



ADUR & WORTHING
COUNCILS

Joint Overview and Scrutiny Committee
26 July 2018
Agenda Item 10

Key Decision [No]

Ward(s): N/A

Scrutiny review of Consultations

Report by the Director for Digital and Resources

Executive Summary

1. Purpose

- 1.1 This report sets out the findings from the Joint Overview and Scrutiny Committee (JOSC) Working Group which was created as part of the JOSC Work Programme to review the effectiveness of the Councils' consultations.

2. Recommendations

- 2.1 That JOSC consider the report and recommendations from the Consultations Working Group and refer the recommendations to the Adur and Worthing Joint Strategic Committee for consideration in due course.

3. Context

- 3.1 Following a request from the Joint Strategic Committee, the Joint Overview and Scrutiny Committee agreed to establish a Working Group to review the effectiveness of Council consultations and to look at ways to maximise the number of responses to future consultations.
- 3.2 The Working Group held a number of meetings between March and May 2018 to gather information and evidence and has identified a number of conclusions and recommendations which will help the Councils improve the way they undertake consultations.

4.0 Issues for consideration

- 4.1 JOSCC is asked to consider the report and recommendations from the Consultations Working Group, set out as the appendix to this report and refer those recommendations to the Joint Strategic Committee for consideration in due course.

5.0 Engagement and Communication

- 5.1 The JOSCC Chairmen and Vice-Chairmen have been consulted on this report. The Councils Leadership Team have also been consulted.

6.0 Financial Implications

- 6.1 There are no direct financial implications relating to this report.

7.0 Legal Implications

- 7.1 Under Section 111 of the Local Government Act 1972, the Council has the power to do anything to facilitate or which is conducive or incidental to the discharge of any of their functions.
- 7.2 Section 1 of the Localism Act 2011 provides a Local Authority to do anything that individuals generally may do (subject to any current restrictions or limitations prescribed in existing legislation).
- 7.3 Section 3(1) of the Local Government Act 1999 (LGA 1999) contains a general duty on a best value authority to make arrangements to secure continuous improvement in the way in which its functions are exercised,

having regard to a combination of economy, efficiency and effectiveness.

Background Papers:

None

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4 July 2018

Sustainability & Risk Assessment

1. Economic

1.1 Matter considered and no direct issues identified.

2. Social

2.1 Social Value

Matter considered. Effective consultations can help to improve social value in the communities depending on the outcomes from the consultations.

2.2 Equality Issues

Effective consultations can engage more people in the public participation process.

2.3 Community Safety Issues (Section 17)

Matter considered and no issues identified.

2.4 Human Rights Issues

Matter considered and no issues identified.

3. Environmental

Matter considered and no issues identified.

4. Governance

Effective consultations can help improve the Councils reputation.



ADUR & WORTHING COUNCILS

APPENDIX

Scrutiny review of Consultations

Report by the Consultations Working Group

1.0 Summary

- 1.1 This report sets out the findings and recommendations from the Consultations Working Group which was established as part of the Joint Overview and Scrutiny Committee (JOSC) Work Programme and at the request of the Joint Strategic Committee, to review the effectiveness of Council consultations and to look at ways to maximise responses to consultations undertaken by the Councils.
- 1.2 This Working Group wants to ensure that Adur and Worthing Councils have adequate consultation procedures in place to ensure that local people are engaged in the planning and delivery of local services. By having effective consultation procedures, the Councils will ensure that customers and local communities can be involved in helping the Councils develop and design policy and service delivery and help the Councils deliver on the commitments in the strategic vision - 'Platforms for our Places.'
- 1.3 The Working Group has undertaken this scrutiny review and formulated conclusions within a short three month timeframe. It has concentrated on the Councils' existing procedures in place for the communities who receive information on the consultations and respond. It has also reviewed the procedures in place for Council Officers who design consultations and engage with residents. The review's objective has been to act as a 'critical friend' to assess if the procedures are effective and review why some recent consultations have received low response levels. This timeframe has given the Working Group the opportunity to:
 - Speak with Council Officers on the current approach to undertaking consultations;
 - Consult with local residents and community groups to find out their views on the current approach via a survey;
 - Engage with a consultation professional on how consultation and other forms of engagement should be undertaken and the legal principles which should underpin all consultations. Research has also been undertaken to review Consultation practice elsewhere in West Sussex.

- 1.4 Overall, the Working Group is generally pleased with the way that the Councils undertake consultations and that some Service areas use innovative techniques and provide above average levels of consultation which in turn generate good response rates. However, the Working Group believes that improvements should be made to the Councils' consultation processes to ensure a consistent approach across all Service areas to consultation delivery. If these improvements are implemented, the Working Group believes that the Council consultations will be more effective and could lead to improved engagement and higher response rates.

2.0 Background

- 2.1 Consultations are one of a number of ways in which the Councils interact with residents, service users and other interested parties to understand their needs and aspirations for services. The Councils will consider whether to undertake a consultation if an activity will impact on members of the public or stakeholders. Consultations should only happen when there is a real scope for change and decisions have not already been made. The Councils consult for a number of reasons, including to:-

- Help improve take up of services;
- Provide policies and services which better reflect people's needs;
- Improve quality of services;
- Help alert the Councils to problems quickly;
- Position customers and communities at the heart of decision making; and
- Provide participation opportunities for all sections of the community, particularly people and groups that are often missed out of consultation and engagement activities (so-called hard to reach groups)

- 2.2 There are a number of different approaches to consultations applied by the Councils and the methods that are used will depend on many factors such as the scope of the project, with whom the Councils are consulting and the time and budget available. Methods to use include:-

- Public meetings
- Surveys (online, paper, face to face, telephone)
- Documentary (Document put to the public for comment)
- Focus Groups
- Exhibitions
- Stakeholder meetings
- Social media (Twitter/Facebook)

- 2.3 At its meeting on 25 January 2018, the JOSC received a request from the Joint Strategic Committee (JSC) for the Committee to undertake a review of Council consultations as part of its Work Programme. Councillors Keith Bickers, Stephen Chipp, Joss Loader and Bob Smytherman were appointed to the Working Group. The Working Group met on 14 March, 4 April, 30 April and 22 May 2018 as part of

its evidence gathering and Councillor Joss Loader was appointed as Chairman of the Working Group.

- 2.4 The Working Group discussed and agreed the following Terms of Reference and project objectives for the review:-

(a) To review the effectiveness of Consultations conducted by the Councils;
(b) To assess how to maximise the responses to Council consultations; and
(c) To consider if any changes are required to the way consultations are undertaken and to recommend any areas for change which are considered appropriate to the Joint Strategic Committee/relevant Executive Members and the Councils.

- 2.5 This report provides the detail of the discussions and findings from the Working Group and some recommendations which the Working Group considers will help improve the effectiveness of Council Consultation methods. The Working Group considers that these can be delivered as part of an overarching Consultation and engagement strategy. The report and findings have not just concentrated on a 'shopping list' of 'wants' but have tried to investigate under the surface of the existing consultation processes and the offer provided and propose subsequent recommendations which can have the biggest impact on improving the standard of consultations and engagement which the Councils undertake.

3.0 Information Gathering

- 3.1 The Working Group met on 4 April 2018 and heard evidence from the following witnesses:-

- Mike Gilson, Head of Communications
- Paul Tonking, Head of Revenues & Benefits
- Andy Edwards, Head of Environmental Services

These witnesses provided information on how their Services undertake consultations or provide support for consultations, budgets which their Services have available to undertake consultations, how effective they consider consultations to be and suggestions on how consultations could be improved.

