

## Outline proposal for consultation and engagement

### Annexe G

<b>What are we consulting upon?</b>	The need to achieve savings in local transport spend
<b>What do we want to achieve?</b>	<ul style="list-style-type: none"> <li>To achieve the required savings as outlined in the Medium Term Financial Plan.</li> <li>Provide residents and stakeholders with the opportunity to have their say on how savings can be achieved.</li> <li>Gather feedback and ideas to help shape proposals that achieve savings, while providing transport users with the best possible service to meet their needs.</li> </ul>
<b>Who will be carrying out the consultation?</b>	The project team and the central communications team at Surrey County Council.
<b>Who will you consult with?</b>	<p>We will consult widely with all Surrey residents plus the following identified stakeholder groups:</p> <ul style="list-style-type: none"> <li>Environment &amp; Infrastructure Directorate Leadership, Other Directorates (Adult Social Care, Schools and Learning), internal staff, Surrey Future</li> <li>SCC Chief Exec and Deputy Leader, Portfolio Holders, Surrey MP's, SCC Members, Local Committees, Resident Organisations</li> <li>District and Borough Councils, Parish and Town Councils, Neighbouring Authorities, Phase Council.</li> <li>Bus users and user groups, Voluntary and Equality organisations, Empowerment Boards, Faith Groups, Surrey Choices, Day Centres, Taxi Voucher Schemes, Clinical Commissioning Groups, Surrey Connector.</li> <li>Schools, Universities and Colleges, Local Enterprise Partnerships, Department for Transport and Other Government bodies.</li> <li>Surrey Connects, Employers &amp; Business organisations, Job Centres, Tax Payers Alliance</li> </ul>
<b>How will we inform members?</b>	At the Member Reference Groups, Local Committees and via the portfolio holder for the Environment and Planning, and through Communicate, the Members newsletter issued weekly by central comms.
<b>How long will the consultation last?</b>	1 <sup>st</sup> October 2014 – 14 <sup>th</sup> January 2015 (15 weeks)
<b>Outline programme for consultation</b>	<p>Cabinet decision – 23 September 2014</p> <p>Publicise consultation</p> <p>Consultation period 1<sup>st</sup> October 2014 – 14<sup>th</sup> January 2015</p> <p>Analyse results and prepare the necessary reports – January 2015</p> <p>Provide feedback – and prepare any material necessary for Cabinet – February 2015</p> <p>Submit Back to Cabinet – April 2015</p> <p>Cabinet agree changes – May 2015</p>
<b>Methods of consultation</b>	<p>In summary the consultation will cover the following activities:</p> <ul style="list-style-type: none"> <li><b>Political Engagement</b> – The project team will consult with all 11 Local Committee's at their informal meetings in the autumn of 2014. Our cabinet member will also be used as conduit for reaching all</li> </ul>

	<p>members in Surrey along with publishing items in the member's newsletter, Communicate and the weekly Issues Monitor email that goes to a wide range of Surrey stakeholders including MPs and members</p> <ul style="list-style-type: none"> <li>• <b>Stakeholder Meetings</b> – Stakeholder groups will be offered meetings or briefings as appropriate in the autumn with particular focus on engaging with: <ul style="list-style-type: none"> <li>- Bus user groups</li> <li>- Schools and Colleges</li> <li>- Surrey Members of Parliament</li> <li>- Borough and District Councils</li> <li>- Parish and Town Councils</li> <li>- Empowerment Boards (Equalities organisations)</li> <li>- Resident organisations</li> </ul> </li> <li>• <b>SCC Website</b> –The campaign banner on the home page will also be used for periods through the consultation period and there will be links from popular pages such as timetables.</li> <li>• <b>Online consultation survey (Surrey Says)</b> – An online survey will be developed to gauge public and stakeholder opinion on the need to make savings and allow them to have their say on how they could be achieved. Paper copies of the survey will also be available at key distribution points including libraries, community centres and council offices.</li> <li>• <b>Digital communications</b> – Digital media will be used extensively including posts and adverts on Facebook and Twitter with links to the online survey; Google Adwords to advertise the consultation within search results that Google displays for specified search queries; online banner advertising on local websites with a link to the survey.</li> <li>• <b>E-newsletters</b> – Information and details on the consultation will be published in the Surrey Matters e-newsletter that goes out to Surrey residents on 1 October, 1 December and 1 January. In addition copy will be provided for other newsletters produced by services that target residents, eg Parents Pages.</li> <li>• <b>Posters/Leaflets</b> - Posters and leaflets will be distributed at key locations including bus stops, on buses, at bus stations, libraries, community centres and council and parish offices. They will contain information on the consultation and provide the web link to the survey.</li> <li>• <b>Editorial copy</b> – will be submitted for inclusion on websites and publications produced by district and borough councils, local parish councils, Surrey magazines, residents associations and community groups.</li> <li>• <b>Internal</b> – SCC staff will be updated via s-net and other appropriate internal comms channels so they can also feed in views to the consultation.</li> <li>• <b>First line support</b> – The Contact Centre at Surrey County Council will be fully briefed to answer public enquiries during the consultation period.</li> </ul>
--	---