

**Appendix 1  
Citizens' Panel - Evaluation of First Contract**

Consultation has been undertaken with Theme Group lead officers with respect to the surveys carried out under the first Citizens' Panel contract and the outcomes.

Feedback was requested on the following matters and comments received are as shown:

**1. What were your expectations concerning the Citizens' Panel? What did you want from the process?**

Community Safety	To set the parameters for the outcome agreement for Anti-social Behaviour and priorities.
Investing in Children and Young People	Reliable, reasonably wide-ranging demographic response to particular questions. Citizens' Panel was only means of getting a cross-section of opinion.
Contacting Local Agencies	A consultative forum that actually represented Moray whose views could be used to inform decisions, policies and actions. To obtain partner buy-in to Community Planning. Expectation that results would be used.
Protecting and Enhancing the Environment	Wanted general views on environmental matters & baseline information that would advise and guide the work of the Forum. To raise awareness of Community Planning and the Forum. To reinforce information received via other surveys i.e. to cover similar ground to see if responses were similar or different
Improving Travel Facilities/Transport Safety	Wanted information that we did not have from a demographically representative sample. Low expectations as previous survey methods had a very poor return.
Building Stronger Communities	To gain impression on panel member's views and experiences on a variety of issues, sense of community, either experiences of community consultation and decision making, housing, Adult learning. Equal opportunities and access
Achieving a Healthy & Caring Community	No response

<p>Grampian Police</p>	<p>To be complying with the Communication and Engagement Strategy          To gain meaningful feedback which assists in planning and delivery          To create a channel for two-way dialogue          To promote and develop the work of the CP partnership</p>
<p>Grampian Fire and Rescue Service</p>	<p>The ability to reach a larger cross-section of the Moray population. GFRS want to ensure that the standard of service delivery that the people of Moray receive is at the highest level possible. Using the Citizens' Panel is a means of ensuring our accountability and allows the public to influence and therefore improve the standard of delivery.</p>

2. *What did you think of the following elements of the survey process?*

- *briefing on the process*
- *the support you received*
- *pulling together of the questionnaire*
- *editing of the questions*
- *the questionnaire*
- *the survey report*

Community Safety	Briefing was useful. Craigforth were very helpful in designing the questionnaire and the report itself was very useful.
Investing in Children and Young People	Process was satisfactory. Difficulty was finding time to prioritise gathering of material. Officers held up the process. Craigforth were helpful in questionnaire design.
Contacting Local Agencies	Theme groups seemed not to know about the Panel's existence even though they were informed in advance. Craigforth provided detail to framework provided in a recognisable and analysable format. Value added as Craigforth made suggestions about additional areas for inclusion e.g. questions relating to the voluntary sector
Protecting and Enhancing the Environment	Process was good. Craigforth were very helpful - provided extra information about the national context on request
Improving Travel Facilities/Transport Safety	Craigforth were very helpful. Relied on them, as this was the first theme-specific survey. 80% of questions came from them. Very readable survey report.
Building Stronger Communities	Briefing was helpful and Craigforth were helpful good advice on questions adapted to late changes, it was difficult gathering questions but Craigforth facilitated this well.
Achieving a Healthy & Caring Community	No response
Grampian Police	The briefing was clear but there was a weakness in linking questions and feedback to actionable activity. The latter is a bit lacking. My perception is therefore that the questions get edited to the extent

	they become very broad and open to interpretation. Feedback then becomes difficult to translate into change if you are not really sure what it means and what you can do about it. A bit of a lost opportunity at present.
Grampian Fire and Rescue Service	Briefing, support and questionnaire compilation process was good. Questionnaire was straightforward and the survey report format was easy to follow and understand.

3. What did you get from conducting the survey? Was the feedback useful, did it provide any new insights into your service, did it raise any issues you were not aware of?

