

Appendix C - Corporate Plan Consultation Summary

Contact Officer – Tom Overend, Strategy & Policy Lead

1. Overview

Slough Borough Council conducted a consultation on the draft Corporate Plan structure, via its Citizen Space platform. The consultation ran from 26th June to the 7th August 2023. There were 169 responses in total, 159 of which were from residents. A breakdown of the respondents is included in section 4.

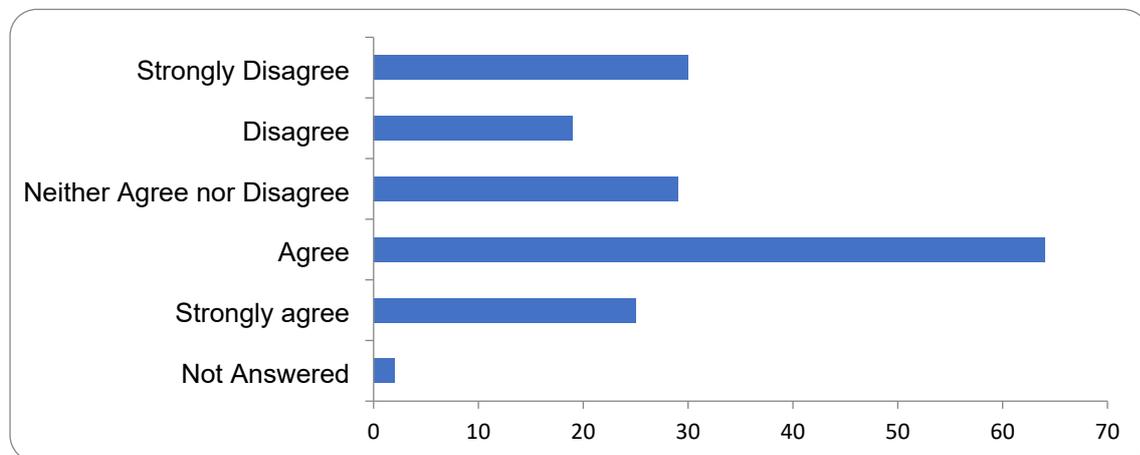
Respondents were given the opportunity to review the Slough Insight Pack evidence base, and the plan's draft structure:

- Purpose – SBC's key mission statement and driving focus for the council
- Approach – five values demonstrating the type of council we wish to be, how we will work and our relationship with residents and partners
- Priorities – three strategic objectives summarising the key challenges we will look to address over the next four years

Respondents were asked to state the extent to which they agreed with the above elements of the plan, and were also given the opportunity to comment in their own words.

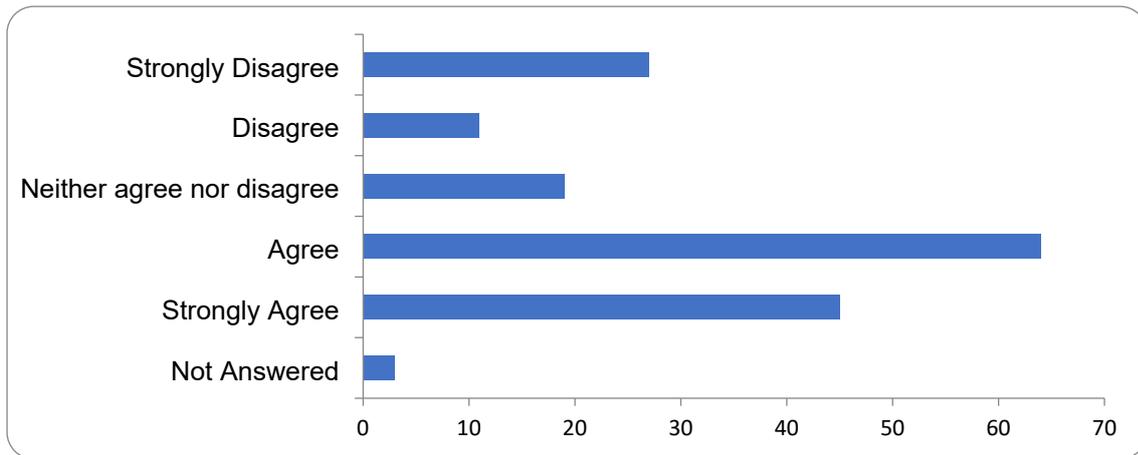
2. Summary

Our Purpose: Increasing healthy life expectancy by focusing on children.