- 3.2 The Working Group also met on 30 April 2018 and received evidence from David Evans, Director, The Campaign Company, an industry leading research, communication, behaviour change and community consultation company, who had worked with the Local Government Association in producing its 'New Conversations' Guide which was a guide for Local Authorities working to build a stronger dialogue between Councils and their communities. The Guide includes a Section on effective consultations.

<https://www.local.gov.uk/sites/default/files/documents/New%20Conversations%20Guide%2012.pdf>

The Working Group was advised on the principles for engaging and consulting, the laws relating to consultations and received some examples of good practice relating to engagement and consultation practice.

- 3.3 The Working Group also met on 22 May 2018 and received evidence from James Appleton, Head of Planning and Development, on how the Planning and Development Teams get involved in consultations and he also provided information on the statutory requirements relating to planning consultations and the Local Plans. The Working Group was advised that the Councils' Planning and Development Teams consult on some planning applications and also the draft Local Plans. The Councils exceed the statutory minimum requirements for undertaking Planning application consultations and the Service have found that the most effective form of consultation on planning applications is a direct letter to a neighbouring property. The Council's Statement of Community Involvement which covers the Council's agreed policy on publicising Planning applications is due to be revised. There is the potential to improve the way that social media could be used for the consultation on Planning applications and the Head of Planning and Development advised that he would be looking to address those issues.
- 3.4 The Working Group has also undertaken its own survey of local people which asked for responses to a series of questions on consultations. The aim of the survey was to help the Working Group canvas general views from local residents to help it better understand why local residents did and did not respond to consultations and to find out their views on the overall consultation process. The survey was made available by on line form on the Council website, at local Council offices and via local residents and community associations. 204 responses were received and an analysis of the results is attached as Appendix A to this report. The Working Group considers that these responses have provided the Group with a good cross section of views to help it assess the current view of consultations across Adur and Worthing.
- 3.5 The Working Group also received written evidence from Jacqui Cooke, Head of Wellbeing at the Councils on the Wellbeing Service approach to consultations and which also included information on work which she was undertaking with the Chief Executive's Policy Officer to develop a consistent approach to engagement across the Councils. The aim of this work is to develop core principles of engagement and participation which could be adopted and utilised for the range of engagement activities undertaken by the Councils and this is an activity linked to the delivery of the commitments contained in the strategic vision - 'Platforms for our Places'.
- 3.6 Evidence was also received from a member of the public which highlighted the latest Government consultation principles which should be used when designing consultations and another member of the public submitted comments which related to the need for the Councils to ensure that they adhered to the 'Gunning Principles' which governed the law relating to consultations and this reminded the Councils that there was a need to ensure that consultations are risk assured.

- 3.7 Research was undertaken by the Working Group into how the other West Sussex Authorities approached consultations. Arun (Under review), Crawley, Chichester and West Sussex County Councils employ Officers who advise and provide support on consultations which help provide a consistent corporate approach. Horsham and Mid Sussex have dedicated Service Teams that provide assistance on consultations. The Working Group was also advised on the number of responses received by the other West Sussex authorities in relation to the most recent Council Tax support scheme consultations (The original request by the Joint Strategic Committee to JOSC had highlighted concern at the low level of responses received by the Adur and Worthing consultations). In fact, compared with Arun (74 responses), Chichester (71 responses), Crawley (22 responses), the Worthing response of 91 compared well but with only 17 responses Adur was the lowest recorded. Mid Sussex and Horsham did not undertake the consultation because the Councils had not changed the scheme since 2013.
- 3.8 The Working Group have also reviewed recent consultations that have been undertaken by the Revenues & Benefits, Environmental and Parking Services Teams since 2016. These related to the Council Tax Support schemes for Adur and Worthing (The Working Group has reviewed the analysis of responses received for these consultations as well as the questions asked), a local discretionary Business rates relief scheme, parking review tariff increases and various consultations undertaken by the Environmental Service covering play equipment changes and the public consultations relating to Brooklands Park in Worthing which had been very successful with over 800 responses being received. The Working Group was particularly impressed with the effectiveness of those consultations undertaken by the Environmental Service, particularly the one relating to the future of the Brooklands Park which received over 800 responses. The Working Group also welcomed those techniques used by the Service in undertaking consultations relating to play areas equipment (a recent consultation on play equipment changes at West Park playground had achieved 492 responses). The Service does not have a dedicated consultation budget, but employs a local community art company to assist in the play areas consultation and that involves visiting local schools and consulting with parents only. They charge between £500-£1,000 per scheme, the fee changes based on the number of local school visits required. The Working Group also discovered that there was no dedicated budget available for consultation work and each service area made its own budget arrangements.

4.0 Findings and Proposals

4.1 The effectiveness of consultations undertaken by the Councils

For the purposes of this review the Working Group has agreed the following definition of 'consultation' - *'Consultation is the dynamic process of dialogue between individuals or groups based upon a genuine exchange of views with the objective of influencing decisions or programmes of action'* - The Consultation Institute.

- 4.2 The Working Group has reviewed the effectiveness of the consultations undertaken by the Councils and in doing so has concentrated closely on the publicity, communication and other processes of the consultations which it sees as key elements to achieving effective consultations if done well. The results from a public survey undertaken by the Working Group show clearly that a number of those who responded consider that the Councils are not communicating effectively on consultations which is preventing people from responding, thus reducing the effectiveness - A number of respondents have told the Working Group that they were not aware of consultations and that they would have responded if they had known about them.
- 4.3 The Working Group has been advised that the Councils are committed to consulting with and engaging local people in the planning and delivery of services and the Councils have a Consultation Policy statement <https://www.adur-worthing.gov.uk/media/media.124557.en.pdf> which sets out the minimum standards which the Councils will follow when developing a consultation and engagement exercise. The Working Group has noted that this Policy Statement has not been updated recently and is showing out of date information. The Working Group have also noted that there is no formal consultation strategy for the Councils and no formal up to date Consultation guidance/toolkit that is in use and available for use by Council Officers undertaking consultations. There is a Consultation and engagement policy which provides some guidance for officers which is available on the Intranet. Unfortunately, the Policy is now out of date and should be revised and updated to reflect current practices - The Working Group is concerned that it is not current (The Consultation Officer left the Council's employment in 2015). The Working Group has also been informed that the Councils are currently working on developing a set of core principles of engagement and community involvement which will include consultations. The Working Group believes that this will help with the overall delivery of consultations.
- 4.4 The Working Group has also noted the updated Government consultation principles which have recently been revised for 2018. Copy attached as Appendix B. These principles cover the following issues and state that consultations should:
- Be clear and concise
 - Have a clearly stated purpose
 - Be informative and written in plain English
 - Be part of a process of engagement
 - Last for a proportionate and clearly stated amount of time
 - Be targeted and take account of the groups being consulted
 - Have a clear format that is agreed before publication
 - Facilitate scrutiny
 - Produce responses that should be published in a timely fashion
 - Not generally be launched during local or national election periods. August and the Christmas period should also be avoided where possible.

