would be hoped that the programme can begin as soon after the 20 October as practical.

#### 4.0 **IMPLICATIONS**.

#### 4.1 Financial

4.1.1 The Head of Strategic Finance comments that the findings of any budget consultation and engagement will be considered when drafting the council's budget and making recommendations on council tax setting.

# 4.2 **Legal Issues** (Monitoring Officer)

4.2.1 The Head of Legal and Property Services comments that there is no statutory duty to consult local people on council budgets but it is considered good practice.

#### 4.3 **Potential Risks**

4.3.1	Potential Risk	Likelihood	Impact	Overall score
1.0.1	Overall results from the consultation / engagement are not analysed effectively or in time and therefore are unable to provide sound information to support decision-making.	1	3	3
	cappert decicien maning.			

#### 4.4 Equalities

The Citizens' Panel has been recruited to be as representative of the Watford population as a whole as possible. This does not mean responses will be received from a representative sample of the population as there is no guarantee as to who completes the survey. However, if necessary statistical weighting can be applied to responses.

# 4.5 **Sustainability**

4.5.1 The move towards conducting the survey online for those Panel members with access to the internet is a 'greener' approach, using less paper and requiring less distribution by vehicles.

Appendix A – Budget and Community Survey 2009

## Your opportunity to have YOUR say - Budget and Community Survey 2009

The Mayor wants to hear **YOUR** views on the Council's budget for 2010/11 and to find out what you think about the services we provide and how the Council contributes to making Watford a good place to live and work. Your feedback will be used, as always, to support our decision-making.

## **Watford Borough Council spending priorities**

Local councils are having to make some difficult choices about their budgets and how they spend their money. We would like to know your views on which of our services are important to you and where you think we could reduce spending so we can continue to deliver these important services to the standard you expect.

# Your priorities – statutory services – the ones we have to provide

As a district council, the government requires us to provide the statutory (or legal) services outlined below. Although we **have** to provide all of the services, the Mayor and councillors are able to make decisions about the level of service provided and, therefore, how much of the Council's budget is spent on each area.

Q1. Looking at the **statutory** services below and thinking about what we should be spending on them, tell us what level of service you think we should provide. Is it a service that should be provided to the highest possible standard (and, therefore protected from any reduction in budgets) – or is it of lesser importance so a minimum standard is acceptable? **Please tick** one box for each service.

	High	Average	Minimum	Don't know
Revenues and Benefits services				
Collection of household rubbish and waste (including recycling of green waste, plastic, glass, cans and paper)				
Street cleaning and cleaning of public spaces				
Environmental health services				
Licensing				
Homelessness services				
Building regulation advice and services (ensures buildings are properly and safely constructed)				
Planning applications, advice and policy  (e.g. ensuring the right development takes place at the right time, supporting Watford's character, environment and heritage)				

Running the Council's democratic and financial functions				
Your priorities – non-statutory service	es – the e	extra servic	es we provi	de
As well as the statutory services we deliver, we also put These are services we are <b>not</b> required by the go Councils with low council tax provide fewer, or none, of	vernment			
Over the last few years we have looked very closely areas / services we provide to ensure they are good told us are priorities for the town.				
Q2. Thinking about the <b>non-statutory</b> services below area tell us which you think we should provide to Keeping in mind our budget means we cannot provide standard, which are more important to you and which a standard is acceptable? <b>Please tick one box for</b>	a <b>high</b> , <b>a</b> v all our ser are of lesse	verage or mi vices to the h er importance	<b>nimum</b> level nighest pos	
	High	Average	Minimum	Don't know
Advice services				
Arts and cultural activities and facilities (including Watford Museum, The Colosseum, arts activities and events, town twinning)				
Children's play areas / playgrounds				
Community safety				
Frontline Customer Services				
Grants and support to local groups, charities and organisations				
Improvements to cycle lanes and pedestrian footways				
Improving the town centre for residents, businesses and visitors				
Parks and open spaces				
Sports activities and advice / support for local sport groups and clubs				

