

The Consultation Toolkit

Michael Broad (Research Officer, Data & Insight)

Welcome!

Below are materials designed to help guide you when planning and delivering a consultation. Michael Broad, our Research Officer, will guide you through this training using narrated slides, videos and helpful checklists, templates and supporting documentation.

Mike has also given a Data Community session on the toolkit and graphs best practice.

We hope you find this training interesting and valuable. We would love to hear your feedback.



Before you begin

Before using the toolkit to develop your consultation, please let the Data & Insight team know if your consultation:

- may generate significant public / political interest
- relates to a statutory duty
- relates to a corporate plan priority
- requires broader research, mixed methods or extensive fieldwork
- involves the participation of vulnerable groups
- is the first consultation your team has run

This is so we can assess if the toolkit is suitable for your consultation.

If you have any questions or require further support please email engagement@reigate-banstead.gov.uk

About this toolkit

The toolkit is split up into three sections. These sections contain bitesize narrated presentations, videos and resources to assist the development of your consultation.

Section 1 covers the foundational research concepts and best practices needed to run a great consultation

Section 2 guides you through the process of designing a consultation using a fictitious example

Section 3 demonstrates how to use Smart Survey

You may also find it useful to refer to the below process map when designing your best practice consultation.



Introduction to the consultation toolkit

The journey to running a great consultation

Section 1

- Bite-sized mini-lectures on research methods
- 1.1 What is a consultation?
 - 1.2 How to write great questions
 - 1.3 stakeholder mapping and distribution
 - 1.4 ethics and compliance



Jargon: a lay person is unable to understand the terminology

4. We are proposing to construct a tiered fountain in priory park. Do you:

- Agree Disagree Other

18. We are planning to build a fountain in priory park. Here is a sketch of the fountain:



On our plan to build a fountain in priory park, do you:

- Agree Disagree Other



Section 2: Additional resources

These resources are available to assist you in designing your consultation:

These documents are set to 'read only'. To edit, you will need to download the documents and save them outside of SharePoint.

[Consultation aims and goals: how to guide and checklists](#)

[Writing great questions: how to guide](#)

[Writing great questions: objectives to questions table, template introduction and closing statement](#)

[Writing great questions: example survey](#)

[Writing great questions: blank template questions](#)

[Stakeholder mapping and distribution: how to guide and blank stakeholder mapping matrix](#)

[Ethics and compliance: how to guide and checklists](#)