Community Safety	Feedback was useful as obtained priorities for Outcome Agreement. No additional issues raised.
Investing in Children and Young People	Not as much use made of data as could have been. Confirmed ideas that the Children and Young People's Services Plan is not widely known about. Also that there is ceiling with regard to the number of people who might be interested in fostering and the reasons for that. Useful in sense that had no previous basis to compare views on.
Contacting Local Agencies	Objective evidence with regard to Customer Care issues e.g. phone responses. Council rates negatively compared to other agencies. Interesting to get comparisons over time (Panel was consulted twice).
Protecting and Enhancing the Environment	Confirmed ideas about general attitudes and perceptions. Variation between Panel members' perception and Council perception of what is already being done e.g. recycling. Local people are more concerned with local issues rather than global ones. Highlighted issue with regard to communication of Community Planning activities to the public, gaps in public knowledge were reflected in the answers received.
Improving Travel Facilities/Transport Safety	Very high feedback so credibility of survey value was excellent. No new insights. Different perspectives. Opportunity to say that the people of Moray are saying this so public support for our priorities.
Building Stronger Communities	It confirmed information that we already knew in relation to Housing, the information on adult learning was welcomed by the college as being helpful. The data on access will be useful for the Equality forum, access information was helpful to officers, Overall did not produce the answers that could have been really informative, but that may be down to the questions asked.
Achieving a Healthy & Caring Community	No response
Grampian Police	Has been variable. The Road Safety survey certainly did introduce new material, which we have acted upon. Community Safety and access surveys provided useful material, which to an extent confirmed what, we already, knew. Our biggest issue is perception that we can and should deal immediately with all the competing demands and we can't. We therefore need to prioritise (in everything from call taking

	to child protection). How we communicate that prioritisation is an issue I would like to explore further through future development of the Panel if the opportunity arises.
Grampian Fire and Rescue Service	Gave a very useful comparison of the level of community fire safety activity (requests for advice) between 2005 and 2008 (approx 500% increase). This reflected the legislative change in 2005, which made involvement in fire safety education a statutory duty on the fire service.

4. What use did you make of the data collected?

Community Safety	Informed priorities for Outcome Agreement
Investing in Children and Young People	Circulated among staff. Data used in committee reports for illustrative purposes.
Contacting Local Agencies	Provided basis for service standards and report monitoring.
Protecting and Enhancing the Environment	Not much.
Improving Travel Facilities/Transport Safety	Information used in Committee reports, presentations to Scottish Ministers, Local Transport Strategy, and Regional Transport Strategy. Future proofing of bidding for contracts
Building Stronger Communities	The equal Opportunities information will be used with the Equalities forum in advising their approach to issues raised particularly access information on future planning.
Achieving a Healthy & Caring Community	No response
Grampian Police	All the data was forwarded to the individual plan holder within the Police and was incorporated, where appropriate, into planning.
Grampian Fire and Rescue Service	The data will be fed back into the organisation to assist in the formulation of strategies to improve the standard of service delivery.

5. Has there been any measurable impact on service provision with relation to your theme group as a consequence of feedback from the Citizens' Panel? If so please can you provide details.

Community Safety	No.
Investing in Children and Young People	No.
Contacting Local Agencies	No measurable impact on customer care yet but evidence is now available and will be used. Can now track changes in customer perception over the time span of the two surveys. Will need to repeat exercise in next two years.
Protecting and Enhancing the Environment	No. Environmental Forum has a restricted capacity to influence the matters contained in the survey
Improving Travel Facilities/Transport Safety	Cannot really say. Need to ask those who have directly used it. A tool to take various projects forward.
Building Stronger Communities	Too early to measure this, also information gathered perhaps too general to be measured. A future study repeating the questions would allow the data to be used as a baseline.
Achieving a Healthy & Caring Community	No response
Grampian Police	Quality of service process is being developed in part based on feedback from surveys. Communication strategy as regards access via the service centre has seen a number of changes following feedback which included surveys.
Grampian Fire and Rescue Service	Citizens' Panel is used as the consultation medium for GFRS 3 year, annual action plans and risk reduction strategies. Plans are amended to reflect the responses/feedback received from the consultees.

