



Resident Experience Board
19 May 2016

Community Engagement in the Local Decision Making Process

Purpose of the report:

To consider how the resident experience in relation to engagement, local decision making and devolved funding has improved over the last few years, and to consider options for further improvement.

Introduction:

1. The Community Partnerships Team (CPT) purpose is to facilitate local democratic decision making, to engage residents to have their say and get involved in their local communities and to work with partners to shape place and ensure residents remain healthy (Annex 1).
2. For 2016/17 the team has a series of key actions to support achievement of the council's three corporate strategy goals of wellbeing, economic prosperity and residents experience, namely:
 - **Engagement:** Increase resident engagement through the use of evolving technology and our work with services and partners
 - **Governance & Devolution:** Actively encourage governance and projects that support place and devolution
 - **Funding:** Maximise the benefit of funding sources to enable projects that enhance our local and military communities
3. In all areas of delivery CPT has refocused services around the needs of residents. This report sets out how the residents experience has improved to date and invites the Board to comment on what future steps should be undertaken.

Background:

4. The local committee (LC) system was established in April 2002 with the introduction of 11 LCs each aligned to one of Surrey's districts and boroughs. The original aim of the local committees was to devolve decisions closer to communities, improve local performance monitoring and improve local representation.
5. In 2012 the Public Value Review (PVR) reviewed the role of SCCs Local Committees and the Community Partnership Team *"to improve outcomes for residents by strengthening local democracy and placing much greater emphasis on partnership working."* (David Hodge, Leader of SCC). The report made a number of recommendations, designed to:
 - support Members in their role as community leaders and champions
 - improve decision making and speed-up processes
 - promote greater accountability and local scrutiny

- Increase the involvement of residents, local communities, businesses and partners.
6. One of the responses to the PVR recommendations was to review the governance of the local committees and to consider the transition to a joint committee model. The Woking Joint Committee (WJC) was established in June 2014 with the aims of strengthening local democracy; reducing duplication of governance arrangements; improving partnership working; and simplifying decision making. It is responsible for functions delegated by Surrey County Council (SCC) and Woking Borough Council (WBC). It is composed of seven councillors from each authority who meet and make decisions jointly on issues affecting those who live, work and study in Woking.
 7. During 2015, the SCC CPT, who are responsible for administering the local/joint committees successfully achieved Customer Service Excellence (CSE) accreditation. The external CSE assessor recognised the team's *'deep understanding of, and commitment to, customer service excellence'*.

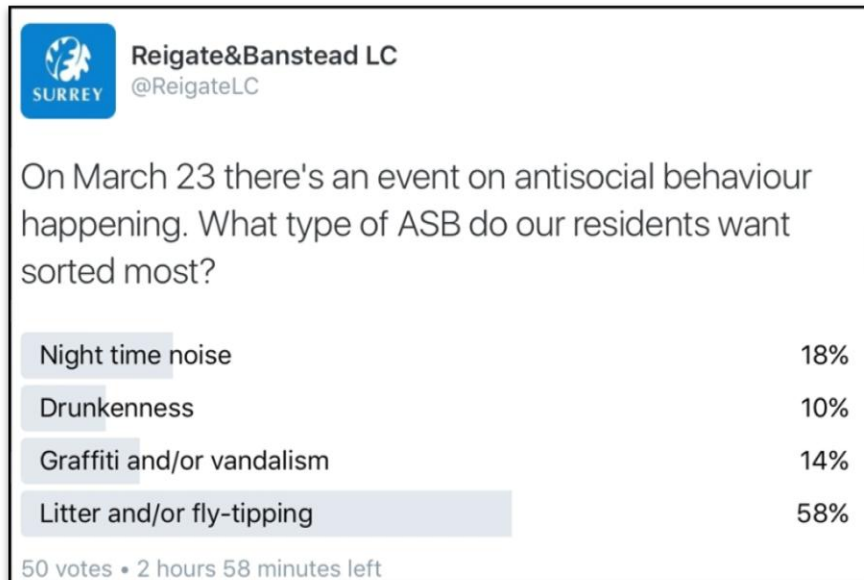
Engagement

8. To better enable residents to feel able to influence life in the places where they live, in 2015 the SCC CPT introduced an overarching engagement strategy for the first time, focused on *'People, Places and Influence'*. The principles behind this strategy were as follows:

People: We are increasing our interaction with a diverse range of residents through the use of social media. Engaging with residents digitally allows them to set the agenda in terms of issues they wish to discuss, to share their interests with us, and to do so in ways and at times that are convenient for them.

Places: Our aim is to promote pride in Surrey's towns and villages. By focusing our engagement with residents and businesses on matters pertinent to their local area, we are making SCCs work more relevant to their lives and those of their families and co-workers. Our web page news stories and Instagram accounts are promoting local events, projects, consultations and services, alongside the work Surrey is doing to make local neighbourhoods safer and attractive to residents and businesses.