- 4.5 The Working Group considers that these principles should be followed when the Councils undertake consultations.
- 4.6 As referred to in Paragraph 4.3 above, the Working Group has also discovered that there is no longer a Consultation Officer employed by the Councils to oversee each consultation process - This post was deleted as part of a service redesign in 2015 and was not replaced. Responsibility for undertaking and arranging each consultation now sits with the relevant Head of Service and his/her Service Teams with relevant advice being provided by the Head of Communications and his team, if required, in relation to the questions being asked and providing guidance on the most appropriate method to undertake the Consultation. Appropriate Legal advice is also provided to the Head of Service by the Head of Legal Services and her team if instructed but that is not provided as standard. The Working Group is concerned by the reduction in support for the consultations process but acknowledges that the Councils have needed to rationalise budgets and reduce the way that certain discretionary services are delivered. However, the Working Group considers that more effective use of existing Officer resources to provide additional support/guidance should be made by the setting up of a designated named service area to provide more proactive support to all Services and Officers when they undertake consultations. (This should be provided within existing resources and not involve any additional costs). This would provide a 'go to' Team who could provide some guidance if necessary - The Working Group is not currently convinced that there is an adequate check in place to prevent things going wrong and guidance is required.
- 4.7 The Corporate approach to consultations - What can be improved?**
- 4.8 The Working Group has reviewed how consultations are publicised. This includes looking at what publicity is provided for consultations on the front page of the Councils' website and in the separate consultation section of the website. It appears that the practice is that larger 'higher profile' consultations are always made available on the front page of the website with links to the consultation and how to respond. There is also a separate section of the website which should provide the communities with accurate information on forthcoming consultations and links to previous consultations in a central place. This does not appear to have been updated since 2015. The Working Group considers that publicity for consultations should be improved, including how the information is presented on the Council's website and relevant signposting.
- 4.9 The Working Group considers that the website information should be updated regularly in order to provide the communities with up to date information on consultations and this should include, where proportionate, information on planned, current and completed consultations on a single web page. For each consultation there should be a link to the individual responses for each consultation or a Statement relating to each consultation, a summary of responses and in due course, the outcomes of the consultation. The Working Group believes that transparency is vital in the consultation process and that respondents to

consultations need to be able to see that their comments have been read, considered and formed part of the analysis. A number of responses received to the Working Group's survey echo this point. The Working Group considers that after consultations have ended, particularly those which are large scale and high interest, a statement of consultation and a summary of responses should be produced detailing what responses were received, the final decision taken and any changes which are made as a result of the consultation.

- 4.10 The results from the residents' survey undertaken by the Working Group back these points up with some of those who responded considering that there should be better communication of consultations and their outcomes. A number of residents also indicated that they were unaware of a number of important consultations undertaken by the Councils. The Working Group believes that the information on the website is currently out of date which might be due to there being no real corporate ownership within the Councils to ensure that it is updated. Services undertake their consultations in silo unless they are considered to be 'high profile' or corporate enough to warrant press coverage. The Working Group believes that there is no consistent approach applied to Consultations which should be addressed. The Working Group believes that the designated named service area referred to earlier should be allocated to take responsibility for ensuring that information on consultations is collated and made available through appropriate media channels and that the website pages are updated. Access to all consultations should be made available on the front page of the Councils' website.
- 4.11 The Working Group also believes that an updated Consultation Strategy and toolkit/guide to the Consultation process should be developed for use by Officers when undertaking consultations to ensure a consistent approach and this will also help new officers to the process. The Working Group considers that a toolkit would provide Officers with advice and information on designing a consultation and help them consider the most appropriate consultation method, who to target the consultation at and how, running the consultation, collation and analysis of the results and feeding back to decision makers and respondents. It is also considered that Officers planning on running large scale consultations, and those affecting a large number of people or where there are large budget implications, should ensure that they receive appropriate advice on good practice from the designated named service area and/or the Legal Team. This is important to ensure that the correct communication channels are being used and that there is certainty on the legality of the consultation processes being used. Mandatory training on consultation procedures should also be provided to those officers who undertake consultations to help them develop the appropriate skills.
- 4.12 The Working Group has also noted that the Councils no longer use Resident Panels (Adur Viewpoint and Worthing Talkback) to gain opinions on issues. This form of consultation has just 'disappeared' from use and Council Leaders have no knowledge why. Links to these Residents' Panels, however, still remain on the Councils' website which adds to the confusion for residents and others trying to establish how the process works. The Working Group does not, however, see a

need to reconstitute the Panels because they become out of date quickly but would like the website links to be removed as part of the overall update of the consultation website pages that is proposed.

- 4.13 The Working Group, however, does consider that an updated list of local residents associations and community groups should be created (subject to compliance with the General Data Protection Regulations - GDPR) which could then be used as a consultee list for services when they undertake consultations. The Working Group believes that the Councils could do more to connect with the local Residents' Associations and other community groups and encourage them to act as conduits of communication to provide the Councils with a better sense of consultee network and help overall engagement with the community. Many residents' associations are very active in spreading messages and the Working Group was, in fact, able to utilise the support of the residents' associations to gather in extra responses to its survey and feels that their help could be used by Officers for consultations in the future. A list of these Associations and Groups will need to be updated regularly and the responsibility for this should also sit with the designated named Service area mentioned previously.
- 4.14 It is also considered important that all local Councillors (not just Executive Members) are kept informed of relevant consultations, particularly those in their Wards, in order for them to be able to alert and communicate effectively with local residents to encourage them to respond to Consultations. As part of the wider engagement with local Councillors, the Working Group also suggests that the Councils should consider reconstituting the Community Engagement Task Group to ensure that local Councillors are kept up to date with consultation matters.
- 4.15 The Working Group also considers that the Councils should ensure that all consultation methods are considered and used as appropriate when undertaking consultations. Officers should not just use digital techniques because some residents have indicated that they prefer to receive door to door communication. Email communication was also considered a useful communication means with nearly 50% of the survey respondents indicating that they preferred email communication. With that in mind (subject to appropriate compliance with the GDPR), it is suggested that an email database is created of those residents wishing to receive emails so that this can also be used for future consultations. The named Service area mentioned previously should undertake this work as well.
- 4.16 Throughout its information gathering sessions, the Working Group has identified that the design of consultations and questions is very important in ensuring that responses are maximised. Local residents have stressed the importance of this to ensure that the consultations comply with the Government consultation principles and the 'Gunning Principles', the legal principles relating to consultation practice. The principles are set out in Appendix B to this report. With this in mind the Working Group considers that the Councils should review all future consultations measured against these principles.

5.0 Conclusions

5.1 The Working Group would like to thank all those involved in this review and the local

communities for their collective knowledge, and insight that has enabled the Working Group to draw together its findings and develop its recommendations.

5.2 In making its findings, the Working Group acknowledges that there are a number of statutory and local requirements that the Councils are subject to in the case of some consultations. The Working Group recognises that there are some good examples of consultations undertaken as set out in the report and is pleased with the work of Service areas in undertaking these consultations, however, in order to improve the effectiveness of consultations there are some areas where improvements should be made in consultation practice to make the consultations more successful. The recommendations and findings in this report are, therefore, intended to help the Councils ensure that its consultations processes are successful. Recommendations are based on the findings from the review and best practice.

6.0 Recommendations

In the light of the information supplied to the Working Group and the discussions held, the Working Group has identified some issues that it would like to submit to the Joint Strategic Committee for consideration which are referred to earlier and as part of these, the Working Group proposes the following:-

(1) That the Joint Strategic Committee agrees to support the creation of a dedicated Consultation Strategy/toolkit which sets out the overarching approach which should be applied by Officers to Consultations undertaken by the Councils. This Strategy should include the following issues, the rationale for which is explained earlier as part of this report and the new Strategy should be made available to the local communities and Officers:-

- **An updated Consultation Policy Statement to be provided for the website**
- **Improved techniques for publicising consultations and updated consultation pages to be included on the website.**
- **An updated contact list of local residents' associations and community groups to be created and used as a list of consultees for relevant consultations. This list should also include contact details of individual local residents who want to engage and be consulted regularly on consultations (subject to appropriate compliance with the GDPR).**

- Advice on all methods of consultation techniques that can be used.
- Advice on the 'Gunning Principles' and the law relating to consultation practice.
- Advice on designing consultations in accordance with the Government Consultation principles.