6. *What suggestions do you have for increasing the usefulness of future surveys or enhancing value for money?*

Community Safety	Survey was value for money but compelled to carry out exercise. Intelligence and information gathering need to be balanced with public perception.
Investing in Children and Young People	Value for money would be enhanced if more use was made of the data collected. Theme Group focus can be a restriction as well as a framework for surveys - may be more useful to ask specific service questions rather than theme-related ones.
Contacting Local Agencies	Ensuring that Council departments utilise the Panel fully when requiring feedback about aspects of their services. Service specific questions can be included in future Customer Care surveys.
Protecting and Enhancing the Environment	Expectation that Citizens' Panel will continue so future surveys could repeat questions in first survey to see if the Theme Group of the Community Planning Partnership generally had any impact over the intervening period. Should get feedback on the SOA/Community Plan/Scottish Government initiatives. In-depth study into waste and recycling would be useful. Also, need to follow up what survey says e.g. via the SOA/performance indicators/action plans - should report back on action to Panel and public.
Improving Travel Facilities/Transport Safety	May need a wider range of survey types if doing it on a theme basis. Call-off contract would provide more flexibility in terms of cost and quality. Linking findings to GIS would make the analysis more meaningful and localised. Could include spatial data and analysis in terms of contract. Results could then be presented on a website and parties could focus in on particular areas of interest
Building Stronger Communities	Programme studies based on need for information rather than rotation around themes. Using this to triangulate and confirm other community engagement tools such as area forums and other consultative tools. Need to be asking better questions geared to elicit more useable information
Achieving a Healthy & Caring Community	No response
Grampian Police	We need to be much more careful about ensuring the questions we ask are questions, which will lead to information we can act on. The analysis of results has been variable depending on whether the question was meaningful in the first place.
Grampian Fire and Rescue Service	A renewed recruitment drive/campaign to increase the representation on the Panel. The more people that there are on the Panel the more reliable the findings should be.

7. What kind of public feedback do you need? Does a citizens' panel fit the bill?

Community Safety	Citizens' Panel is best way of getting a cross-section of opinion.
Investing in Children and Young People	Citizens' Panel provided the kind of feedback required. Would provide a means of comparing changes in attitudes over time if survey questions were repeated on a regular basis.
Contacting Local Agencies	Citizens' Panel fully meets requirements. Provides access to wider range of viewpoints. Low fall off of membership indicates that Panel members value the experience.
Protecting and Enhancing the Environment	
Improving Travel Facilities/Transport Safety	Citizens' Panel is a good thing. It met our needs and is a good way of getting information. Independent surveys give a general view, not just those of pressure groups or individuals. Citizens' Panel also provides the right demographic spread to support the information.
Building Stronger Communities	Is very useful but only as part of a wider engagement process which allows us to measure and compare against other methods such as Area Forums, consultations, and other research
Achieving a Healthy & Caring Community	No response
Grampian Police	Only in part. We are establishing key individual networks to further augment community engagement. What we need is feedback on whether our prioritisation is meeting public demand which ultimately means we need consultation as part of the priority setting process.
Grampian Fire and Rescue Service	A robust and representative sample of the Moray population. Citizens' Panel fits the bill.

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*Other comments*

Community Safety	Could have focus groups to explore particular issues identified and pull out detail that people are telling us. Format of reports should provide analysis on ASG level. Need to consider how this level of analysis can be tied in with SIMD and postcodes.
Investing in Children and Young People	Could have made more use of data collected.
Contacting Local Agencies	Process could be managed better by working out links between surveys and areas in advance. Outside consultants provide expertise and knowledge of national context that would be difficult to match in-house.
Protecting and Enhancing the Environment	Not clear how Citizens' Panel fits with the Local Area Committees and Local Neighbourhood Forums. If local issues are to be taken there, may be a danger of duplication. Also not entirely convinced that the replies were necessarily representative in terms of age groups and localities i.e. some topics encourage responses whereas others do not.
Improving Travel Facilities/Transport Safety	Next contract could include requirement to engage with Citizens' Groups of some kind e.g. in relation to Post Office closures, Transport Strategy. Need to consider consequences if Panel is disbanded. What is the alternative?
Building Stronger Communities	More targeted study into specific issues of concern to the Partnership and were agencies need a measure of public opinion. Has to work alongside other methods of intelligence gathering. Need for sponsor to have more ownership of the study rather than something they have to do because they are timetable to do this. Will leave a gap if disbanded
Achieving a Healthy & Caring Community	No response
Grampian Police	None.
Grampian Fire and Rescue Service	None.