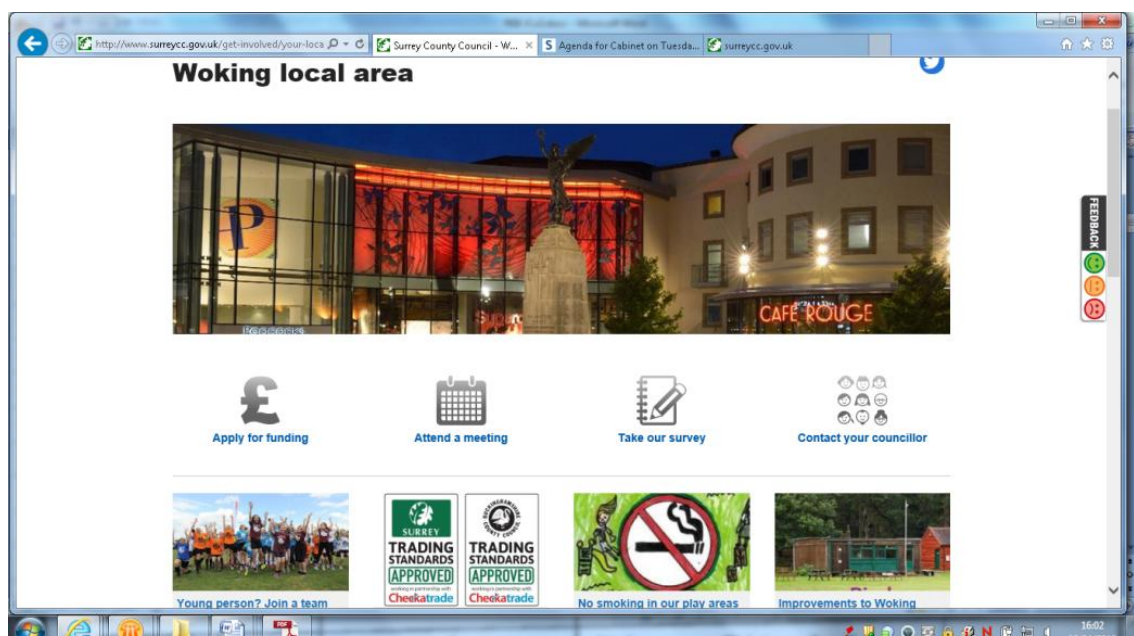
Influence: We are helping Surrey's services to go beyond County Hall and connect with local people to gauge their opinions on proposals that may affect them. We recently used online Twitter voting polls to identify residents top anti social behaviour concerns in each district and borough. Our Community Safety Team colleagues are using this intelligence to inform their work, countywide.



8.1 Web Pages

Research conducted by the Community Partnerships Team with residents in 2012 identified that there was an appetite for much more local information and more opportunities to participate electronically, but that this was hampered by local information being difficult to find on the Councils web pages at that time.

- 8.2 As a direct result of feedback, new improved local web pages were developed, focused on providing residents with access to the local information they requested. The web pages provide an overview of the county council's work on a local basis. Residents can use these pages to access local/joint committee papers; read stories about local services, news, events, consultations etc, as well as finding out about their local county councillor and funding opportunities. The landing page for 'Your Local Area' (<http://www.surreycc.gov.uk/get-involved/your-local-area>) gets on average 2,000 visits per month, with a large number of additional hits on the individual local area pages by district/borough.



- 8.4 Local web pages play a crucial part in increasing online engagement and contribute towards the wider aim of encouraging greater involvement of

residents, local communities, businesses and partners in issues and decisions. Recent highly viewed stories from the local web pages reflect this move, including:

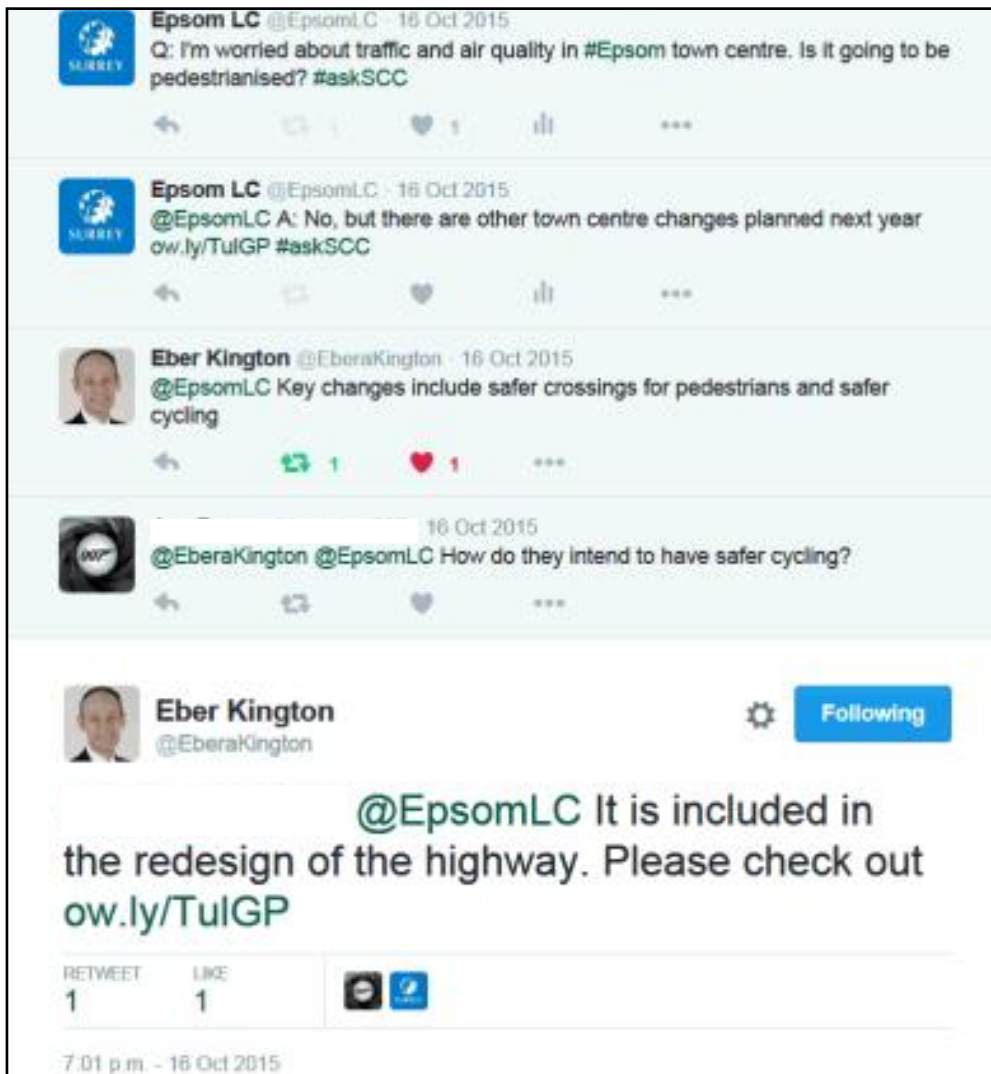
- How to have your say on how Crossrail 2 will affect trains to Epsom
- Proposed parking changes in Woking

8.5 Twitter

In order to provide residents with more opportunities to participate electronically, eleven twitter feeds have been established under the engagement strategy, one for each local/joint committee. As of end of March 2016, there were over 5,000 followers to the local/joint committee feeds overall, with a consistently upwards trend. The twitter feeds are also used to disseminate appropriate communications from partner organisations including Police or B/D Councils. As well as posting information useful to residents, including links to committee papers, deadlines for questions and petitions and links to local stories, residents also use Twitter to raise issues. An example is shown in Annex 2.

8.6 Online Question and Answer sessions

To encourage greater online involvement in issues and on decisions, in line with feedback from residents, the traditional local committee question time was the inspiration for two online Question and Answer sessions in Epsom and Ewell and Spelthorne. By asking residents and businesses to pose questions to the County Council on Twitter, we were able to answer questions on parking, boundary changes, Heathrow expansion and Cross-rail from residents who might never contact or attend a formal committee meeting. Please see example below from Epsom and Ewell:



Governance & Devolution

9. Feedback from those residents who attended Local Committee meetings was that they wanted the meetings to be more welcoming, easier to understand, and for there to be more opportunities to ask questions. The CPT with LC Chairmen actively considered how it could best address these concerns towards improving decision making and increasing the involvement of residents, local communities, businesses and partners in these processes.
10. During the Customer Service Excellence (CSE) accreditation a series of in depth interviews were held with residents who have previously engaged with the joint/local committees specifically regarding the key areas of improvement that residents would welcome. These were as follows:
 - For it to be easy to find out about the local/joint committees. They felt that it would be helpful if they could be promoted more widely locally, and for clear information to be available setting out how they can ask questions and get involved in the committee as well as practicalities of where to park and sit etc.
 - To feel welcome at the meeting, and listened to, to feel that they have been heard and to have the opportunity to contribute after their allotted time on points of clarity. They would like to feel that they have achieved some change, even if it's not the exact change they were hoping for.
 - To leave the meeting feeling clear about what was agreed, and what the next steps are.
 - To have clear expectations of how they will be kept informed on progress going forwards.

11. As a result of the collective feedback from Surrey residents a number of measures designed to improve the customer experience at joint/local committees have been introduced:

11.1 Publicity

A poster is produced and circulated prior to each formal meeting of the local/joint committees setting out the time, date and venue as well as the key items being discussed and how to access the papers. Committee meetings are also widely promoted through the 11 local Twitter feeds.

11.2 Clearer Upfront Information for residents

A standard document has been produced that can be sent out ahead to those attending the local/joint committees giving details about who to contact if they have a query, how to access papers on line, details about the venue of the meeting, how and when to ask a question or present a petition, what happens after the meeting and how to keep up to date on decisions agreed at the meeting.

11.3 A warm welcome and introductions

The SCC CPT has sought to make meetings clear and easy to follow for all residents attending. Local/joint committee chairmen go to great effort to explain the role of the meeting and ask members of the committee and the relevant officers to introduce themselves. Greater effort is made to collect feedback through a formal survey, or informally from asking residents attending the meeting.

