



NORTH EASTERN INSHORE FISHERIES & CONSERVATION AUTHORITY

CONSULTATION STRATEGY

April 2015

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CONSULTATION STRATEGY - AN INTRODUCTION

The Authority is fully committed to open dialogue with all stakeholders and interest groups involved in marine related activities within its district. This guide summarises the Authority's approach to consultation.

North Eastern Inshore Fisheries and Conservation Authority (NEIFCA) has adopted the following national vision:

“To lead, champion and manage a sustainable marine environment and inshore fisheries, by successfully securing the right balance between social, environmental and economic benefits to ensure healthy seas, sustainable fisheries and a viable industry.”

A customer focus is considered to be an essential central component of the Authority's engagement with users and interest groups particularly those who have traditionally been under-represented because of difficulties in making contact. Failure to embrace this approach and ethos will impact on the positive delivery of the Authority's strategic and working level objectives and in turn the national IFCA vision which represents the ultimate goal in achievement.

The Authority is best placed to decide whom to consult and in what way, taking account of all requirements of good practice. Nevertheless, it must adopt a strategic approach to consultation and ensure that adequate arrangements are in place to meet its responsibilities to consult.

These guidelines are intended to provide a framework for all consultation by the Authority.

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CONSULTATION GUIDE

PREPARATION

1. Deciding the purpose of the consultation: You should have a clear view about the purpose of the consultation exercise and what the Authority wants to know at the end of the exercise.

Consideration should be given as to the level of information which it is necessary to provide to those to be consulted in order to get a more meaningful response from the exercise.

2. The main reasons for consultation are either:
 - a) Information: providing information to raise awareness of an issue, or
 - b) Learning: a focus to listen and learn from the public and interest groups
 - c) Exchange: a commitment to define issues, provide information and debate problems and solutions with others
3. Who to consult: Is it the industry at large or a defined category of users, or targeted customers?
4. When will the consultation take place: This question is linked to the reason for carrying out the consultation and could be;
 - at the beginning to provide a benchmark when broad policy options are being formulated,
 - when detailed service organisation is scrutinised, or
 - when future targets are considered.
5. What techniques to use: This will depend upon the reason for the consultation and upon who is to be consulted. The available techniques range from consultation with all known participants in marine activities within the Authority's area on a particular wide ranging policy issue to a small focus group considering a service specific issue such as potting, trawling or recreational activities. In all cases a mix of techniques will be required.

CONSULTATION GUIDE

PRE CONSULTATION AUDIT

	YES/NO/TIMESCALES
<p>Is there a need to provide information to inform the consultation process?</p> <p>Are we trying to ;</p> <ul style="list-style-type: none">identify needs (those met and those unmet)identify satisfaction (quality of current provision)identify alternative optionsclarify/validate performance measures and targets <p>What is already known about attitudes, do we need to consult?</p> <p>Who do we need to consult?</p> <p>Within that grouping are there any hard to reach groups? If so, who and what special arrangements are appropriate?</p> <p>Which Technique do we need to use (Select at least 1 technique from each of groups 1 - 5</p>	

CONSULTATION GUIDE

CONSULTATION MATRIX

PURPOSE	TECHNIQUES	DESCRIPTION	TARGET AUDIENCE	FEEDBACK
GROUP 1 Providing Information - An opportunity for raising awareness and gaining understanding.	Media Attendance at Public events Question Times Notice Boards Website Team Meetings	Mail shots to all interested parties } Deposited Documents at Public Buildings } News Releases } Press Statements } Prepared Messages } Prepared Displays } Notices to Mariners } Minutes Statements Prepared Document	Community at large Members, Staff and public	By meeting, letter, e-mail
GROUP 2 Consulting the Public	Feedback System Interactive web-site Public meetings 'Surgery' Events Opinion polls	Inviting e-mail messages from customers on a particular issue or service matter. These are a traditional method of informing the public usually with a platform of Members and/or Officers and based upon an open invitation to members of the public to attend. These are 'one to one' focused meetings where fixed time slots are 'booked' following open invitation. These may be used to find out customers' views on service specific issues for example "should there be an effort limitation scheme". The opinion polls are generally used to obtain users immediate reactions	All Cases Community at large Community at large Community at large or Defined Category Community at large or Defined Category	E-mail Individual Feedback Notes & Report Report