play (includ	ding subsidised holiday activities for children, ture playgrounds, after school clubs)				
	'Free' Swir	nming			
reaso	olicy for our leisure centres was that we wounable price for everyone. An adult swim costs jacounts of 40% and 70% for those on benefits.				
and o availa - woul are al	ear the government announced it wishes childr ffered local councils a grant to fund this. The ble to everyone in these age groups (not just W d be paying for non-residents to swim for free i ready extremely popular and well-used; an ur swimming is that the pools will get busier, and the	e proviso is atford residen n our Watfo nfortunate c	that the 'freents), so you ord pools. Was onsequence	e' swimming – as a Watfo atford's swin of offering	g has to be ord resident nming pools
impler	I on our usage figures we anticipated a shortfament 'free' swimming for the over 60s and the follows not allow for any increase in the numbers	funding prov	ided to us by	the govern	ment. This
elsew swimn	'free' swim is lost income to the council or here. As the rules also state that we are n ning unless we first apply for the over 60s ment without first getting the buy-in of residents	ot allowed grant, we v	to apply for were not will	a grant for ing to comi	under 16s mit to such
We no	ow want to find out what you think.				
Q3.	There is currently no provision in the council's cost of free swimming and the money provided to the government's scheme, how should we a only	d by govern	ment. If resid	lents wish u	s to opt-in
Keep	swimming affordable for all residents of all age	es, as at pre	sent		
	nto the government scheme, and provide free s re are not permitted to restrict this to Watford re				
over	nto the government scheme, and provide all yea 60s and under 16s. NB we are not permitted to ents only.	restrict this	to Watford		
Q4.	In order to offer free swimming without raising of current leisure provision do you think we sh		<b>U</b> .	•	
Pay 1	or the increase to our leisure budget by raising	council tax			
	the leisure budget but find the money by raisin				
Keep	the leisure budget the same but cut spending of	on other leis	ure provision		

Q5.	In order to offer free swimming without raising council tax or raising prices, which of current leisure provision do you think we should cut? <b>Please tick all that appl</b>	
After	rschool clubs	
Adve	enture playgrounds	
Cass	siobury Park, Whippendell Woods, nature reserves & conservation activities	
Publ	ic playgrounds, 2 skate parks, games areas and basketball courts	
Pala	ce Theatre, Pump House & other cultural activities	
Volu	ntary sector funding, e.g. CAB, community grants	
schoo mone	summer we successfully piloted free swimming for <b>residents up to age 18</b> over by holidays. This does not qualify for any government funding and was paid for usely from the previous year's leisure budget. To continue this scheme we would need budget, in one of the ways described above in Question 4.	sing unspent
Q6.	Is free swimming for residents up to age 18 something you would like us to conti	nue?
Yes		
	because swimming should be kept affordable for all residents of all ages / s would become overcrowded)	
	because I want the council to commit to the government's scheme of year d free swimming for under 16s and over 60s)	

# Setting the level of council tax

Watford Borough Council collects council tax on behalf of Hertfordshire County Council and the Police as well as for ourselves. For every £1 of council tax you pay:

74 pence goes to Hertfordshire County Council

17 pence is used by Watford Borough Council to provide services

**9 pence** goes to the Police to control crime in the community

#### Council tax for 2010/11

Each year, Watford Borough Council has to agree it's level of council tax.

A major consideration when we set our budget is the Mayor's manifesto commitment to keep council tax rises **below the rate of inflation** (at the moment inflation is minus 1.5%, which would mean a cut) and for 2010/11 the Mayor is determined to respond to what are difficult times financially for many people. The Mayor's commitment means we have to think very carefully about how we spend our money. The council's income from other sources (such as rents from property we own or interest on money we invest) has been reduced significantly and our overall budget is much lower each year.

Overall, this means that in order to keep council tax increases low and maintain the services you tell us are important we will need to reduce spending in certain areas.

