

Appendix 2

Scrutiny Review Action Plan – Resident Engagement in the Budget Process

Recommendation	Response / Comments / Action	Responsibility	Date
R1. That the council educate residents on the importance of budget setting by involving them in the co-design and co-production of consultation activities and communication.	Once the nature of the broad budget proposals become clear an updated communications and engagement strategy will be produced to improve the depth of resident engagement in the budget setting process.	Service Head – Communications and Marketing	Sept 2014
R2. That the council decision making process be made as visible as possible to stimulate resident interest.	The decision process will continue to be made available on the council’s website and other relevant channels of communication such as Apps will be explored.	Service Head – Communications and Marketing	Sept 2014
R3. That the council’s public-facing materials should educate and engage residents on budgets, seeking to make these as easy-to-understand as possible.	The Communications team will review options for improving public facing material. The materials will be made relevant to local people and the choices facing the council.	Service Head – Communications and Marketing	Ongoing
R4. That the council tap into all the networks in Tower Hamlets to communicate messages about the budget process.	The council engages with partners and the community through a range of mechanisms, including formal Community Plan Delivery Groups and a range of local forums representing diverse community groups and other local partner organisations. Approaches to build on the current Budget Congress and further engage these groups in the budget process will be explored.	Service Head – Corporate Strategy and Equality	Dec 2014
R5. That the council revamp its website to appeal to young people in the borough and explore a range of online social media tools to model budget setting.	The council’s website has been revamped and an interactive App will be further developed to ensure	Service Head – Communications and	Sept 2014

	budget processes are accessible	Marketing	
R6. That the council commissions a community research organisation to undertake quota sampling structured towards demographics that the council wishes to engage with, to ensure that consultation results are sensitive to the voice of all the diverse communities within the borough.	We are exploring, together with partners, the best way to engage with diverse local residents around consultation on the budget and the Community Plan. One option is the use of our existing Community Champions to supplement existing mechanisms.	Service Head – Corporate Strategy and Equality	Approach agreed by Sept 2014
R7. That the council be open to exploring a range of creative approaches to reward schemes for residents who participate in the budget process.	As part of the above activity, a range of options for reward schemes will be explored. This is likely to be linked to incentives to register online and participate in budget consultation exercises.	Service Head – Communications and Marketing	Ongoing