(2) That a designated named Service area (to be provided at no extra cost to the Councils and within existing resources), be allocated to provide advice to Services and the communities on the Consultation and Engagement Strategy and to provide some light touch overall guidance on consultations;

(3) That mandatory Corporate consultation training be provided to all Officers who undertake consultations, to help provide them with the necessary knowledge and skills required to deliver effective consultations;

(4) That the Councils consider reconstituting the Member/Officer Community Engagement Task Force to help monitor consultation and engagement activity.

(5) That the Councils ensure that all local Councillors, as both representatives of local residents and the Councils, be made aware of all consultations and the consultation responses which affect their wards and the areas as a whole at an early stage to ensure that they are informed and to enable them to be able to alert and communicate effectively with local residents to encourage them to respond to consultations.

Local Government Act 1972

Background Papers:

None

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APPENDIX A

Joint Overview and Scrutiny Committee Consultations Working Group

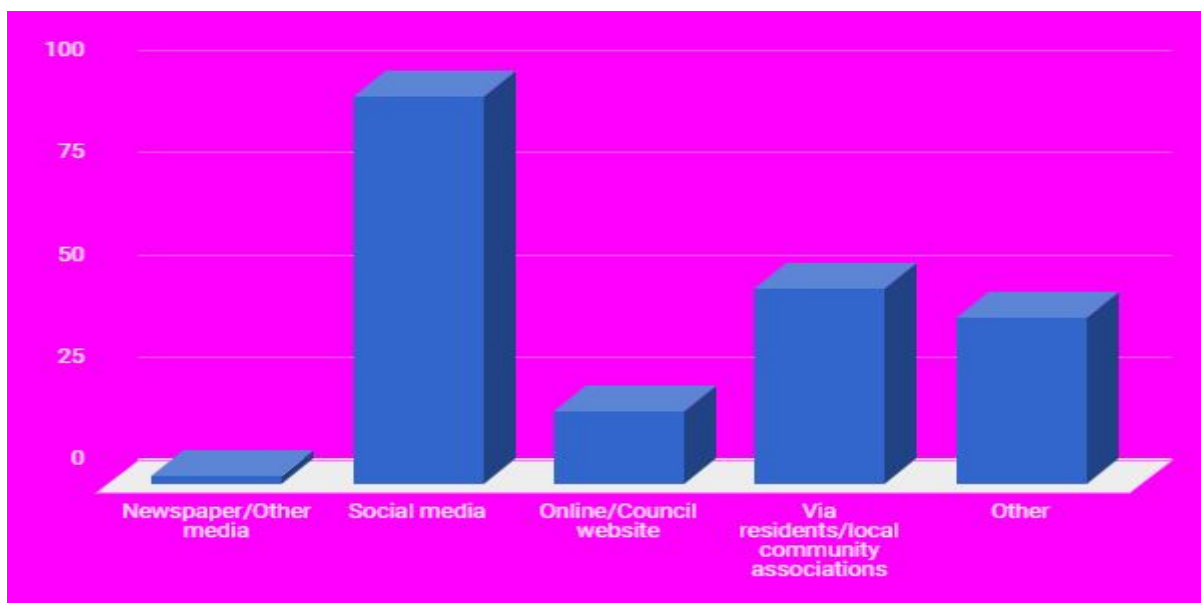
Results from the survey on the review of consultations

204 responses were received.

Section 1

Q1 How did you find out about this consultation?

- 2 (0.98%) Newspaper/other media
- **95 (46.57%) Social Media**
- 18 (8.82%) Online/Council website
- 48 (23.53%) Via Residents/local Community Associations
- 41 (20.10%) Other



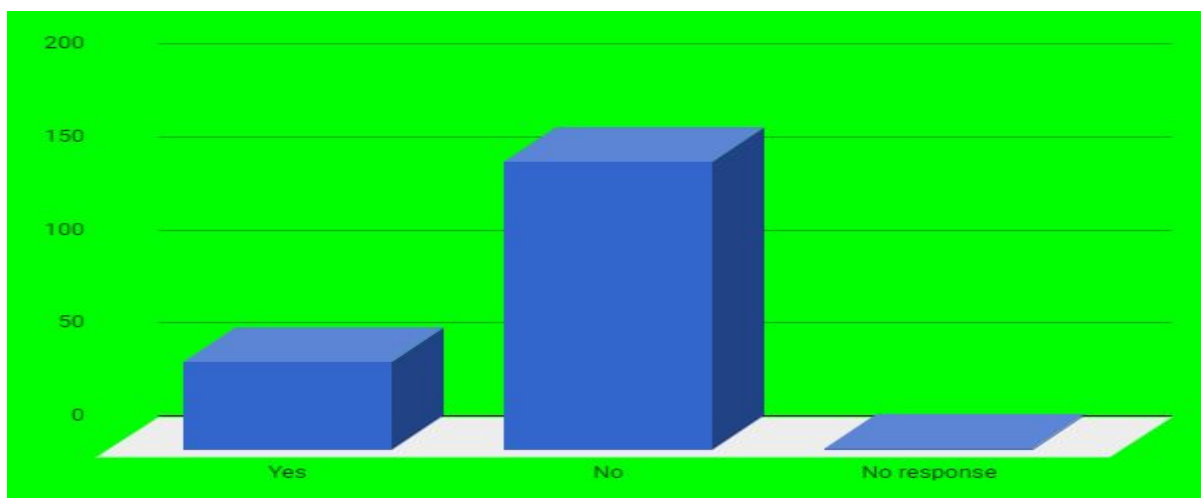
Section 2

Q1 Have you ever been consulted by Adur & Worthing Councils directly before?

Yes - 48 (23.53%)

No - 155 (75.98%)

No response - 1 (0.49%)



Section 3

Q1 If you answered 'Yes' to the previous question did you participate in the consultation and if so which ones?

Some people had participated in more than one form of consultation.

- Parking review tariff increases - 6
- Local Plan consultation - 22
- Worthing Council Tax support
- Scheme consultation - 6
- Adur Council Tax support
- Scheme consultation - 1
- Brooklands Park review - 2
- Other - 10

Section 4

Q1 If you have not responded to any consultations please explain why?

Responses -

- Not been asked, not seen any etc - 31
- Unaware - 32
- New to area - 5
- Because I was a Councillor.
- I always respond.
- Lack of publicity.
- Not relevant.
- Not been interested.
- Have not come across one which directly affects me.
- I may have, I cannot remember - Answered some questions on policing once.
- Not felt the need.
- News came too late.
- Lack of time and not seeing them on the website would probably influence whether I fill them in or not.
- Residents need a sign up email newsletter or portal.
- The deadline was so short it was too late
- Not easy enough to access
- Councillors lie, accept bribes, refuse to answer questions and go against public wishes.
- In some cases I feel I will not be much impacted by the decision. In others I feel not well qualified to influence a decision. Also I am dubious to the impact that my views will have.

Q2 - What would influence you to respond to consultations in the future?

- Time/Interest
- If I felt that there was any point. My perception is that consultations make no difference to the eventual outcomes which have been decided already.
- More awareness/notice and communication/publicity of them x 25
- Affect me directly.
- A belief that things would change in line with public opinion.
- Being listened to and receiving a response. X 2
- Reminder on Facebook
- Assurance that my opinion was being taken account of.
- Subject matters that concern me .
- Local issues 5
- Good information on the alternatives - A reasonable time to respond - Not last minute.
- Simple process. Ease of access/Easy to get involved. Being able to do them online just by clicking a link/using Facebook 8.
- Simply knowing that there is a chance to engage and provide comment.
- Getting visible results.
- If opinions of normal people counted.
- Email me for my opinions - WSCC does.
- Direct Contact/Invitation 23
- Sensible and not too long.
- Timely feedback
- Being taken seriously, not paid lip service to.
- Good feedback from this one.
- Local issues/Items of interest in the community 2
- I always try to give feedback, especially when it impacts on the environment around me.
- I'm very interested to help the future of Worthing regeneration so email me or i'd be happy to join a Board.
- Regular email updates on action following consultation.
- The level of impact the consultation would have.
- Explanation of relevance to the consultation to me and/or my family - What am I being consulted on and what will I gain?
- Living in the area.
- A better questionnaire than this one appears to be.
- Understanding what they are for and what change I can influence.
- If I thought it a worthwhile consultation and that my response would matter.
- A response to questions.
- The subject of the consultation and the impact on me 7.
- A clearer basic explanation on who and how it may affect those who live and work in the community.
- Some knowledge on the outcomes.
- When the opinion could make the difference.
- Make it more attractive, interesting, social, accessible/easy, timely/relevant
- Given good time to think about the issues.
- Email contact.
- More notice
- If I thought that what I had said would maybe be considered.

