

WYRE FOREST DISTRICT COUNCIL

CABINET MEETING
20TH DECEMBER 2007

RECOMMENDATIONS FROM THE CORPORATE SERVICE & PERFORMANCE SCRUTINY COMMITTEE **26TH NOVEMBER 2007**

Revised Consultation Strategy 2008-2011

The Committee considered a briefing paper from the Media and Marketing Officer on the revised Consultation Strategy, "Building a Better Future Together" 2008-2011, which build on the original 2005-2008 strategy.

Members noted that the strategy was necessary to provide a two way communication tool to enable residents to influence the development of Council services. It would ensure a joined up approach to the identification of priorities, reflecting the aspirations of residents. The strategy would also assist the development of the Council's Corporate Plan.

There were the three key projects, details in the briefing paper, which would strengthen the Council's existing consultation methods. These comprised the use of new on-line consultation software, the use of the County Council's Ask Me consultation planner and toolkit, and the developments of a public consultation practice across the District through Wyre Forest Matters, the Local Strategic Partnership.

The Committee supported the implementation of the revised strategy and the three key projects.

RECOMMENDED TO CABINET : TO RECOMMEND TO COUNCIL

1. The revised Consultation Strategy 2008 - 2011, as set out In Appendix A of the briefing paper to the Corporate Service and Performance Scrutiny Committee on 26th November 2007, be approved for implementation from 1st April 2008.
2. The three key projects, detailed in paragraph 3 of the briefing paper, to strengthen the Council's existing consultation methods, be endorsed.