

	<p style="text-align: center;"><b>Executive</b> 26 July 2010</p> <p style="text-align: center;"><b>Report from the Director of Communication and Diversity</b></p>
<p style="text-align: right;">Wards affected: All</p>	
<p style="text-align: center;"><b>Brent Engagement Strategy 2010 - 2014</b></p>	

## 1. Summary

- 1.1. This report presents Executive members with a draft of the new Community Consultation, Engagement and Empowerment Strategy – the Brent Engagement Strategy 2010/14. This strategy replaces the Community Consultation and Engagement Strategy 2006/09.
- 1.2. The new strategy is a framework, partnership document, developed in the first instance between the Council and NHS Brent and overseen by the consultation board. The strategy is open to adoption by all member agencies of the local strategic partnership, 'Partners for Brent'.
- 1.3. The development of a new strategy was initially identified as a task in the comprehensive area assessment consultation, engagement and empowerment action plan, agreed by corporate management team in May 2009.

## 2. Recommendations

- 2.1. Members are recommended to adopt this document as the Brent Engagement Strategy 2010 -14. The strategy will be published formally in August 2010.

## 3. Detail

- 3.1. **Background** - Developing a partnership approach to consultation and engagement was one of the improvement activities agreed by corporate management team in May 2009. The principal drivers for this initiative were new national requirements the council is required to meet under the comprehensive area assessment, (CAA) regime and new legislative

arrangements, i.e. Part 7, section 138 Local Govt Public Involvement in Health Act 2007, which brings into force the 'duty to inform, consult and involve'. In addition Brent's previous consultation and engagement strategy was due to expire at the end of 2009.

- 3.2. Under the CAA regime the Council and its partners were required to demonstrate an understanding of the experiences and needs of residents as well as showing that this information is being used to shape service delivery. Specific partnership actions regarding this agenda include:
  - Producing an annual partnership plan;
  - Working with partners to ensure partner responsibilities for undertaking consultation and engagement are carried out;
  - Coordination of the communication of consultation and engagement activity and results across the partnership.
- 3.3. The two principal partners in the development of the strategy so far are Brent Council and NHS Brent. Strategy development was initially overseen by the CAA consultation, engagement and empowerment working group and latterly by the consultation board.
- 3.4. **The Strategy** – the strategy is a partnership framework document. The principal partners, the council and NHS Brent are already fully signed up to this approach, but the strategy document is open for adoption by other partners in Brent.
- 3.5. A joint action plan is attached to the strategy. This document will form the core of the annual partnership plan.
- 3.6. The key themes in the new strategy are shared strategic objectives and common quality standards for undertaking consultation and engagement activity. Shared strategic objectives include:
  - Making engagement more effective;
  - Information sharing and a shared evidence base;
  - Improving stakeholder empowerment to create real influence;
  - Linking engagement to improved service satisfaction;
  - Tackling exclusion by improving the inclusivity of consultation and engagement;
  - Promoting best practice and innovation in consultation and engagement activity;
  - Developing a consistent approach;
  - Improving partnership working;
  - Greater involvement of elected members.
- 3.7. Quality standards for consultation have been rewritten around key themes of:
  - **Clarity** – explaining why we are consulting and how we will take people's views into account;

- **Inclusiveness** – ensuring the under-represented groups in the community are routinely included in consultation and engagement activity;
- **Valuing people** – organising consultation that values people;
- **Follow up** – reporting back and acting on the findings of consultation.

3.8. **Progress to date** – the draft strategy has been consulted on the following occasions:

- Presentation to Brent’s corporate management team on 18 February 2010.
- Presentation the Local Strategic Partnership Board at its meeting 1 March 2010.
- A joint council/NHS Brent community consultation day for partners and the public was held on 10 March 2010. More than one hundred people, LSP partners and members of the public, attended this event. The consultation day was moderated by external consultants.

3.9. At each stage of the consultation process amendments and improvements were made to the draft strategy. An agreed final version of the strategy will be published in August 2010.

#### **4. Financial Implications**

4.1. None

#### **5. Legal Implications**

5.1. There are no legal implications beyond those set out in the body of the report, (see section 3.1).

#### **6. Diversity Implications**

6.1. None

#### **7. Staffing/Accommodation Implications (if appropriate)**

7.1. None

### **Background Papers**

Brent Engagement Strategy 2010 - 14

### **Contact Officers**

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