Q7.				situation fagree with?				cil next yea	ar, which of	the
				cil tax at the s to services						
				ax in line w Id mean mo						
cour	ncils are a	allowed to	increase	ouncil tax by e council ta services	x by, eve	en if this is	over the r	ate of		
<b>Q8.</b> reside for me	ents	at extent	•	agree or dis	agree th	at Watford	d Borough	Council giv	ves local good va	alue
Defii agre	nitely e		Tend to agree		Tend t disagre		Strong disagre	·	Don't kn	ow [
				Satisfacti	on with	n the cou	ıncil			
<b>Q9.</b> Ta	aking eve	, ,		nt, how sat runs things			•		ay Watford	
Very satisf	ied	Fairly satisfied		Neither atisfied nor dissatisfied		Fairly dissatisfied		Very [ satisfied	Don't know	
If you	are <b>verv</b>	or <b>fairly</b>	satisfied	<b>d</b> with Watfo	ord Boro	ugh Coun	cil please a	answer <b>Q1</b>	0.	

If you are very or fairly dissatisfied with Watford Borough Council please answer or Q11.

If you are neither, or don't know, please go to Q12. Q10. Why would you say you are very or fairly satisfied with Watford Borough Council? Please write in below Q11. Why would you say you are very or fairly dissatisfied with Watford Borough Council? Please write in below Keeping you informed and listening to your views As a Council we are committed to listening to residents and responding to your feedback. We need to know what you think is important for Watford, what could make it a better place to live and where you think we could improve the services we deliver. We also think it is important for you to have the full picture about what we are doing and the action we are taking in response to what you have told us. This section of the survey looks at how we communicate, how involved you feel with the Council and whether you feel there are enough opportunities to get involved and shape the decisions that affect your life and the borough as a whole. Q12. How well informed do you think the Council keeps residents about the services and benefits it provides? Please tick one box only. Very well Fairly well Undecided Fairly Not very informed informed uninformed well informed Q13. Does your household regularly (approximately every 2-3 months) receive a copy of About Watford, the Council magazine delivered to your door? Please tick one box only. ☐ Yes – *Please go to Q15* ☐ No – *Please answer Q14* Q14. Have you ever seen a copy of About Watford? Please tick one box only.

☐ Yes

□ No

- **Q15.** From which, if any, of the sources below, do you obtain most of your information about Watford Borough Council? **Please tick up to FIVE.**
- **Q16.** And from which sources would you prefer to get most of your information about Watford Borough Council? **Please tick up to THREE.**

	Q15 Which sources do you obtain most of your information	Q16 Which sources would you prefer to obtain information
Annual A to Z Guide of Local Services		
About Watford (Council magazine)		
Council leaflets through door		
Personal contact with Council staff		
Watford Observer		
Mayor's e-newsletter		
Neighbourhood Forums		
Facebook/Twitter/mayor's blog		
Leaflets from Elected Mayor / Councillors		
Local radio		
Friends and relatives		
Personal contact with Mayor or Councillors		$\Box$
Watford Free Observer		
Website: www.watford.gov.uk		
Posters around town e.g. in bus shelters	П	$\Box$
None of these		$\Box$
Don't know	$\Box$	$\Box$
Other (Please tick the box and write in underneath)		
Q17. Do you use the Watford Borough Coun	cil website? Please tick one bo	x only.
Every week About once a A month	few times a Less than once year a year	e
Q18. If you have accessed our website in the information you were looking for? Pleas		to find the
Very easy	airly difficult	Don't know
Q19. Is there anything you think we could do Please write in below.	to improve the way we commu	nicate with you?

# Accessing our services

We know it is important that it is as straightforward as possible for local people to obtain information and request services from us and we want you to be able to do this in ways that suit you as simply and efficiently as possible.

Q20.	Have you contacted only.	l Watford Borou	gh Counci	il within	the last 6 months? Please tick one box	
	Yes	□ No - p	lease go t	o <b>Q24</b>		
Q21.	What was the main	reason you last	contacted	d us. <b>Pl</b> e	ease tick one box only.	
	To request a ser	vice			To ask for advice / information	
	Make a payment				Register details (e.g. council tax, electoral roll)	
	To apply for bene	efits			To report a problem / complaint	
	Other					
	Please specify					
Q22.	When you contacted only.	d the council, w	as it a pos	itive ex <sub>l</sub>	perience or not? Please tick one box	
	Positive please go t	o <b>Q24</b>		Not po	ositive please go to <b>Q23</b> below	
Q23.	What problems did	you experience	? Please t	ick all t	hat apply.	
	Passed from one	person to anot	her		Never received an answer to the enquiry	
	Staff were unhelp	oful			Problem still unresolved	
	Not clear who to	contact			Had to wait a long time in the Customer Service Centre	
	Had to wait on th time				Other	
					Please specify	