11.4 PowerPoint presentations

Presentations have been introduced at each meeting showing which item is being discussed and what the recommendations are. This enables all those present at the meeting to easily follow the agenda, and if any amendments are made to the recommendations, these can be put on the screen for all to see.

11.5 Decision tracker document

To ensure that residents who have raised an issue at committee, either through a question or petition, are kept informed of progress being made to address it, a decision tracker has been added to each agenda of the local/joint committees. This document clearly sets out at each meeting an update on implementing decisions that have been taken at previous committees. Once they have been marked as complete, they are removed from subsequent decision tracker reports.

11.6 Chairmen training

Local/joint committee chairmen have been encouraged to attend a local/joint committee in another area. In addition, parts of local committee meetings were recorded for discussion at a training session for the Chairmen to explore best practice across the county. Feedback from recent local committees supports that residents feel the meetings are welcoming and well chaired. Annex 3 sets out some of the recent positive feedback received.

11.7 Resident Involvement

Following the Public Value Review of the SCC CPT in 2012, the Standing orders for local/joint committees were changed to enable greater public engagement with members of the public, at the Chairman's discretion. Chairmen have more flexibility to take questions or invite comments as they see appropriate during the formal meeting and residents are now able to take

part in discussions on all parts of the agenda, rather than being limited to the questions at the beginning. This has made the governance of meetings to be far more easily understood by residents in attendance.

11.8 Nine out of the eleven LCs also offer an informal engagement opportunity for residents and businesses at the start of meetings, which provide residents with the opportunity to come and raise issues on the day, without having to submit them in advance.

11.9 Petitions

All local/joint committees have adopted a consistent approach to rules around submitting petitions and questions. This has resulted in young people being able to bring petitions on behalf of their school, and means that the procedures are consistent across the county



Petition presented by Primary School Pupil to Spelthorne LC.

11.10 Residents also told us that paper petitions are helpful for them to use when discussing an issue with their neighbours locally. However sometimes people weren't aware what information to include in a paper petition. Therefore a **petition template** has been published on the local/joint committee web pages so residents can be sure they are including all the information required to enable their petition to be accepted onto the agenda. In addition, it is possible to set up an online petition through the SCC website.

12. The Joint Committee Model

The PVR provided the opportunity to review the governance model of the local committees and consider transitioning to a Joint Committee model. To date, Woking is the only area that has made this transition and following a recent review a number of key benefits to both residents and the authorities were identified.

12.1 The joint committee model has been endorsed by Mr Richard Walsh, Cabinet Member for Localities and Community Wellbeing and other areas are now considering the benefits of the Joint Committee model. It is anticipated that Spelthorne will be the next local committee to become a joint committee.

Interest in the Joint Committee governance model has also been expressed by local authorities in Hampshire and West Sussex who have identified it as a model of best practise.

13. Benefits of transitioning from a local to a joint committee

The Joint Committee model of governance has a number of benefits for residents, which include:

13.1 Single point of contact for residents and businesses

The JC model gives members of the public and local businesses one place to go to ask questions on any council service provided in the district/borough area. For example:

- In Woking, a petition was presented to WJC opposing a proposed development in Rydens Way. The issues in the petition were under the remit of both SCC and WBC and considered holistically by WJC.

13.2 True partnership between authorities

The JC provides a platform for members from both authorities to regularly discuss issues that matter to residents in a fully joined up way. JCs are a true partnership and all councillors on the committee have full voting rights on all issues being considered, no matter which authority delegated the function.

This has led to the following benefits:

- WJC debated a report on school places and the decision for the borough to pursue new sites. This resulted in the provision of a new secondary school (840 pupils) and recreation facilities in Hoe Valley.
- The profile of community safety work in Woking has been raised with residents through the WJC acting as the formal community safety partnership. Meetings are held in public and residents can come along and have their say.
- WJC provided local residents with a joined up response to deal with poor air quality in an area of Knaphill. The responsibility for air quality was with WBC, but the solution with SCC. WJC agreed improvement works to traffic signals to address the traffic problem which should result in an improvement in air quality.
- SCC Councillors in Woking will be invited to WBC member briefing meetings, to ensure that all councillors representing Woking receive the same information to help support the residents.

13.3 Joined up delivery

The JC enables the seamless delivery of services to residents. Different aspects of some functions, such as youth services and health and wellbeing issues can be provided by different councils. The JC enables these issues to be considered holistically ensuring that there is no duplication or overlap in service which results in a better service provided for residents and better value for money for the authorities involved. Examples of seamless service delivery include:

- An enhanced youth offer for young people in Woking is now available following the adoption by the WJC of an Integrated Youth Strategy under which youth services are planned, commissioned and delivered.
- A fully co-ordinated approach to health and wellbeing is being provided to Woking residents following the adoption by WJC of the Health and Wellbeing Plan. Benefits include the opening of the Safe Haven Cafe and the Bedser Hub; Community Meals Service offering customers a free bottle of water with their meals to prevent dehydration; the setting up a GPS

tracking service for people with dementia; and extending locations for health checks for 40-74 year olds.

