

Engagement Plan – Version v1

Achieving Excellence for Young People – December 2013 to March 2014

This engagement plan sets out the approach to be taken around the County Council's strategy for achieving excellence for young people.

The aim of this plan is to ensure that key stakeholder groups, young people who currently use our services (and their families) and the wider Staffordshire population is engaged in a two way engagement process in January and February 2014.

Background to the project

The Achieving Excellence for Young People project seeks to promote personal responsibility from our young people and their families and to ensure that the money spent across the public sector on young people's services achieves what the young people of Staffordshire tell us that they want and need.

Between August and October 2013 a variety of key stakeholders were engaged including current providers, the community and voluntary sector and national organisations to examine the existing situation in Staffordshire and best practice elsewhere in the country.

Public consultation on the proposal will start in January and continue for seven weeks. A decision on the proposal will be taken at Cabinet in March.

Audience and key stakeholders

There are fourteen key audiences:

- Users of existing SCC provision and their families
- Users of existing non-SCC provision and their families
- MPs
- District/borough councils
- Councillors – county and district
- Police
- Staff and Trade Unions
- Third sector – local and national working with young people eg SCVYS, VAST and NYA
- Youth Parliament
- Schools
- Other provider services FARS, Entrust, Independent Futures
- Commissioners in People and Place and Public Health, as well as CCGs and the OPCC
- Central Government
- Staffordshire residents – the recent Ipsos MORI Local Improvement Index gives 'activities for teenagers' as the second highest priority for British adults when considering things that need improving in their local area.

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Objectives

- That 100% of identified staff, service users and stakeholders have been given relevant, understandable information.
- That 100% of identified stakeholders have been given the opportunity to participate in the public consultation.

Public Consultation Strategy

This consultation will set out the proposal for the future of youth provision in Staffordshire, ask for comments and views on the proposal and generate ideas and suggestions for further potential options. It is also proposed that this consultation is used to gather further insight into the needs, wants and perceptions of young people in Staffordshire. Following analysis and consideration of the findings from the public consultation, it is expected that a cabinet decision will be taken in March 2014.

For the purpose of the public consultation, the identified 14 key audiences have been aligned into six groups:

1) **Service Users and Parents/Carers (SCC and non-SCC services):**

It is vital that the public consultation reaches both existing service users and users of non-SCC provision across Staffordshire to ensure that a wide-range of views and opinions are collated. It is also imperative that the public consultation reaches vulnerable young people. Key groups and forums include:

- Staffordshire Youth Aktion Council
- Youth Parliament
- Staffordshire Parent Action Network – Parents and Carers of Disabled Children
- Staffordshire Umbrella Network
- Children and Young People's Voice Project – Looked After Children
- Young people from minority and ethnic communities – links via Equalities Team

SCC currently has a range of mechanisms that could be used to reach this audience:

- Youth Box
- Your Staffordshire Card Holders
- Youth Clubs – promotion via staff

2) **Staff and Trade Unions**

3) **Local Members/MPs**

- Cabinet
- County Members
- District/Borough Members
- MPs

4) **Internal Stakeholders**

- District Commissioning Leads
- Commissioners in People, Public Health and Place

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- Families First
- Independent Futures

5) External Local Partners:

- District/Borough Councils
- Office for Police and Crime Commissioner
- Staffordshire Police
- Entrust
- Staffordshire Fire & Rescue Service
- Clinical Commissioning Groups
- VAST
- Staffordshire Council for Voluntary Youth Services
- Independent Futures
- Partnership Trust
- Schools

6) National/Regional Stakeholders

- Cabinet Office
- National Youth Agency
- Central Government

Engagement Methodologies

Group	Methodology	Comments
Service Users/Non Service Users and Parents/Carers	Questionnaire – hard copy and online version	Easy read version required. A specific questionnaire will be designed for young people and a questionnaire aimed at adults/groups.
	Face-to-face briefings to key groups and forums	Utilising existing meetings. Emails/letters can be sent pre-consultation, after publication of Cabinet Paper to arrange dates during the public consultation period.
	Qualitative research with existing service users and non-users on a District basis to understand what living in Staffordshire is like for young people.	Potential to commission ECS and/or VAST to deliver. Budget will be required.
Staff and Trade Unions	Face-to-face briefings and supporting materials	

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Local Members/MPs	Scrutiny to be engaged during consultation period Questionnaire – hard copy and online version Phone calls/face-to-face briefings for MPs from cabinet member(s)	
Internal Stakeholders	Email/face to face communication. Responses to be directed to hard copy and online questionnaire	
External Local Partners	Email/face to face communication Responses to be directed to hard copy and online questionnaire	
National/Regional Stakeholders	Email/face to face communication Responses to be directed to hard copy and online questionnaire	

Evaluation

We will evaluate the success of the engagement implementation by:

- Collecting feedback from service users on whether they feel informed and whether they have received information about how to have their say.
- Collecting feedback from staff on whether they feel informed and whether they have received information about alternative provision and how to have their say.
- Feedback from key stakeholders

