

Consultation Methodology

The aim of the consultation is to widely seek views of borough residents which would be used to inform the development of the Borough Manifesto. To achieve this aim, the consultation methodology has been designed to include a variety of procedures enabling as many residents as possible, of all ages, to take part.

The consultation was launched on 10 August and ran until 31 October 2016.

The engagement methods used were as follows:

- An in depth online survey, available via the council consultation portal.
- An in depth online survey, designed and completed by young people attending the borough's secondary schools/college.
- A short printed questionnaire, distributed widely across the borough.
- A short printed questionnaire distributed to all primary schools and completed in class.

Online Survey (all residents) – and in depth online questionnaire available through the Council's consultation portal. This was divided into themes including education, housing, employment and income, skills and training, crime and anti-social behaviour and health. For each theme, a list of statements were provided where respondents could choose the three they felt were most important. This survey was promoted via social media, press releases and cards handed out to commuters at Barking, Dagenham Heathway and Chadwell Heath Stations. By asking respondents to choose the three most important issues for each theme, it has been possible to rank issues by number of responses received.

Online Survey (Secondary Schools) – The Barking and Dagenham Youth Forum designed an online survey which provided a series of issues identified by the Forum as most relevant to young people. Respondents were asked to tick those issues they saw as relevant to them. The survey was made available online to secondary school students, coordinated by each school/college. Students were also given the opportunity to write in other issues they felt were important, but not included on the lists provided.

Printed questionnaire (distributed borough wide) – a simple leaflet with three open-ended questions asking *what people like about the borough, what they don't like and what they want the borough to look like in 2035*. These were placed in various locations around the borough along with a designated post box for the completed forms to be returned. Locations included children's centres, one stop shops, libraries, council offices. The questionnaire was also used as a basis for all face to face consultation, including at some of the festivals taking place over the summer, and a roadshow event in Vicarage Fields Shopping Centre. A film was produced to accompany this consultation which acted as a hook to encourage people to fill out the questionnaire

Printed questionnaire (Primary Schools) - All Primary School Heads were written to asking for their assistance in co-ordinating the consultation effort within their schools to reach primary school aged children. The same questionnaire detailed above was used for this part of the consultation

Because random sampling techniques were intentionally not used for the online surveys and questionnaire it was possible to seek views from a wider range of residents than would have otherwise been possible. Therefore, the results should be regarded as collective sentiments, and opinions of residents of all ages. As will be seen in the results, there is a remarkable consistency of opinion across all the engagement methods regardless of survey location, survey technique or age of respondent.

To test the validity of these techniques, comparison has been made with the annual resident's survey which includes several questions aligning with those asked in the Borough Manifesto consultation: again, there is consistency across responses. As the resident's survey is a representative sample of the population this enables robust conclusions to be drawn from the results of this consultation.