13.4 Value for money

The JC can provide better value for money for residents. Funding decisions can be decided upon jointly for the benefit of the local community. An example of how this approach will benefit residents is as follows:

- In Woking, as Community Infrastructure Levy receipts from local development start being received, the WJC will agree how they are spent in accordance with the Regulation 123 list.

13.5 Promotion to residents and businesses

Residents can find out about the JC through increased number of channels as publicity can be widely promoted through both councils. For example:

- In order to raise awareness of the WJC, and how residents can get involved, an article has been included in the WBC magazine (which is sent to all Woking households), Residents Associations newsletters, Woking Works magazine and Twitter account (for local businesses) as well as through posters and both the SCC and WBC websites and Twitter feeds.

Devolved Funding

14. There are a number of budgets available to County Councillors at a district and borough level that can be used to benefit the local community and address local concerns. The Community Partnership Team administrates a number of budgets:

- **Member Allocations**
- **Community Improvement Fund**
- **Cluster Funds**
- **Community Safety Funds**

15. Members Allocations

County Councillors have £10,300 of funding available to them to help support residents, voluntary and community organisations to provide activities and projects that benefit local people. Over the County there was £834,000 available in 2015/16.

15.1 A new streamlined administration process for Member Allocations was introduced for the benefit of applicants, following the PVR which drastically reduced processing times from three months to an average of between 14 and 20 days. The administration process receives consistently high feedback from applicants, comments include:

- *“Our application was turned around extremely quickly which was greatly appreciated”.*
- *“A much appreciated source of funding made accessible without being time consuming and out of reach for those that are not necessarily training in writing successful grants”.*
- *“Your team has been very supportive and efficient”.*

15.2 The Member Allocations funding is used in a wide variety of ways by Members to assist in addressing local concerns (a full breakdown of spend by category can be found in Annex 4), examples of spend include:

- Community groups across Surrey have used Members Allocation funding for defibrillators at community venues with training of staff and volunteers paid for locally.

- Funding has been used to support events bringing residents together including a street party in Staines, the Black Cherry Fair in Chertsey, Dormansland Carnival and Farnham Carnival.
- Following requests from food producers in Dorking, a Food Map was produced to promote awareness of local food to residents, supporting the local economy.
- Funding was provided towards flowerbeds to improve the visual appearance and promote economic vitality and the 'visitor experience' at Stoneleigh Broadway following requests from local residents and traders.

15.3 The Member Allocations process received a positive internal audit in 2015. The audit report proposed minor amendments to the financial framework for the benefit of clarity and on consistency of evidence gathering, which have been acted upon.

16. Community Improvements Fund

16.1 The Community Improvements Fund was established in 2012 by the Leader of Surrey County Council to provide funds to help communities come together to give people the chance to make a real difference to others' lives. The fund is open to any Surrey charity or community group and is designed to help communities turn a great idea into something real. The fund has supported over 100 projects with grants of £10,000 to £30,000 since its launch. The views of Local Committee Chairmen and the local County Councillor are sought on all applications to help endorse the local need for the project. Examples include:

- In 2014 Sunbury charity Dramatize, which runs theatre, music and dance sessions for adults with learning disabilities received a grant of £11,000 to help with renovations, including installing a sensory room. "Moving to and renovating our new venue has helped us gain much more community awareness," says Dramatize's Karen Bradley. "Around 50 people use our service now, compared with the 15 to 20 who used it before we received the funding."
- In 2015 The Clockhouse Centre for elderly residents in Milford, near Godalming received funding toward a new minibus which plays a key role for nearly 200 passengers who use it to travel to and from the Clockhouse every week. "The Clockhouse is the greatest thing since sliced bread," adds John Phillips, aged 90, who visits every week. "It's a marvellous place to come to".

16.2 This year, for the first time, the criteria for the fund has been extended to consider projects that involve improvements to local shopping areas, which often form the heart of a community. An extra £250,000 of funding has been made available.

17. Cluster Funding

A Cluster Fund was established in 2014 by Guildford Local Committee to help in addressing residents local concerns before they are raised as an issue at the local committee. Under these enhanced arrangements for the Local Committee, Guildford has been divided into four cluster areas with total funding of £70,000 allocated. Funding originally comprised of £35,000 of Guildford LC capital allocation, match funded by £35,000 of revenue from Guildford Borough Council. The CPT takes on the

administration of the fund within its existing resources. Examples of funding agreed over the past 12 months include:

- £5,500 allocated to fund two local projects supporting carers of residents with dementia at risk of social isolation through the Alzheimer's Society.
- Two Vehicle Activated Signs installed in Northway, Westborough to help address residents concerns about speeding.
- Improvements to pavements in four areas across the borough.

17.1 The Cluster approach has been well received and valued by Parish Councils and residents. To ensure continuation of the Cluster funding when Local Committee Capital funding ceased in 2015/16, the Local Committee took the decision to allocate funding direct from its Local Highways Capital allocation in order to ensure continuation of this initiative.

