



Leigh-on-Sea Town Council

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Chairman: Cllr Pat Holden
Vice Chairman: Cllr Carole Mulroney
Town Clerk: Paul Beckerson

1st December 2011

Notice is hereby given that the next meeting of the **Town Plan and Strategy Sub-Committee** of the Leigh-on-Sea Town Council will take place on **Thursday 8th December 2011 at 7.30 pm** at the Town Council office 67 Elm Road, Leigh-on-Sea, when it is hoped to transact the following business.

AGENDA

1. APOLOGIES FOR ABSENCE
2. DECLARATIONS OF INTEREST
3. TO APPROVE MINUTES OF THE 10TH NOVEMBER 2011
4. UPDATE ON CORE STRATEGY
5. UPDATE ON COMMUNITY HALL
6. IDENTIFY EXISTING COUNCIL POLICY/ACTIVITIES
7. IDENTIFY OTHER STAKE HOLDERS
8. DRAW UP CONSULTATION STRATEGY – Report 1979/RH (Appendix 1)
9. IDENTIFY QUESTIONS FOR INCLUSION IN TOWN GUIDE – Report 1980/RH (Appendix 2)
10. DATE OF NEXT MEETING

Town Clerk
1st December 2011

Any member who is unable to attend the meeting should give their apologies in advance of the meeting.

Strategy and Town Plan

Next Steps

1. Identify what we do, what services we provide and why and at what cost.
2. How do these services fulfill our basic strategy.
3. Is what we are currently doing in line with the wishes/needs of the residents of Leigh
4. What are the priorities of the residents of Leigh
5. How can we fulfil the wishes of the residents of Leigh

CONSULTATION

We need to focus on finding out about the needs, concerns, priorities and satisfaction levels of the residents of Leigh and other stakeholders.

We need to decide:-

1. who to consult
2. what to consult on
3. how to ask them

We need to work out **who** our stakeholders are and plan to consult them all

- **skate park users,**
- **visitors to Leigh Lights,**
- **allotment holders,**
- **visitors to events,**
- **residents who have consulted us, visited surgeries, attended meetings**
- **those who have never consulted or attended meetings.**
- **Planning applicants**
- **SBC**
- **Borough Councilors and MP**
- **Youth groups/schools**
- **Businesses**
- **Community groups/churches**
- **Voluntary orgs.**
- **Clubs/societies**
- **Etc.**

A phased approach - who will we listen to first?

Pilot things and learn and improve as we go

Keep a record of who we are going to consult and why

You cannot consult with absolutely everyone about absolutely everything.

Focus on our stakeholders.

Thinking about what questions to ask. There are a few key points:

Don't just ask about things that **we** think are appropriate – think from the customer's point of view. What do they want to tell us about?

Think clearly about our **objectives** for consulting people –

- Why are we doing it?
- What decisions will it influence?
- Avoid asking about things that are just interesting to know
- Focus on issues that we can change or strongly influence.

Which of these do we want to do?

- Compare and challenge the existing role of the council.
- Find better ways of meeting residents' needs.
- Shape the way our service is delivered.
- Measure satisfaction with the council.
- Prioritise future spending.
- Set targets for the council.
- Check out reaction to new ideas or initiatives.
- Look for quality improvements.
- Check opinions, views, attitudes.
- It's probably most of these and some of our own.
- Get more insight into our residents' opinions, views and attitudes.

Methods.

- The most popular methods generally are 'having the information sent to them' and 'surveys' (ie) home based consultation.
- Some people like public meetings but others avoid anything that involves leaving the home.
- People on higher incomes are more likely to favour being on panels/groups. They are also most likely to have access to on-line consultation.
- People on lower incomes are generally less keen on getting involved and feel 'information poor'.
- Young people like focus groups and street interviews.
- Older people often like Neighbourhood Forums.

All consultation methods have strengths and weaknesses.

Some are more 'representative' than others, some get a more 'in depth' response, some are best if you want a quick response:

Postal Surveys often get a limited response (20% or less) but can be good for when you want to give more information as well.