# **Q24.** Which of the following are your preferred methods of dealing with the Council **at the moment? Please tick two boxes only.**

		FIFS	t choice	Second choice	
	In person / visiting a Council office				
	Telephone – landline				
	Telephone – mobile				
	Email				
	Website				
	Letter				
	Fax				
	Mayor / councillor				
	Mayor's facebook page/twitter/blog				
	Other Please specify				
	I never contact the Council			□ no to Q26	
Q25.	What are the <b>main</b> reasons why you use you Council? <b>Please tick two boxes only.</b>	ur first	<b>choice</b> me	thod of contacting the	
	I get an immediate response			n around other things I am	
	It is quick		I like feelin	g I am dealing with a person	
	I know I will get an answer		I can expla	ain what I want	
	It is the best way to deal with my issue		I don't hav	e to work around office hours	
	I have always used this method		It is the be	st way to get a response	
	It is how I do most of my contact with businesses and organisations		Other	ecify	

Q26.	Thinking about accessing services through t you think you would use online? Please tick			
	Paying bills (e.g. Council tax)		Looking at my council tax account	
	Applying for benefits		Viewing and commenting on planning applications	
	Reporting missed bins / recycling issues / abandoned vehicles / graffiti / litter		Booking leisure facilities and/or courses .	
	Making a complaint / suggestion		Taking part in consultation exercises	
	Notifying change of address		Requesting a service (e.g. pest control, assisted collection)	
	Electoral registration / applying for post vote		Access Council information	
	Other		Apply for a job with the Council	
	Please specify		I would never access services on the council website	
Q27.	Overall, how easy do you think it is to access one box only  Very easy		cil services at the moment? <b>Please tick</b> mewhat difficult	
		Ple	ease Please swer Q28 answer Q28	
Q28.	If you found it <b>difficult</b> to access Council serbelow.	rvices,	what made it difficult? Please write in	
		• • • • • • • • • • • • • • • • • • • •		

**Q29.** We set targets for responding to your enquiries across the range of ways you can contact us. For each type of contact please indicate whether our standard is better than you would have expected, is about right or is below what you would have expected.

						Stand better expe	than	Stand about exped	what	Standard below who expected	at
	Teleph calls	one - w	e aim to ans	swer 95	% of your		]				-
	•		ve aim to ansof 8 rings (2				]				
			wledge rece orking days	eipt of ye	our email		]				
	<b>E-mail</b> working		le a full resp	onse w	ithin ten		]				
			wledge rece orking days	ipt of yo	our letter		]				
	Letter - working		e a full respo	onse wi	thin ten		]				
			the website our enquiry	_			]				
			the website wwithin 10 w				]				
Q31.	Overall,	elow.								oved? Please	
	box only	/-									
Very s	atisfied		Fairly satisfied		Fairly dissatisfie	d	Very dissati	sfied		Don't know	
					ride in Wa	tford					
One of	our aims	for Wa	atford is to m	ake it a	'town to be	proud o	of' for lo	cal peop	le.		
			if at all, do y it'? <b>Please t</b>			ree with	the stat	tement 'I	feel p	roud to be a	
Definit agree	tely		Tend to agree		Tend to disagree			ongly agree		Don't know	

In the new year, we will be carrying out widespread, and comprehensive, consultation about our plans for the 'top of the town centre'.
Q33. Before this consultation starts, it would be helpful for us to know how satisfied you are currently with Watford town centre. Please tick one box only.
Very satisfied Fairly satisfied Fairly dissatisfied Very dissatisfied
Any further comments or suggestions
Q34. Do you have any comments on this survey or any suggestions on how we could do things better next year? Please write in below.
Thank you for taking the time to complete this survey. The results of the survey will be available on our website in the spring.
Prize draw
I would like my completed survey to be entered into the prize draw for a £30 Harlequin Voucher. Please tick the box to be entered.