18. Community Safety

In order to help towards addressing local community safety issues, each local/joint committee has had a small amount of funding each year (£3,337 in 2015/16) administered by CPT. Funding is normally designated for projects within the local Community Safety Partnership Plan, or on addressing an issue of local concern raised by one of the partners on the Partnership. Examples of how funds have been spent include:

- Funding Life Education Centres to attend all primary schools in Woking, which is considered a key prevention activity for the future.
- Funding for CCTV and signage for a fly tipping project in Reigate and Banstead.
- Promotional materials for Domestic Abuse Awareness Week in Runnymede.
- An Eagle Radio campaign on fire safety and domestic abuse in Waverley.
- Supporting Junior Citizen for year 6 pupils in Spelthorne schools.

18.1 In view of current budget pressures, and towards ensuring that the SCC is maximising the use all funds for the benefit of Surrey residents, steps have been taken in 2015 to more fully assess the impact and widen awareness of the Community Safety funding across the County.

19. Highways Devolved Budgets

The local committees have a significant role to play in delivering the Highway Service. Four budgets are delegated to Local Committees, and dedicated for Highways work to enable councillors to address local concerns, these include:

- **Local Committee Revenue (£1,745,000)**
- **Capital Maintenance (totalling £4,523,000 combined with ITS)**
- **Integrated Transport Schemes (ITS) Capital**
- **Community Enhancement (£5,000 per County Councillor)**
- **Parking Revenue**

19.1 The devolved budgets are in addition to central budgets which address a range of areas including asset led maintenance and improvement work such as the resurfacing, road safety and gully cleansing.

19.2 There is scope to move funding between budgets, but Members are asked to consider the wider implications for the sustainability of the highways budget.

19.3 Local Committee Revenue

This fund is prioritised by the Committee to address the routine maintenance of the existing highway, for example minor patching, clearing back vegetation and anything else that keeps the existing highway in good order. The Committee can vary the amounts spent on each issue to deal with local priorities providing

a real opportunity to recognise the diversity of the County and to address these local priorities. The Localism initiative with Parishes, Town Councils & Residents Associations, has provided another dimension for this work to be carried out.

19.4 Capital Maintenance

This budget had been provided to the Local Committee to fund road resurfacing and localised structural repair (LSR) often to non-strategic local priority roads. Budgets can also be used for footways, local drainage works and even public realm improvements.

19.5 Integrated Transport Schemes (ITS) Capital

This fund is to enable the design and introduction of completely new or modified highway facilities such as crossings, cycle ways, traffic calming, speed limit changes etc. Issues and concerns raised by local residents, if agreed as a priority by the committee, can be addressed through this funding. The Toshiba project in Surrey Heath is one example, where this has been used to fund the construction of a second lane between two roundabouts to reduce local congestion, which was a big issue locally.

19.6 Community Enhancement

This budget is provided to enable Members to directly fund minor local improvements that might not otherwise be provided through other budgets. This can cover a wide range of items such as new signage through to enhanced maintenance. Examples of how this has been spent include:

- Woodham Lane in Runnymede, Community Enhancement and Members Allocation funding were jointly used to address concerns residents had raised through their local councillors about a number of large overbearing trees on the highway. The works improved the appearance of the area and addressed residents' concerns.
- Other examples include funding towards Vehicle Activated Signs to reduce local speeding and putting in dropped kerbs for pedestrian crossings.

19.7 Parking Surplus

Under an agency agreement, the majority of borough and district councils in Surrey undertake on street parking enforcement on behalf of SCC. Any surplus income is divided according to a ratio agreed by SCC Cabinet of 60% to the local/joint committee, 20% to the borough/district council and 20% to SCC.

19.8 Typically urban areas tend to generate a surplus from parking enforcement. In 2015/16 seven of the 11 boroughs generated a surplus of varying amounts ranging from £3,800 to £679,500. By law, the surplus income from parking enforcement must be used in accordance with Section 55 of the Road Traffic Regulation Act 1984 (as amended). This generally limits its use to highway/parking infrastructure improvement/maintenance or other environmental work in the public realm. Examples of how parking surplus is used to benefit residents across Surrey include:

- Guildford where 100% of the surplus goes to the Committee and is used to subsidise the Park and Ride scheme around the town.
- Elmbridge where it is used to support more frequent parking reviews and an additional officer is employed to undertake these reviews.
- Waverley is planning to use the surplus to supplement capital highways budgets to enable additional integrated transport schemes.
- Spelthorne have used funding toward additional enforcement to help free up spaces near shops.

19.9 In Woking as well as the 60% of the parking surplus that is allocated to the joint committee, Woking Borough Council has agreed that the 20% of the surplus that they receive should be spent on Woking Town Centre. This brings the total amount of surplus under the remit of the Joint Committee to 80%.

