

## Communication and Engagement Plan – Budget Survey – December 2011 to February 2012

Task	Actions	Timescale	Lead Officer
Create a <a href="http://www.telford.gov/budget">www.telford.gov/budget</a> page on the Council website	Page to include - Agree what needs to go on the page i.e. Cabinet report, budget summary, budget survey, Leaders web cast message, how to get involved, suggestion box, budget consultation findings to date (August –November 2011), comments received to date and latest news	Live on 15 December	Nigel and Andy
A consultation pull out document ‘the budget challenge’ summarising the main budget proposals and signposting to engagement activities (including a feedback form). Distributed with a residents publication to every home in the Borough.	Pages to be agreed	Go to print on 16 December  Distributed from 9 January	Nigel
Programme of media relation activities to inform and promote engagement in the budget challenge		From 14 December	Nigel
Web cast of budget messages by the Leader. Posted on You Tube and the Council’s budget page	To be pre-recorded	Live on 23 December	Nigel
Signposting opportunities for people to get involved and give their views on the budget strategy, including draft priorities	<ul style="list-style-type: none"> <li>• Write in with comments – to the Community Engagement Team freepost address</li> <li>• Ring in with comments – to the Community Engagement Team</li> <li>• Facebook</li> <li>• Twitter</li> <li>• Text</li> </ul>	From 23 December to 31 January	Andy
Budget survey	<ul style="list-style-type: none"> <li>• Survey to include principles, priorities, council tax question and relevant budget savings</li> </ul>	Online and distributed from 23 December	Andy and Jon

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	<ul style="list-style-type: none"> <li>• Put survey online</li> <li>• Hard copies of survey in libraries and First Point- point of contact materials i.e. poster to be designed</li> </ul>		
Community Panel	<ul style="list-style-type: none"> <li>• Survey to all the Community Panel</li> <li>• Request to all Community Panel members who have indicated that they would be interested in 'action research' to ask their friends, family and neighbours to complete and return a budget survey</li> </ul>	3 January	
Forums and Groups	<ul style="list-style-type: none"> <li>• Arrange with forums to either attend a meeting or signpost forum members to how they can be involved in budget consultation e.g. article in forum newsletter</li> <li>• Prepare and deliver presentations to forum/groups (Identify lead presenter)</li> </ul>	Scrutiny 5 January Taking Part Committee (adults with learning disabilities) 10 January Senior Citizens Forum 16 January Deaf Club 20 January Young People's Forum 23 January Parent and Carers Forum 25 January Telford Business Partnership – tbc Parish Forum – tbc	Andy and Ken

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		Voluntary and Community Sector Forum – signposting information to their membership	
Open public meeting	<ul style="list-style-type: none"> <li>To be agreed and arranged</li> <li>Invite to all forum members (including disability forum, connecting communities forum, rural forum ) community groups plus an open invite to the public</li> </ul>	Provisional date 17 January	Andy and Ken
Town and Parish Councils	<ul style="list-style-type: none"> <li>Parish Forum to be confirmed</li> <li>Email to all Parish Clerks and Chairs asking to signpost town and parish councillors to the budget survey</li> </ul>	3 January	Andy
Employees	<ul style="list-style-type: none"> <li>Email from Leader/Interim Chief Ex signposting staff to complete online budget survey</li> </ul>	3 January	Andy

**SERVICE USER ENGAGEMENT**

Service Area	Saving proposal reference	Description of saving	Service User Engagement Scope
Care and Support	1	Low level preventative service - remove subsidy and increase hourly rate for this preventative service from £8 to £12 per hour.	Need to contact all existing service users, advocacy groups, partnership boards and relevant forums to give people sufficient notice of the proposed changes.

