

- Qualitative research, where all questions are open ended
- User satisfaction & tracking, trend information can only be sought every three years when the panel is totally refreshed
- Localised, detailed consultation (e.g. traffic schemes)
- Projects which need live interaction (e.g. town centre design)

### How do you use the Panel?

- There is a 12 month planned programme for the Citizens' Panel, therefore you need to contact your rep on the Corporate Consultation Strategy Group to log your interest in using the panel, as soon as possible
- Be clear why you need to consult. You will be required to give an outline brief of the areas you would like covered and what you intend to do with the results
- You will be invited to meet with the consultants to discuss the draft brief for the wave
- Draft questionnaire will be designed and circulated for approval

- Consultation is then undertaken (from start to finish i.e. final report, this normally takes 12 weeks)
- Initial results tables will be circulated via email
- Presentation of results will be given by the consultants
- Final report will be circulated via email
- All results will be posted on to the Corporate Consultation Database
- You will be contacted to provide information for the Citizens' Panel Newsletter, on what actions have been undertaken as a result of feedback
- The newsletter will be sent to all panel members and posted on to the consultation pages on the WCC Website  
**[www.warwickshire.gov.uk/consultation](http://www.warwickshire.gov.uk/consultation)**

This leaflet is part of a series of Consultation leaflets produced by Warwickshire County Council

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## Consultation in Warwickshire County Council

# *Consulting the Citizens' Panel a Guide for Staff*

May 2004

## Purpose of Our Citizens' Panel

- We maintain a Citizens' Panel because it gives us a convenient way to consult with a reasonably representative cross section of Warwickshire residents
- The purpose of consulting with the panel is to obtain information on public views to guide service or policy development

## What is the Citizens' Panel?

- The Citizens' Panel is made up of 1,000 Warwickshire residents, and is representative of the County as a whole
- We recruited the current panel in October 2003
- We consult with panel members approximately four times per year, usually by postal survey. Each consultation is referred to as a wave
- We can also use the panel to identify and recruit focus groups
- We refresh and update panel membership regularly to ensure that good response rates are maintained
- We do not give any incentives to panel members, they give their time voluntarily

- We produce a newsletter twice a year, which gives the panel members results of the consultations they have been involved with, as well as actions/changes the council has made as a result of their feedback
- To see the results of the consultation with the panel please see the Corporate Consultation Database, under the Chief Executive's Department

## What is the Profile of the Panel?

- The profile of the current panel reflects the Census findings for Warwickshire where appropriate i.e. in terms of district, gender, age, ethnicity and employment status
- Other profile categories for the current panel show that;
  - 75% of the panel are married or living with a partner
  - 29% have children aged under 16
  - 50% have mortgages
  - 52% have lived in their current accommodation for 11 or more years
  - 67% have Internet access at home

- For 88% the car is the most common mode of transport
- 59% are educated to 'O' level standard
- A profile of respondents is provided with the results of each wave of consultation

## Use the Panel for.....

- Consultation by postal survey (or occasionally telephone survey)
- Consulting with a reasonably representative cross section of Warwickshire residents
- One-off evaluation of satisfaction
- Exploring priorities of residents
- Testing awareness of services
- Informing service or policy development or improvement
- Public consultation as part of a review

## Don't use the Panel for.....

- Consultation with minority groups, small user groups or specific groups (e.g. parents of children under 16), as the response rate for these questions will be low as the majority of the panel will be excluded