20. Youth

The local/joint committees are responsible for Local Prevention (£990,000) which is used to build the resilience of young people who are at risk of becoming NEET (Not in Employment, Education or Training). Local Prevention delivers against the County Council's expectation that where possible local youth services are commissioned locally to best address the needs within the borough/district area. Local needs and priorities are identified by the local/joint committee alongside a number of young people. Examples of the use of these funds include:

- Supporting a girl whose secondary school attendance was at less than 10% with a mentor to build confidence and self-esteem, who now as a result attends School regularly.
- In the Preston ward in Tadworth, youth workers have utilised new flood lights to light up the multi use games area to engage a large group of young people who have been congregating outside the shops in positive activities including basketball and football.
- A detached youth work team session in Holmwood in Mole Valley is very popular which supports on average 15 young people ranging from 11-19. A further funding request has been submitted into the High Sheriff to buy some drugs education resources for work with these young people.
- Lifetrain's Mobile Youth Bus, 'Bus Shelter', delivering 3 x 3 hour sessions a week of Mobile Youth Work in Spelthorne. Many Young people participating in the sessions have achieved Youth Achievement Awards (YAA), and have showed a huge increase in confidence.

Current Focus and Future Priorities

21. Continuous Improvement

The team is committed to continuous improvement as demonstrated by the following examples:

21.1 Consistent Training

All staff in the SCC CPT are being encouraged to attend the County Council's new Customer Service training offer. Customer care standards and the customer promise ambitions are being built into appraisals and linked to performance review.

21.2 Benchmarking

The CPT is committed to benchmarking its service offer against other local authorities to ensure that it is providing the best possible service to Surrey residents. Benchmarking against Wiltshire and Buckinghamshire was conducted in December 2015 which highlighted that the level of devolved decision making through Local / Joint committees within Surrey is significantly wider in scope than in comparative County areas. Engagement via social media was also more advanced within Surrey.

21.3 Customer Promise

The CPT is keen to fully understand the customer experience for users of its services, to ensure it is delivering against the County Council's Customer Promise. Information is collected in the following ways:

- **Feedback:** The existing feedback form for residents on local/joint committees is being reviewed, with an emphasis on gathering feedback that can be measured against the aims of the Customer Promise
- **Customer Journey Mapping:** Officers have conducted detailed interviews with residents. The information gained has been used for 'customer journey mapping', to review current processes to ensure that these are efficient and focused on the needs of the customer, eliminating unnecessary or confusing practise.
- **Customer insight** is being developed through a question in the Surrey Residents Survey asking how residents prefer to raise a matter of local concern. This will run from April 2016 – March 2017.
- **Mystery shopping:** The SCC Customer Relations Team is undertaking a 'mystery shopping' exercise to look at how easy it is for residents to contact the team, and to review the experience of attending a committee.

22. Improving the Resident Offer

Plans are in place to further enhance the resident experience across all areas of delivery. Where pilots are undertaken in a locality, best practice will be shared across the county both through officers and through the LC Chairmen.

22.1 Targeted engagement

The Team is piloted more targeted engagement with communities specifically focused on issues of local interest which have come to the attention of LCs, this has been piloted in Runnymede and Tandridge LCs:

- In Tandridge, a local issue was raised asking for a reduction in the speed limit by a local school and their pupils at the local committee, the team arranged a targeted leaflet drop to local houses to let them know about the issue being discussed and inviting them to the meeting, and the school was also provided with information to share with parents through their school newsletter. The CPT then informed the school of the outcome, so that they could include it in their newsletter.
- In Runnymede, targeted local publicity was circulated in Virginia Water ahead of the Local Committee being held in this community, which resulted in a high public turn out to the meeting.

22.2 New Communication Channels

Equipped with a more sophisticated understanding of how different groups of Surrey residents choose to interact with SCC, CPT Officers are looking at new ways to widen engagement beyond established channels in order to try to engage with a broad cross-section of Surrey's communities. Our recently launched Instagram accounts will run tailor made social media campaigns on local interests. Facebook, Live Tweeting, Twitter Panels and Twitter Polls will also be considered and utilised when most appropriate.

22.3 Periscope – broadcasting committees

Following a webcasting pilot across three LCs/WJC (Woking, Mole Valley and Guildford), due to the prohibitive cost of web cast administration, alternative methods of broadcasting local/joint committee meetings using the Periscope application are now being developed. This will enable residents to view the committee meetings and comment on proceedings, in real time, as decisions are being made on their behalf by councillors. In one example:

- The Periscope application was piloted at the Reigate and Banstead LC on 7 March 2016. Twitter followers of the local committee were able to view the recording live up to 24 hours after the meeting. Promotional tweets were sent

in advance and the pilot received a positive comment during the live broadcast, and from users who were monitoring the recording via Twitter.