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Service Area	Saving proposal reference	Description of saving	Service User Engagement Scope
			<p>Potential communication role for sign posting service users to other providers.</p> <p>January to March 2012</p>
Care and Support	3	Review charging policy – including review of allowances for disability related costs and an increase in the maximum contribution.	<p>Requirement to consult on changes to charging policy.</p> <p>Contact all existing service users - consultation should be based on the principles and methods used within the Fairer Charging Policy consultation (2009).</p> <p>April to October 2012</p>
Care and Support	159	Supporting people - savings will be delivered following a fundamental review of existing contracts.	<p>Service users have been consulted on an ongoing basis through service reviews around the relevance and suitability of the services they receive.</p> <p>There is potential for a high positive and negative impact so service user engagement will inform specification, contract development and tender.</p> <p>Early to mid 2012</p>
Care and Support	160	Development of home care package - in particular development of a homecare framework agreement and introduction of electronic monitoring of.	<p>Consultation will be with domiciliary care providers only.</p>
Care and Support	190	Review transport mobility arrangements - to ensure council only meets costs which exceed individuals mobility allowance.	<p>Changes already introduced and based upon previous consultation work by the Putting People First Project.</p> <p>This has been introduced already for new service users.</p>

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			<p>This is about informing people in receipt of mobility allowance that this would be considered within assessments to be meeting transport needs unless certain other conditions applied.</p> <p>For the small number of existing service users it is felt appropriate to notify via reviews on a case management basis.</p>
Care and Support	191	Apply cap to costs of care packages - in particular apply a maximum on domiciliary care packages in line with standard costs for residential care.	<p>Legal advice on the proposals needs to be sought in first instance.</p> <p>Linked timescale with Review Charging Policy – April to October 2012.</p>
Care and Support	193	<p>Personalised model - Delivery including: Establishment of enablement and reablement for all service users prior to assessment of ongoing service eligibility and care planning.</p> <p>Utilisation of assistive technology as preventative measure and as alternative to personal care.</p> <p>Development of personal budgets and self directed support as alternative to council led service determination.</p> <p>-- Development of transition service for 16-25 year olds to reduce ongoing care costs.</p>	<p>Personalisation model has been introduced following extensive consultation by PPF Project.</p> <p>As the programme is rolled out areas that may still need consultation include participation in programme of rehab/personal budgets/building community capacity to support vulnerable adults.</p>
Environmental	24	Bulk collections.	n/a
Environmental	75	Increased recycling.	A pilot has been agreed to be delivered in Woodside.

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			<p>Recycling container (boxes &amp; bags) usage/participation by street. On site monitoring – October and adhoc customer engagement.</p> <p>Communications campaign will take place - letters to all houses in the target area, explaining what is going on and why.</p> <p>Door knocking in January to offer support and help houses that are not recycling. Engagement team will help to formulate questions and approach to households.</p> <p>Training will be provided to staff around personal safety.</p> <p>Key message - recycling is voluntary but if non participating households use existing kerbside services it could save the Council/taxpayer up to £1m that could be spent elsewhere or protect frontline services.</p> <p>Woodside/ Madeley Pilot – October 2011 to February 2012.</p> <p>Direct service user engagement in January 2012.</p>
Environmental	160	Clinical waste.	<p>Need to give notice for existing contract.</p> <p>New firm will be appointed to collect waste, procured through the Council (timescale up to 6 months).</p> <p>Working with the NHS there will be a need for sensitive messages and communication as well as re-education for identified residents.</p>
Environmental	212	Rationalise the CRC.	<p>Any decision Members may reach on the options put to them will have been based on management information around usage of site and tonnages (see Waste Operations Report).</p>

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<b>Service Area</b>	<b>Saving proposal reference</b>	<b>Description of saving</b>	<b>Service User Engagement Scope</b>
			Part of Phase 3 budget consultation.
Highways and transport	81	Replacement of some lit signs and bollards.	n/a
Highways and transport	209	Street light extension of part night switches off.	n/a
Customer, Leisure and Libraries	9	Concessions Policy.	n/a
Customer, Leisure and Libraries	14	£10 increase in court costs.	n/a