

# North Tyneside Council Report to Cabinet Date: 13 February 2012

## ITEM 6(c)

Title: Engagement  
Strategy for North  
Tyneside

Portfolio(s): Engagement and the  
Environment

Cabinet Member(s): Cllr Pam McIntyre

Report from Directorate: Chief Executive's Office

Report Author: Julia Veall, Interim Strategic Director (Tel: 643 2005 )

Wards affected: All

### PART 1

#### 1.1 Purpose:

The Engagement Strategy sets out why engagement is important to North Tyneside Council. It explains the purpose of the Strategy and the context in which it has been developed. It puts forward definitions of 'engagement' and 'community', and describes the principles underpinning engagement for the Council.

#### 1.2 Recommendation(s):

It is recommended that Cabinet:

1. endorse the North Tyneside Council Engagement Strategy 2012-2015;
2. recommend that an action plan is developed with stakeholders which will set out how the Council plans to further develop the ways it engages with people who live, work or visit North Tyneside; and
3. authorise the Strategic Manager Policy and Partnerships to review and update the Engagement Strategy as required from time to time

#### 1.3 Forward plan:

This report appears on the Forward Plan for the period 1 February 2012 to 31 May 2012.

#### 1.4 Council plan and policy framework

This Strategy will support the following Council Strategic Plan 2011-2015 priorities:

**Priority 1 Our People:** To give every family the opportunity to have an excellent quality of life and all our children achieve their potential.

**Priority 2 Our Business:** To create a strong framework to support all businesses and enterprise in North Tyneside to flourish and to improve economic opportunities for residents of our borough.

**Priority 5 Our place:** To encourage residents in North Tyneside to have a greater say and take responsibility in their communities through a big society approach.

## **1.5 Information:**

The Engagement Strategy is set out as Appendix 1 to the report.

This sets out the national and local policy context which has influenced the development of the Strategy.

The Engagement Strategy proposes three key principles:

1. Improved co-ordination
2. A targeted consistent approach
3. Supporting active involvement

The action plan will be developed to meet these principles.

## **1.6 Decision options:**

Option 1:

Cabinet could endorse the Strategy and request that an action plan be developed with stakeholders which will set out the main engagement activity to be undertaken by the Council.

Option 2:

Cabinet could recommend that the Strategy receives further work.

Option three:

Cabinet could determine not to endorse the Engagement Strategy.

## **1.7 Reasons for recommended option:**

Cabinet are asked to confirm Option 1. This Strategy sets out the national policy direction and what this means for North Tyneside.

## **1.8 Appendices:**

Appendix 1: North Tyneside Council Engagement Strategy 2012-2015

## **1.9 Contact officers:**

Anne Foreman, Community Engagement Co-ordinator, Tel: 643 2225  
Felicity Shoemith, Manager - Community Engagement, Tel: 643 7071  
Alison Campbell, Finance Business Manager, Tel: 643 7038

## **1.10 Background information:**

North Tyneside Strategic Partnership Sustainable Community Strategy 2010-13  
Cabinet report 14 November 2011 – Big Society Programme  
The Equalities Act 2010

## **PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING**

### **2.1 Finance and other resources**

The funding of the engagement strategy will be met from existing resources.

### **2.2 Legal**

The Council is subject to a range of requirements associated with consultation and engagement, as outlined in the draft Strategy. Further, all public authorities are subject to the single public sector equality duty under the Equality Act 2010 to eliminate discrimination in respect of groups of persons with “protected characteristics”, and accordingly must ensure they undertake appropriate equality impact assessments, and allied to that undertake meaningful consultation with such persons, before making and implementing decisions affecting them. Securing compliance with such duties is therefore a key priority in all engagement activity.

### **2.3 Consultation/community engagement**

#### **2.3.1 Internal engagement:**

Engagement on the Strategy has taken place with elected members and Council officers. Their suggestions have shaped the Strategy.

#### **2.3.2 External Engagement:**

Engagement has taken place at the Area Forums and in other community engagement activity on seeking the views of residents on how and when they want to be engaged with . The Residents Survey has highlighted that 45% of the people in the survey felt involved in local decision making, however more needs to be done to increase the number of local people that feel able to influence decisions.

Discussions have taken place with the Police and Health as we look at ways of maximising engagement for all residents of North Tyneside. This has included greater involvement in Area Forums and the development of a shared engagement forward plan and agreement on the need to develop this Engagement Strategy.

### **2.4 Human rights**

There are no human rights implications directly arising from this report.

## 2.5 Equalities and diversity

This Strategy aims to ensure that as wide a range of people as possible can engage with the Council in ways and at a level that meet their needs. Engagement activity is fully impact assessed to ensure that it is as accessible as possible.

## 2.6 Risk management

There are no risk management implications directly arising from this report.

## 2.7 Crime and disorder

There are no crime and disorder implications directly arising from this report.

## 2.8 Environment and sustainability

There are no environment and sustainability implications directly arising from this report.

## PART 3 - SIGN OFF

- Strategic Director(s)
- Mayor/Cabinet Member(s)
- Chief Finance Officer
- Monitoring Officer
- Strategic Director with responsibility for Community Engagement