London Office of Technology and Innovation
outcome-based framework

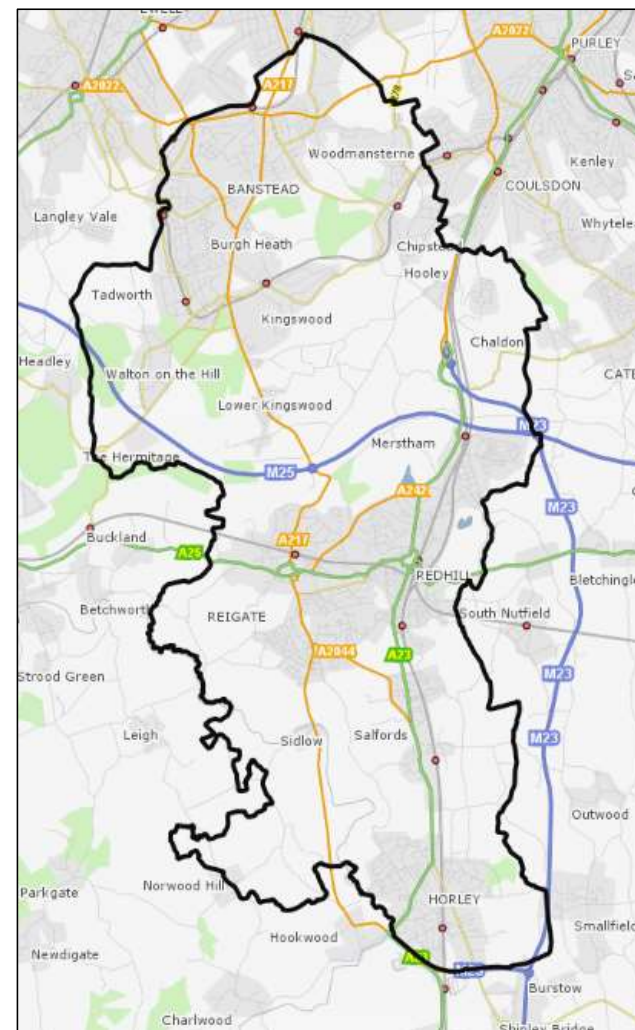
About Reigate and Banstead

Population of 150,852

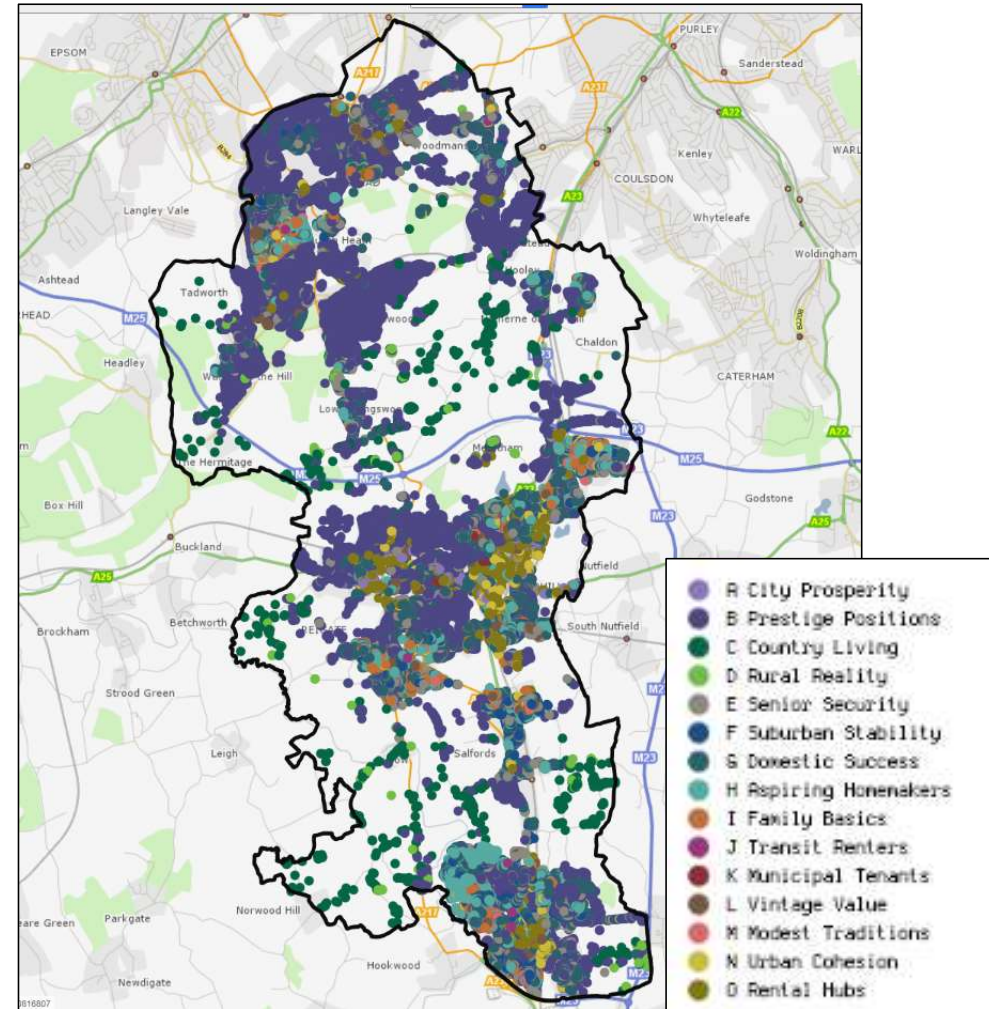
District council

Reigate, Redhill, Horley & Banstead Villages

450 full time staff



There is diversity in resident's socioeconomic circumstances



Mosaic Segmentation Model (2024)



The Data and Insight Team

Part of our Data & Insight Team (Transformation project)

(D&I Manager, Data Insight Analyst, Data Analyst and Co-ordinator, GIS Analyst, Research Officer).

**Consultation
Officer**



**Research
Officer**

The role developed from a consultation administrator to one offering corporate oversight, broader and higher-value research outputs and enablement of self-service approaches.



Consultation toolkit was a Research Officer deliverable

First steps

Got to know internal stakeholders and captured their needs

1

Reviewed previous consultations and evaluations

2

Researched consultation practices in other LAs

3

Issues identified

1

Colleagues lacked confidence in their survey and technical abilities

2

Turnaround times and bureaucracy

3

Fragmented consultation activity between service areas

1 Colleagues lacked confidence in their survey and technical abilities

Reigate & Banstead
BOROUGH COUNCIL
Banstead | Horley | Redhill | Reigate

Call to action form to be completed to get access to survey software


Short educational videos that users can dip in and out of

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Process to assess if project is suitable for the toolkit

Covers industry survey consultation best practice

Section 1

Bite-sized mini-lectures on research methods

- 1.1 what is a consultation?
- 1.2 how to write great questions
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Templates and checklists

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Information available in document form

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Broken down into short sections: concepts, applied example and smart survey tutorial

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Engaging content to demonstrate concepts

2

Turnaround times and bureaucracy

User submits information to Research Officer (Objectives, timelines, draft questionnaire, stakeholder map)