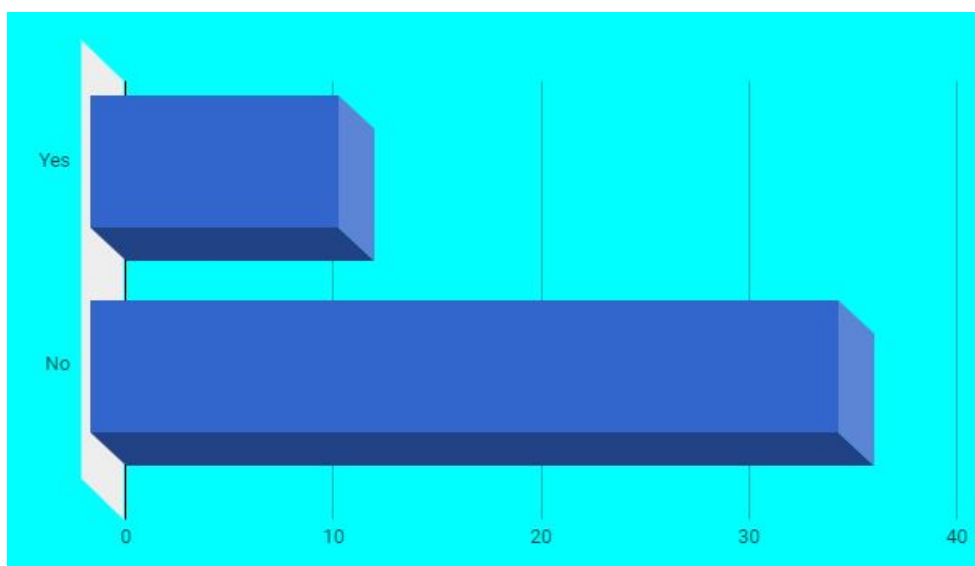
- If it affects me.
- Making it easy but contacting me at work because I am a staff employee.
- Being listened to
- Access to information
- Cuts to services.
- Building development
- To have an impact on decision making.
- Easy accessibility and clear communication about what the consultation is about.
- Housing
- Delivered to my door.
- Unbiased Council who listens to the public and deny stupid developments that will affect the local residents quality/rights of life.
- The thought that it might have some effect rather than it being ignored.
- I would respond if I thought that they were relevant, that I had something worthwhile to contribute and if I thought that they would be seriously considered. Most consultations that I have seen from such sources as developers were inept questionnaires that were geared to getting the answers that they wanted.
- If our opinions matter and if we're assured our responses would influence decision making.

Section 5

Q1 - If you responded to consultations did you consider that the views you provided made a difference to how the Council's operate and the eventual outcome?

Yes - 12 (25%)

No - 36 (75%)



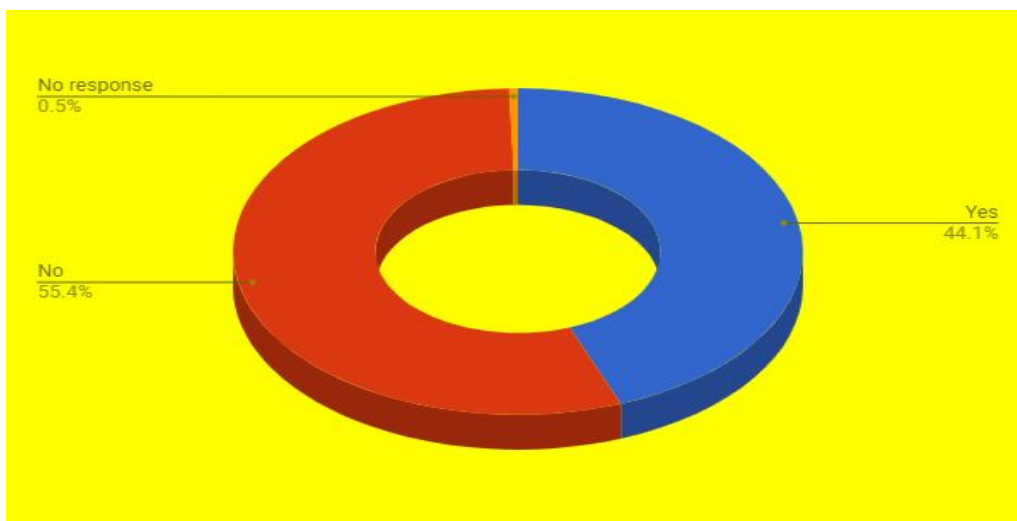
Section 6

Q1 - Do you consider that the Council's consultation processes give you a voice?

Yes - 90 (44.12%)

No - 113 (55.39%)

No response - 1 (0.49%)



Q2 - If you answered no please explain why?

- Decision has already been made and consultation is an afterthought 8.
- First I've heard of them.
- How can we know when this is the first response.
- Never enough advertisements of what is going on to have a voice normally.
- I have not answered a consultation before.
- It rather depends on whether a consultation is simply seen as a necessary evil or really a means to engage. I suspect the former in most cases.
- No evidence that anyone outside the Council is listened to. Plenty of examples where people are not listened to.
- The agenda is already set.
- Appear to give lip service to consultations.
- Too little time to speak at Planning meetings.
- It's just a process to tick a box. Opinion counts for nothing. The Councillors will do as their political party tells them. The exception is an Independent Councillor - They listen and they do the best for everyone, they do not have to tow the party line.
- Any replies to emails I receive are bland and uninformative. I do not think that Councillors, on the Planning Committee specifically, listen. They have their own imperatives.
- Need to introduce participation budgeting like other Councils.
- Don't know.
- Because I have never really felt that the Council really wants to hear what I have to say. I have always believed that decisions are made on our behalf but does not represent what I truly believe and want i.e anti social behaviour.
- Consultations do not take public opinion into account and vote by party.
- Councillors have own agenda often outdated and Un progressive
- One or a few voices is not a consultation process.
- They're not communicated to wide audiences.
- Council is a closed shop.
- My Councillor never asks for my opinions.
- Not aware of process. Never been consulted. 16.
- Because they will be ignored.
- The Council is too guarded on what is happening and only want to connect with residents when they need votes.
- Being taken seriously and not paid lip service to.
- Never been consulted in this way before.
- Obviously not as we have never been asked in this way before. Take the annihilation of the flower beds opposite Heene Terrace as an example. No one living on the Terrace wants a cycle rack in

the middle planting area, so why is the Council trying to install one. It really would be polite to involve residents, after all we are paying for it.