PURPOSE	TECHNIQUES	DESCRIPTION	TARGET AUDIENCE	FEEDBACK
Consulting the Public	Focus groups	One off focus groups brings together customers to discuss a specific issue. Focus groups need not be representative of the general population maybe involving a particular citizen group only. Discussions may focus on the specific needs of that group, on the quality of a particular service or on ideas for broader policy or strategy. Focus groups typically last between 1 and 2 hours only. Usually involving 8 to 12 people.	Defined Category	Media Newsletters Individual Feedback
	Service user forums	These are ongoing bodies which meet on a regular basis to discuss issues relating to the management and development of a particular service. Forums may have a set membership or operate on an open basis.	Defined Category	
	Issue forums	These are also ongoing bodies with regular meetings but focusing on a particular issue e.g. the under 10 m Regional Advisory Group. Again they may have set membership or operate on an open basis and are often able to make recommendations to the Authority or to share in decision making processes.	Defined Category	
	Service Satisfaction surveys	These may be one off regular initiatives focusing either in specific services or on the Authority's general performance. Surveys might be carried out in a variety of ways e.g. exit polls, postal surveys, door to door surveys and might cover the entire customer base population or a particular group of service users.	Defined Category of Customers or Targeted Customers	

GROUP 3 - Consulting with Members	Member Focus Groups	A small group of Members to discuss a specific issue e.g. patrol vessel procurement or national consultation exercises.	Targeted Members	By report
	Member Seminars	One off open meetings to act as sounding boards for the Members of the Authority and also as a means of training or informing.	All Members	Printed reports
	Area Panels	A grouping of Authority Members from single IFCA districts to discuss a specific issue of interest to a specific locality.	Members for district concerned.	By reports

PURPOSE	TECHNIQUES	DESCRIPTION	TARGET AUDIENCE	FEEDBACK
GROUP 4 - Staff	Staff Panel	An ongoing panel which focuses upon a specific service or policy issue or on a wider strategy (e.g. annual plan, Health and Safety review)	Cross section of staff forming panel	By report
	Staff Focus Group	A small group of staff to discuss a particular issue.	Defined category of staff	By report
	Staff Suggestion Scheme	A mechanism for any member of staff to put forward ideas for service improvement and development.	All members of staff	Individual feedback
	Team Briefing	Utilising the existing team briefing framework to discuss issues affecting the team.	Team member	Team meeting process
	Specialist Staff Task Groups	Set up specifically to look at ad hoc one off specific issues (e.g. website development)	Staff concerned	By report
GROUP 5 - Consulting with Partners	One to one Discussions	Opportunity to debate issues individually.	Partner concerned.	Individually
	Meetings of Partnership	Formal grouping of Partners to create wider debate upon issues affecting the whole Partnership (e.g. Memoranda of Understanding development)	The Partnership	Reports or newsletters
	Cluster Meetings of Number of Partners	Discussion crossing Partnership boundaries, either on specific issues or on wider issues (e.g. Joint Coastal Enforcement Group).	The appropriate Partnerships	Reports and newsletters
	Opinion Surveys	One off regular initiatives focusing either on specific issues or on the Authority's general performance.	Partnership concerned	Newsletters

CONSULTATION

PROGRAMME TO BE ADOPTED EACH YEAR FOR CONSULTATION UPON THE ANNUAL PLAN

March	Review of previous years performance and draft 'new' Annual Plan content approved by NEIFCA
April	Annual Plan published.
September	Report on progress in achieving current year targets. Feedback results of consultations on Annual Plan to inform forthcoming Budget Review and Target Setting. Resource allocations have been set, service option levels and targets are agreed by the Authority.
November	Annual Report published.
December/February	Prepare report on performance and draft Annual Plan based upon agreed targets.