User puts survey on survey platform

User makes the survey live, distributes, monitors and exports results

User reviews toolkit content (to fill in any information gaps)

Research Officer gives feedback and has a meeting with the toolkit user

Final quality check and adjustments by Research Officer

Research Officer is available to provide support (technical, further feedback, data analysis if needed)

2 to 4 weeks turnaround (dependent on service area)

3

Fragmented consultation activity between service areas

In flight consultations / surveys								Reigate & Banstead Borough Council Banstead Horley Redhill Reigate	
Consultation title	Main contact	Team	Description	Toolkit	External or internal	Open	Close	Notes	
No consultations / surveys currently in flight									

Horizon
Completed
In flight

Submit aims and goals of your consultation

Guidance on how to define your consultation's aims and goals can be found in section 2.2 of the toolkit.

Please get colleagues and relevant internal stakeholders to review your consultation's aims and goals before submitting.

5. What decision will the consultation help inform?

Enter your answer

6. What information do you need to collect?

Enter your answer

7. What stakeholders do you need to participate in the survey?

Enter your answer

8. What will you do with the consultation results?

Enter your answer

Section 3: What you need to do

1. Complete this [form](#) to tell us about your plans and gain access to Smart Survey.
2. Export your data from Smart Survey once your consultation is complete.
3. Relinquish your Smart Survey login for use by the next person.

Consultation / Survey forward plan is available to all Heads of Service

User testing was key

People should want to use it: the toolkit needed to be user friendly, engaging and meet need

Beta version was tested by Community Development in their consultations

In the last 12 months

20 completed self
service surveys /
consultations

1

Across 8 teams

2

Approach was emulated
in RBBC's
Communication's Toolkit

3

Redhill Football Club Community Facility

We wanted to know	What residents think about the Redhill FC facility and how it could be best used.
Why	To help scope plans for physical improvements and new activities at the Redhill FC facility.
Impacts	The survey increased awareness of the community facility and gave a range of ideas for activities that people would be interested in attending.

Sandcross Lane Pump Track

We wanted to know	The views of young people who have used the BMX pump track.
Why	To form part of an impact evaluation (for the grant used to fund build pump track).
Impacts	Funding has been sourced for new benches (being installed soon).

Voluntary and Community Sector Partnerships

We wanted to know	Ideas from VCS to inform how the council should work in partnership.
Why	To hear directly what VCS partners needed from us and to support ongoing partnership working.
Impacts	The VCS plan reflected the feedback we heard and demonstrated to the sector our collaborative approach.

Food Clubs and Cost of Living

We wanted to know	How to improve our food club offer (and other ways RBBC can support residents with the cost of living).
Why	A rapid evaluation of existing food club and food bank provision was needed in response to the cost of living crisis.
Impacts	Results informed food club provision offer to help alleviate food insecurity within the community.

Staff Travel	
We wanted to know	How staff travel to work and their travel preferences.
Why	To calculate RBBC's scope 3 carbon emissions and understand barriers to more sustainable travel.
Impacts	RBBC's scope 3 carbon emissions have been estimated and initiatives to encourage sustainable travel to work have been proposed.

Anti-Social Behaviour in Redhill	
We wanted to know	People's views on PSPOs and their experiences of ASB in Redhill.
Why	To understand how RBBC can best implement PSPOs that address resident concerns and experiences of ASB in Redhill.
Impacts	The findings supported the renewal of a 3 years PSPO and RBBC's successful application to the safer streets fund. This funding meant that RBBC could commission qualitative research to capture the views of groups not reached by the survey.

R&Be Active Summer Holiday Survey 2023	
We wanted to know	To ask parents for their feedback on the summer activity booking system, sessions, value for money and inclusivity.
Why	To evaluate the summer holiday activity program.
Impacts	The service area was able to shape their programmes of events based on resident's enjoyment and feeling of value for money.

Borough News Magazine	
We wanted to know	Readers feedback on the borough news magazine.
Why	To understand how to improve the RBBC e-news magazine, including frequency, format and content.
Impacts	Suggested a wider geographic range of content and topics.

Reflections

Look at what other councils
and partners are doing

Be iterative

Get to know internal
stakeholders across service
areas

Be collaborative

Be realistic
about what you
can achieve

Seek regular feedback from a
diverse range of
stakeholders

Be patient –
momentum will build

Where we were

Where we are



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide balanced and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with the public to make sure that concerns and aspirations are considered and understood.	To partner with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
PROMISE	"We will keep you informed"	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."

IAP2 Spectrum of Public Participation

Planned future content

How to write semi structured interview / focus group guides

Workshop resources

Free text analysis

What is a representative sample?

Participatory models and best practice case studies

Conducting interviews and focus groups

Reaching underrepresented groups

Thank you!

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