- Consultations not broadly made public.
- The only consultation I heard of was re the proposed McCarthy build in Heene Road, and the planning committee totally ignored everything the local residents said. They also did not inform of us of any amendments to the plans - which were considerable!
- It's not open/advertised enough to people who aren't already engaged, usually politically aligned, and therefore slants the voice received.
- I'm sure you don't care what my opinion is.
- Because my local councillor is too busy to come to ask me.
- Because you don't listen. Councillors just do as they always would regardless of people's views.
- But only if you know about them.
- I feel big business and views of Council upper management decide what is going on regardless of common sense and residents' views.
- Have my doubts about whether it would make a difference it did not with WSCC in respect of refuse now they have had to go back!!
- Hopefully it will.
- Because my perception is one that ultimately the decisions are made by 'the powers that be' and not the general public.
- Council drafted questions.
- Not really - I have visited many a planning application and the lobbies seem to be ignored unless the Council agrees with your view - at least that is how it appears - it may be different now that Adur is running the show.
- Not required getting planning permission.
- I don't feel resident's views matter if the economic argument in favour of something is strong enough.
- Consultation - as it stands today - allows a few 'hard liners' to be involved in discussions as representatives of the overall community. The word 'consultation' in itself is a barrier to true community involvement. I would be absolutely shocked if previous 'consultation' had involvement of any more than 0.5% of the people it affected.
- Not sure as I've never done it before. (this is a bad question with only a yes/no reply)
- Never hear from them. Buildings etc just go ahead whether or not residents want them.
- Results of recent consultations.
- National policies rather than what the local effect is seems more important.
- Sceptical - Consultations are a bit trendy at the moment.
- Some consultations are worthwhile and produce a valid range of views. Some questions, like this one, could offer a middle ground answer. I think that some consultation questionnaires are limiting in terms of possible responses and outcomes.
- I don't feel that most consultations are honest or allow enough time. This one is an example, Yes or No to each question? Yes it gives me a voice in the process. Do I feel that voice is listened to - often NO.
- Because I have never been asked my opinion so therefore my voice is unheard.
- Because my view is decisions have already been taken and my voice would be a waste of time.
- Not widely communicated.
- No feedback.
- It would seem that consultations are a sham as I believe that they are a smoke screen for decisions already made.
- It's not really a no, it's an I'm unsure if you would take any notice of me. The Council appears to do what it wants regardless of public opinion.

- Not really - I think it is a gesture to try to make residents think that their views are taken account of.
- Decision making process is not always transparent. Communications as to what the vision and plan is for the Borough is not always clear. Do not make optimal use of all communications media.
- They aren't published very widely.
- Consultations appear to be affirmation of decisions already made.
- Public consultation is seen as a sham. As there appears to be little heed paid to the public opinion. Not one public consultation has come out on the side of the people.
- Questionnaire was short.
- But only if you know about it.
- Most likely council decision would remain the same despite consultation - as with the over development plans in Shoreham at the present time.
- I have not seen any evidence that public consultations are listened to - but I will be very happy to be proved wrong!
- I don't think the Councils listen to the voters, just each other.
- They are not interested in letting us know.
- Not sure that they will take on board what we the residents want.
- Time limit too short to research complicated questions-Adur website ridiculously complicated (only lawyers could find their way through the new development maze)
- This is the first I've heard about it - someone I know shared it on Facebook
- Councillors and the Council have never listened to the public - Never have and never will.
- Mainly NO confidence in council acting on what residents say
- Council do not care or listen to reason.
- You'll do what you want anyway.
- I feel planning regulations and government views are overriding local views
- You ask us for our views and then carry out what the Council want. You never listen to the Residents.
- Just happened to see this questionnaire on a page I happen to belong to.
- I don't believe the council truly cares about the opinions and voices of its residents
- All decisions are made behind closed doors by the members of the majority party on the councils who don't care about the views of the local population but only their personal gain.
- I only received this form today via the New Monks Farm website and it is due today. so here it is 10 o'clock at night. that is not time for a proper consultation when you receive it on the day it is due. When was it sent out originally? How do you decide who to send the consultation forms to? How are they normally sent out. Are they sent to groups or individuals? I have tried consulting via the JOSC and found it quite undemocratic. We submit 2 questions, were not allowed to give the background of the question, received a written reply and had no chance to rebut inaccuracies in the reply. When appearing at a planning meeting we were limited to 3 minutes, listened to a long reply which even the council admitted they did not understand. That is not consultation. it is not showing that residents views are valued. It certainly isn't a fair way to get people to feel involved.
- Cabinet rule!!!
- I have not been consulted on anything as a resident in 13 years of living in Adur or if I was asked I was not aware.
- Plenty of examples - take traffic for instance - there's lots of voices saying how bad congestion on A259 and A27 is - is there anything being done about it? Building more houses / homes / an IKEA etc will only make the situation worse - the general consensus is that we're not being listened to are we?
- It feels like local comments are ignored. Viz; the trees at the end of Warwick street coming down for an unneeded cafe

Section 7

Q1 - How do you prefer to receive consultation material?

Online - websites - 16 (7.84%)

Social media - 33 (16.18%)

Newspapers and other media - 2 (0.98%)

Leaflets, posters and flyers distributed via Council and community buildings - 10 (4.90%)

Door to door distribution - 34 (16.66%)

Email - 101 (49.50%)

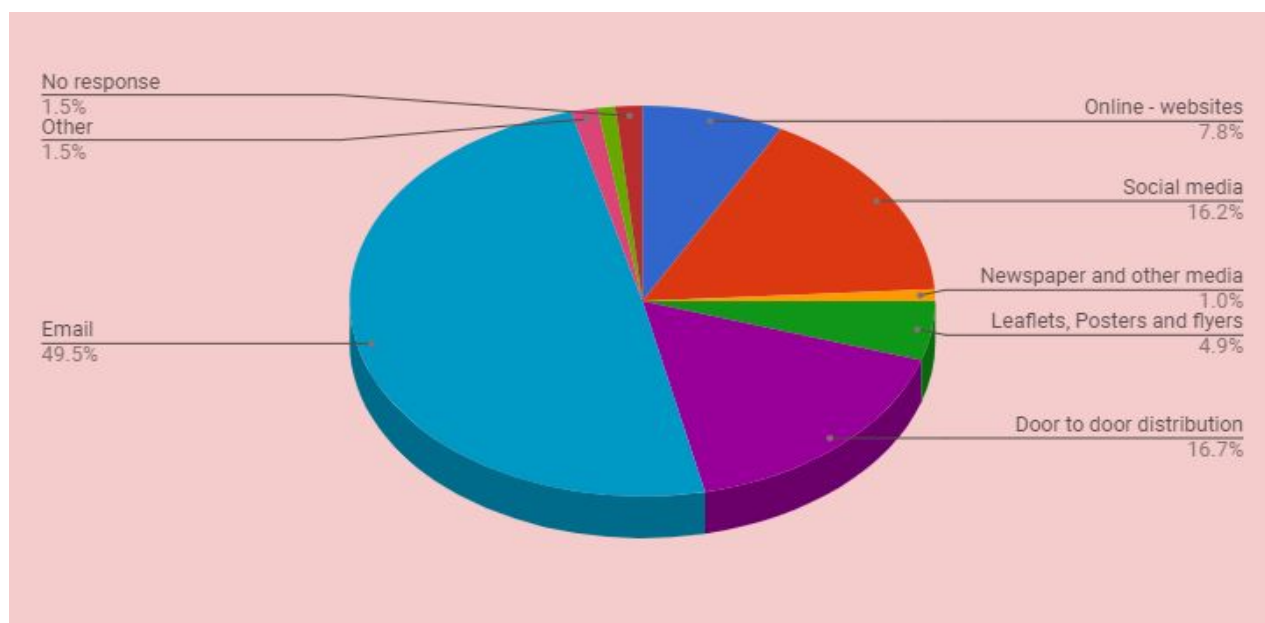
Other - 3 (1.48%)

All of the above - 2 (0.98%)

No response - 3 (1.48%)

Additional comments -

If you only distribute electronically you are alienating a proportion of the population of Adur who don't have computers.