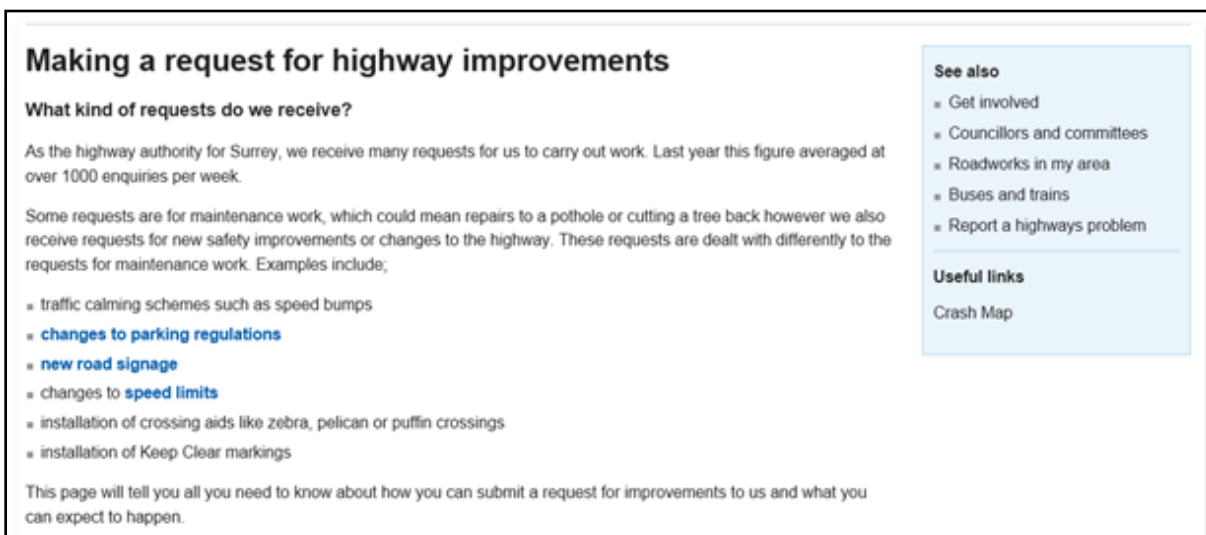
22.4 Devolved Funding

CPT is working with partners to actively promote wider funding opportunities to local Surrey groups. A specific leaflet and web page have been produced providing details of alternative funding sources and contacts. SCC CPT staff have also attending three Funding Fairs in the past year in conjunction with Surrey Community Action to assist and advise residents. This approach may reduce a reliance on SCC sources of funding.

23. One Team Approach

The CPT is committed to working with staff across the County Council in a seamless manner for the benefit of all Surrey residents

- **Contact Centre Briefings:** As a result of the Mystery shopping exercise, Staff within the SCC Contact Centre are being briefed on the role of the joint/local committees. The aim of this training is help to ensure that residents' queries are directed to the local/joint committees if appropriate. The training will be offered to BC/DC contact centre and reception staffs, to ensure are aware of the role of the committees and can help signpost residents effectively.
- **Surrey Highways:** A new webpage has been developed jointly with highways to explain to residents how to deal with some of the common requests regarding road improvements and to set expectations for residents about what the process is for requests and possible outcomes¹. Members are asked to help promote this new page in their dealings with residents and parish councils/residents' associations.



The screenshot shows a webpage with the following content:

Making a request for highway improvements

What kind of requests do we receive?

As the highway authority for Surrey, we receive many requests for us to carry out work. Last year this figure averaged at over 1000 enquiries per week.

Some requests are for maintenance work, which could mean repairs to a pothole or cutting a tree back however we also receive requests for new safety improvements or changes to the highway. These requests are dealt with differently to the requests for maintenance work. Examples include;

- traffic calming schemes such as speed bumps
- changes to parking regulations
- new road signage
- changes to speed limits
- installation of crossing aids like zebra, pelican or puffin crossings
- installation of Keep Clear markings

This page will tell you all you need to know about how you can submit a request for improvements to us and what you can expect to happen.

See also

- Get involved
- Councillors and committees
- Roadworks in my area
- Buses and trains
- Report a highways problem

Useful links

Crash Map

Conclusions:

24. Residents have benefited from continuous improvement in the way that they are able to engage with the Community Partnerships Team and the local/joint committees since the PVR and Customer Service Excellence accreditation. These have included new methods of engagement and communication, work with SCC services as well developing a new democratic offer through the JC model.

25. Interest in the JC model is developing, both from other areas in Surrey as well as in neighbouring counties.

26. Engagement with local businesses has been an area that local/joint committees have struggled with to date. Further ideas of engaging with this sector would be welcomed. Members are encouraged to continue to play a key role in further promoting the role of the committees more widely.

Recommendations:

27. The Resident Experience Board is asked to:
- a) Review progress made and comment on the actions undertaken and those planned to improve the resident experience in the local decision making process.
 - b) Consider the benefits for residents and opportunities for devolved governance demonstrated by the development Joint Committee model.
 - c) Make suggestions on further actions that should be undertaken to develop and support the resident experience across all aspects of service delivery.

Next steps:

28. The Community Partnerships will continue to improve its customer service and will be seeking re-accreditation for Customer Service Excellence in July 2016.
29. Best practice developed by the local/joint committees will be shared across the County Council through the Customer Service Network and other appropriate mechanisms.
30. Learning from the Woking Joint Committee will continue to be promoted across Surrey as well as to other County Councils as best practice.

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Sources/background papers: [SCC Cabinet Report – 27 February 2013]