Focus Groups explore issues in detail from the customer's point of view. They are good for getting common sense opinions on complex issues

Telephone Surveys are great when you need a quick response and have simple questions.

Personal Interviews are often the most statistically reliable method because you can control the number and type of people that you ask.

Some local authorities ask people's views, then:

- Don't tell them what will happen with the results.
- Don't do anything with the results.
- Don't tell anyone the results.
- Do what they planned they were going to do anyway.

- Ask them the same things again next year.

We must make sure that we don't do the same.

Some pitfalls to think about are:

- By consulting, you can easily raise expectations that things will change overnight, they won't.
- Be careful and realistic about the scope for change.
- If you consult on a decision that has already been taken, it will come back to haunt you.
- People know when we are doing 'token' consultation.
- Expect some conflict and pain - if you consult with a range of stakeholders, they will often have opposing views.
- It's the politician's role to decide how to respond - bearing all these views in mind.
- Don't just put on an event (e.g. focus groups or policy conference) and expect people to be interested and flock to it.
- You may need to work hard to engage them. An effective communication plan is key.
- If you only allow people to write in on an issue (say following a 'Flagship' article) you may just get unrepresentative responses.

What do we want to know??

Southend Borough Council has to cut it's expenditure and Leigh as an affluent area with few if any special needs is likely to feel the pinch.

We are conducting this survey so that we can find out the best ways that we, as your parish council, can make sure that Leigh-on-Sea:

- Continues to enjoy a high level of services.
- Has the services which the local community desires

Leigh on Sea Town Council is your local Parish Council. The purpose of the council is:-

“To promote the well being and quality of life of the residents of Leigh-on-Sea”

To achieve this we aim to:

- take part in an open dialogue with residents to better understand their needs, and in turn explain how we will address these needs within the resources and powers available to the Town Council;
- assist and encourage other bodies to provide high standard, value for money services to help meet the needs and wishes of the residents;
- provide additional services to supplement the services which are provided by others; and
- promote the best interests of the town for the benefit of the local community.

Questions

1. What do you consider are the best aspects of Leigh?
2. How can these be developed and built on?
3. What challenges does Leigh face for the future?
4. How can these challenges be addressed and resolved?
5. What is you “vision for Leigh”?

Specific Questions

1) **The community centre?**

- Should the community centre in Elm Road be retained as a community facility?
- Should it be developed to provide a civic hub i.e. town council offices, contact point for police and other services, base for volunteer groups?
- Would you support the refurbishment of the community centre?
- What facilities would you like to see at the community centre

2) **Elm Road Civic Site**

- Should this site be redeveloped to provide new additional facilities?
- What facilities would you like to see provided at this site?
- How would you like to see this site redeveloped?
- Should the existing buildings, i.e. the police station and the community centre be retained?

3) **Old Leigh High Street**

- Should priority be given to enhancing the facilities in this area?
- Should traffic, particularly at busy periods, be controlled in this area?
- Is the present balance of use between tourism, the fishing industry and residential correct?
- Is it important to retain and support the fishing industry in Leigh?
- How would you like to see this area develop for the future?

4) **Green Areas Parks and Gardens**

- The town council area includes Two Tree Island and Belton hills. how could the council best protect and enhance these areas?
- How could Bonchurch park be improved?

5) **Youth Facilities**

- Would you like to see more facilities young people in Leigh?
- What facilities would you like to see?
- Which age group should we concentrate on?

6) **Policing**

- Is it important to maintain a police presence, i.e. police station in Leigh?
- Is a police “front desk” important to you?
- Are you happy with the level of policing in Leigh?
- Are there any changes you would like to see?

7) **facilities for the elderly**

- What type of facilities and activities do people want?

8) **health care**

- Are there enough facilities and are they in the right place?
- Are there any additional needs that are not catered for?

9) **transport and roads**

10) **planning**

11) **airport**

12) **cultural events**

13) **allotments**

14) **commercial areas**