Section 8

Q1 - Please provide any further suggestions to help us improve our Council consultation process.

- More open discussions with more information - listen to the public they can have some good ideas. Don't be afraid of challenge it can be healthy.³
- More/Better publicity and advertising of consultations and good search on website for consultations. Use social media more ⁹
- Keep the public informed and we should have a say in how OUR MONEY IS BEING SPENT!
- You haven't asked what we want to be consulted on. I thought that was the point of this consultation? If this is a representation of what future consultation are going to be like I won't be answering anymore. Completely useless.
- Reduce reliance on social media. The algorithms used mean that things can easily be missed.
- More time for consideration of information. Longer period at public meetings to explain objections. Better opportunities to ask questions and seek clarity
- Make them more wide spread so everyone knows about them. Then tell people what the consultation process said - and what the Council decided
- Evidence of listening.
- Residents Panel.
- I think the council should agree a consultation protocol with timeframes which all staff have to accept. Too often consultation is a last minute thought.
- Listen to Shoreham residents when they say proposed new building will cause chaos for roads, schools and doctors. one set of traffic lights caused traffic to back up and take 45 minutes to pass through Shoreham
- Launch coffee mornings at the weekend.
- Listen to the public.
- Online surveys are open to abuse. We have two mailers a year that should or could be used to consult. Council Tax and voter registration. Efforts should be taken to ensure surveys are representative and statistically significant. If not, should they form part of council papers?
- Referendums on major planning and strategic decisions.
- It should be decided beforehand the percentage of replies needed to regard the consultation process as being classed as valid.
- Methods must include everyone including those who don't have access to Internet/email.
- Needs to be a mix of online and paper material.

- Door knocking getting people's opinion directly will get a bigger response.
- Take notice and act on comments.
- Councillors that interact with their residents and not just at election times
- To act promptly and up to date.
- You already have names and addresses from council tax records and electoral lists so why not ask who wants to be kept informed and consulted via those papers and build up a data base. That way you will only be targeting residents who want to be involved.
- I think when there are major town developments the council should not be influenced by what money that will give back to them but also the consideration strongly of the impact on residents is a must to keep people from moving out of the town. Worthing seems more proactive to improve Worthing and encouraging small business set up. Lets ensure we avoid the big chains as they destroy sme and the future of any city /large town effectiveness is built on SME. We must also avoid too much commercial space to resi conversion if you want to keep jobs and business growth/spend in Worthing.
- Email residents
- Consult on more issues and not just the issues which the Council has an obligation to.
- I think using local groups as happened on this occasion.
- Opening an online forum so that the public can have their queries answered
- To listen and act on what local residents concerns.
- Actually ask people?
- Consult people who live in the area.
- Using things like social media as well as local newspapers so as you are reaching a broader group of people
- Take the A27 improvements, what have you done about those? ...I don't know!
- Web site I can go to which will update me without taking a lot of time.
- Worthing Herald.
- An email request for my view on a topic would suit me best
- Make it a real meaningful consultation. Not a tick box exercise.
- The Councillors should be more responsible for the decisions made and not put the onus of the results onto the consultants. Consultants should only be used when Councillors or officers are incapable of making a personal decision, otherwise they are NOT serving their residents.
- Convince us that you would take notice.
- Surveys and reports should be carried out when plans are being produced not several years prior and also by national surveyors not companies from abroad.
- Collect email address from either Council Tax or electoral roll.
- To be honest is any council consultation process going to make a difference? I have been to several public gatherings where there has been much opposition to what the council has proposed and my perception is that whoever has the big bucks will win (as in the case of the Aquarena and the miserable little thing that has replaced it together with huge blocks of flats)
- Demonstrate we are listened to and not being used as a cop out.
- Use existing databases, like Electoral Roll, Council Tax etc.
- The tone of voice perhaps needs to be adapted depending on who it is aimed at.
- Deliberative Democracy type process (sort it into randomly selected groups) of residents to discuss and deliver their opinions on matters of council policy and issues. The council

then can use the outcomes of these discussion to influence policy and support policy decisions.

- Allow for resident input to questions.
- Be specific not as vague as the above Q - for instance in the above you do not set out why the Consultation process is important to you!
- Be transparent.
- Too often it feels the decision has already been made. This should not be the case.
- More awareness , dont usually find out until things have been decided.
- Not sure what your consultation process is yet.
- Greater use could be made of local publications:Goring Guide, Worthing Journal, Worthing Herald, 'Whats On'.
- For planning changes, they need to start earlier. For ones affecting the whole area, send out reminders that national consultations are going on. Probably has to be by email unfortunately.
- Gather contact info (possibly via Council tax) and reach out to all offering option to participate
- Yes, take on board what the local residents views are.
- Clarity about how the public's views will shape eventual decisions and how those most affected will gain preference.
- Not sure I saw an actual result of survey in numbers
- A facebook page linked to the area facebook page would probably engage most people most easily.
- Earlier press releases or preferably direct email.
- More feedback.
- Use direct means, not social media, local papers etc.
- Ensure all consultations are sent to local residents' groups for distribution
- Social media is excellent for consultation and information
- If a consultation is held it would be useful for the results to be included in the relevant committee paper and if relevant, the reasons for a different decision being made than that shown by the consultation given.
- Council needs to get emails of as many residents as possible and keep them in touch with what is happening locally
- Actually, I did attend the consultation re Teville Gate which is of great importance to me.
- Could use West Sussex CC quarterly paper.
- Tell the truth and stop false consultations.
- For staff, contacting us via the Staff Newsletter is perfect. I don't think until recently the Councils had really considered how valuable speaking to their staff is as most of us are residents of either Adur or Worthing
- Target consultations to ensure that key demographics for the decision are aware that this is happening
- Make better use of social media
- More user friendly website - consider consultations section that is separate from other areas of the website where people are able to feedback 365 days of the year on decisions that are being made
- Try different methods of gauging public opinion alongside full engagement - opinion polls, surveys, live chat feedback with Councillors. Actively seek public opinion and then demonstrate that it has influenced decision making
- Never seen any consultation material, make it more visible.
- LISTEN!

- Just more visibility and awareness of them. Strongly suggest an e-newsletter like your 'buildings in Adur / development' one. Quarterly perhaps
- Start from the basis that the consultation is genuine. Consult at the beginning of the process.
- Fight austerity policies and for better education, social care, housing and other services
- Let's see what other people think, monitor responses online
- Dedicated group or website.
- Listen to the concerns of the residents and don't make decisions based just on party politics. ie NMFD
- Prove that you are listening to residents with action based on their views ,this does not happen, so consultation is deemed useless and residents don't bother to respond .Also simplify and hold Cllr surgery style so that residents can ask Cabinet Members for their responses personally far more interaction at community level .Work much more collaboratively with Parish Councils to get the message out there There is a definite reluctance to work in partnership with Parish ,they are the grass roots level and are the first point of call for community issue
- Why, you're going to go ahead no matter what residents say!
- Local councils should NOT be political and if they must be then they should ALL put personal preferences to one side and work together - at times it's like a playground.
- I would like to see all channels of communication used to alert community of consultations.
- Listen to what people are saying. The Adur Plan is not working for people. It's developer led policy for developers.
- To actually pay attention to residents concerns about building on floodplain and provide information on how risk of flooding will be mitigated for existing homes.
- Learn how to communicate with the public.
- Better communication and actually act on what residents say and want
- Make it so the people elect councils/civil servants, and if there is a public vote of no confidence, this should result in dismissal. Councils are rife with corruption!!! The public know it, yet nothing is done!!!
- More notice taken of local people views
- Listen to what the Residents have to say and act on it.
- We elect you. It is your duty to keep us informed.
- Residents should be contacted personally.....you work FOR us
- Listen
- Adur Residents Environmental Action had a public meeting on Monday 16 April. Over 200 residents attended and some opposition councillors. Not one Adur conservative Councillor attended. There were very deep concerns expressed about many aspects of life, travel, pollution and development in Adur. If the Council were serious about consulting the people they would have sent along at least one majority party councillor or official.
- The council has spent thousand of pounds employing outside consultancy firms like Parsons Brinckerhoff where groups ideas were put forward. But nothing has happened.
- Is there any point in the council consulting if they are not concerned enough about residents opinions to meet with them , listen and not use excuses as to why certain things can not be done. The general tone from residents at the public meeting and when talking with them in the market is that they are not listened to, that everything is a done deal and that their feelings about what is happening in their area do not matter. There is no point in consulting if you are not going to listen. Just as there was no point in giving feedback to the developers because they didn't listen.

