

APPENDIX C

WAVERLEY BOROUGH COUNCIL

EXECUTIVE - 25 MAY 2010

Title:

WAVERLEY CITIZENS PANEL – FIRST CONSULTATION

**[Portfolio Holder: Cllr Stefan Reynolds]
[Wards Affected: All]**

Summary and purpose:

- **To make the Executive aware of the proposed content of the first survey to be put to Waverley's Citizens' Panel**
- **To receive any comments and suggested amendments regarding the questions.**
- **To confirm that the Executive will clear all future rounds of consultation for the Panel.**

The survey, attached at Annexe 1 is timetabled to go out at the end of May/beginning of June to an approximately 60/40 split of online to postal panellists.

The Citizens' Panel postal recruitment phase has been completed, alongside a website and Making Waves campaign. The on-street recruitment phase (to ensure representation of under-represented groups) took place from 22nd April 2010 to 28th April 2010. Data is currently being cleaned, weighted and inputted ready for data transfer to Waverley after the General Election.

Waverley's Communications Team will manage the Panel. A full report on the Panel recruitment (including key successes and learning points) is being compiled by the market research company used to recruit the Panel – Opinion Research Services- and will be circulated to all Members at a later date.

How this report relates to the Council's Corporate Priorities:

As identified in the Executive Briefing report of 19th November 2009, the Citizens' Panel will provide Value for Money by saving a proportion of the money currently being spent on consultation across the Council and the time spent by officers preparing and distributing surveys.

As most Services will be able to make use of the Citizens' Panel, it will also support the other Corporate Priorities by providing information on likely impacts of Services' decisions and possible ways forward for the Council.

Equality and Diversity Implications:

The Panel has been specially recruited to be representative of Waverley's population across the Equality strands of Gender, Age, Ethnicity, Belief and Disability. It will also be representative in terms of socio-economic group. A representative Panel means feedback from the Panel can be said to genuinely reflect the views and wishes of Waverley's residents.

Resource/Value for Money implications:

The Citizens' Panel has been recruited to budget and this consultation will be funded from within existing budgets. We expect to send out three to four surveys per annum.

Legal Implications:

There are data security implications to conducting Panel surveys both via post and online. Panellists' data will be kept securely by Waverley under the terms of the Data Protection Act (1998). Panellists have been assigned Unique Reference Numbers (URNs) for responding to surveys, meaning they do not need to enter personal details in questionnaires or online. The contract conditions with Opinion Research Services stipulate that they must destroy all data collected on Waverley residents within two years.

Recommendation

It is recommended that

1. the first round of consultation questions be endorsed and the Executive proposes any changes or amendments as it sees fit; and
2. the Executive agrees that it should clear future rounds of consultation questions as part of the process for an effective Citizens' Panel.

Background Papers

There are no background papers (as defined by Section 100D(5) of the Local Government Act 1972) relating to this report.

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