- I would suggest that the council hold some public meetings where people get more than 3 minutes, where either councillors or officers are present to provide the answers there and then and the discussion is not limited to just a question and answer. The meeting could be themed so that the correct officer/ councillors could be present. There should be ample notification time of the meetings and themes. Minutes of the meetings and actions carried out as a result should be circulated. Perhaps there could be a website dedicated to these meetings so interested parties could read what had gone before. These should not be party political! There should be forthright discussion irrespective of party line. It is a shame local politics is so party oriented.
- Ensure all forms of communication are used and give plenty of notice it is coming out.
- You should hold public meetings. There is no democracy. When the cabinet make decisions how is this democratic. The turnout at local elections is poor because the community recognise that their voice is not heard. Councillors are whipped to follow the Government's agenda. The developments along the coast road bear this out. The size of the developments are totally inappropriate for Shoreham. Congestion, no increase in infrastructure
- We are supposed to have joint services why then are the flower beds in Shoreham not maintained to the same standard as in Worthing?
- Time for CHANGE.
- Clearer website and a newsletter outlining any consultations.
- Just let me know there IS a consultation
- Post rather than email. Too many old fashioned users in this area.

Post Code

142 People provided their post code details.

BN11 (Worthing - South of railway line, west up to George V Avenue and East up to Worthing Borough boundary) = 34 (23.94%)

BN12 (West Worthing - West of George V Avenue to Borough boundary in the West = 6 (4.23%)

BN13 - (Worthing North to High Salvington - North of railway line and as far east as Offington Lane) = 28 (19.72%)

BN14 - Worthing North to Borough boundary near Findon and east from Offington Lane to eastern part of Borough in Broadwater north of the railway. = 18 (12.68%)

BN15 - Sompting, Lancing areas = 15 (10.56%)

BN42 - Southwick, Southwick Green and Hillside areas = 1 (0.70%)

BN43 - Shoreham Beach and Shoreham areas = 40 (28.17%)

Age range

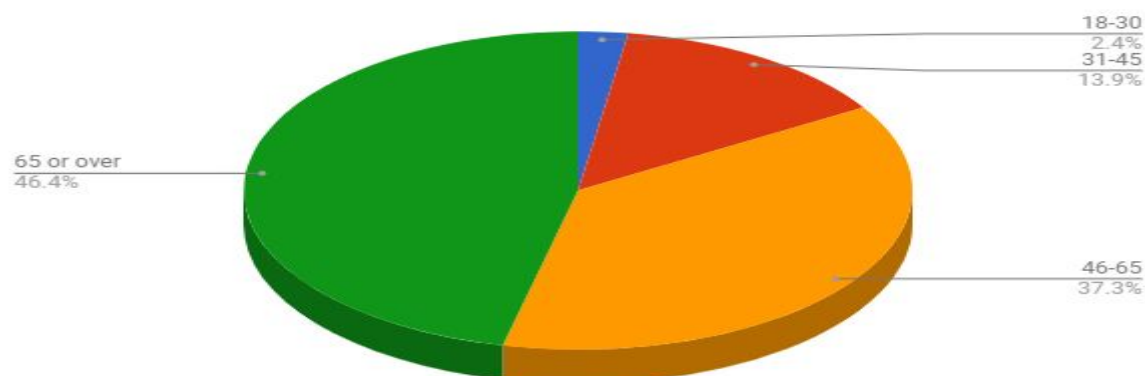
166 people provided their age range.

18 - 30 = 4 (2.41%)

31 - 45 = 23 (13.86%)

46 - 65 = 62 (37.35%)

65 or over = 77(46.38%)



APPENDIX B

Consultation Principles 2018

- A. Consultations should be clear and concise Use plain English and avoid acronyms. Be clear what questions you are asking and limit the number of questions to those that are necessary. Make them easy to understand and easy to answer. Avoid lengthy documents when possible and consider merging those on related topics.
- B. Consultations should have a purpose Do not consult for the sake of it. Ask departmental lawyers whether you have a legal duty to consult. Take consultation responses into account when taking policy forward. Consult about policies or implementation plans when the development of the policies or plans is at a formative stage. Do not ask questions about issues on which you already have a final view.
- C. Consultations should be informative Give enough information to ensure that those consulted understand the issues and can give informed responses. Include validated impact assessments of the costs and benefits of the options being considered when possible; this might be required where proposals have an impact on business or the voluntary sector.
- D. Consultations are only part of a process of engagement Consider whether informal iterative consultation is appropriate, using new digital tools and open, collaborative approaches. Consultation is not just about formal documents and responses. It is an on-going process.
- E. Consultations should last for a proportionate amount of time Judge the length of the consultation on the basis of legal advice and taking into account the nature and impact of the proposal. Consulting for too long will unnecessarily delay policy development. Consulting too quickly will not give enough time for consideration and will reduce the quality of responses.
- F. Consultations should be targeted Consider the full range of people, business and voluntary bodies affected by the policy, and whether representative groups exist. Consider targeting specific groups if appropriate. Ensure they are aware of the consultation and can access it. Consider how to tailor consultation to the needs and preferences of particular groups, such as older people, younger people or people with disabilities that may not respond to traditional consultation methods.
- G. Consultations should take account of the groups being consulted Consult stakeholders in a way that suits them. Charities may need more time to respond than businesses, for example. When the consultation spans all or part of a holiday period, consider how this may affect consultation and take appropriate mitigating action, such as prior discussion with key interested parties or extension of the consultation deadline beyond the holiday period.
- H. Consultations should be agreed before publication Seek collective agreement before publishing a written consultation, particularly when consulting on new policy proposals. Consultations should be published
- I. Consultation should facilitate scrutiny Publish any response on the same page on gov.uk as the original consultation, and ensure it is clear when the government has responded to the consultation. Explain the

responses that have been received from consultees and how these have informed the policy. State how many responses have been received.

J. Responses to consultations should be published in a timely fashion. Publish responses within 12 weeks of the consultation or provide an explanation why this is not possible. Where consultation concerns a statutory instrument publish responses before or at the same time as the instrument is laid, except in very exceptional circumstances (and even then publish responses as soon as possible). Allow appropriate time between closing the consultation and implementing policy or legislation.

K. Consultation exercises should not generally be launched during local or national election periods. If exceptional circumstances make a consultation absolutely essential (for example, for safeguarding public health), departments should seek advice from the Propriety and Ethics team in the Cabinet Office. This document does not have legal force and is subject to statutory and other legal requirements.

Gunning Principles

1. That consultation must take place when the proposal is still at a formative stage;
2. Sufficient reasons must be put forward for the proposal to allow for intelligent consideration and response;
3. Adequate time must be given for consideration and response;
4. The product of consultation must be conscientiously taken into account.