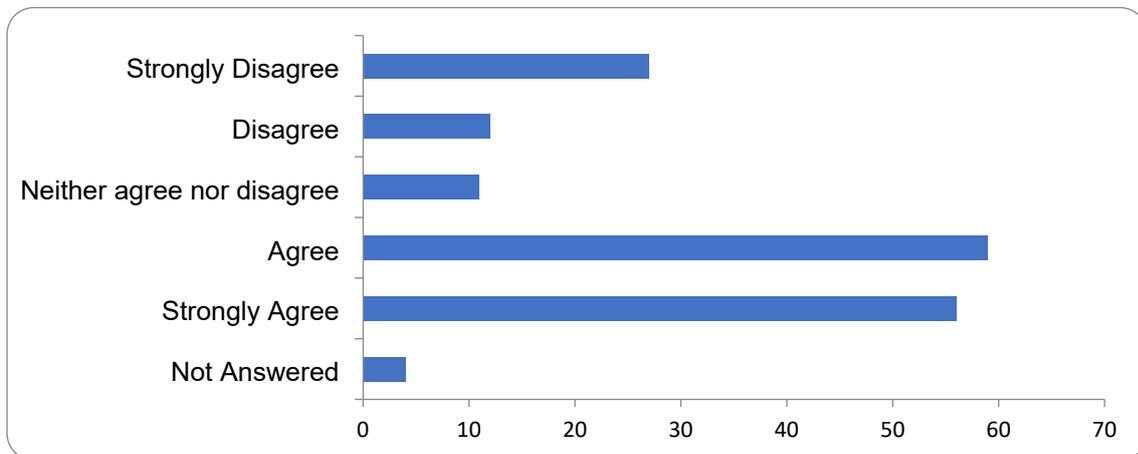
Option	Total	Percent
Strongly Disagree	30	17.75%
Disagree	19	11.24%
Neither Agree nor Disagree	29	17.16%
Agree	64	37.87%
Strongly agree	25	14.79%
Not Answered	2	1.18%

Our approach: Resident Focused



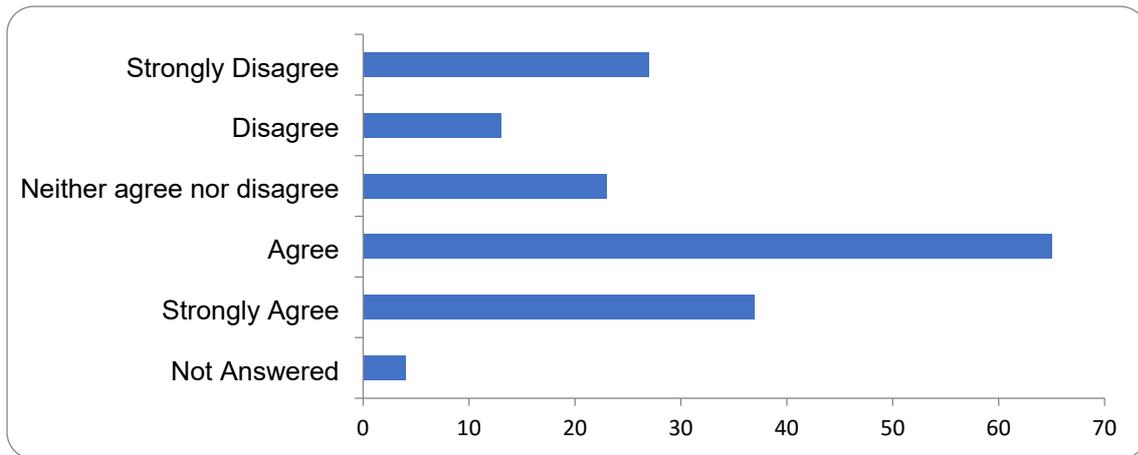
Option	Total	Percent
Strongly Disagree	27	15.98%
Disagree	11	6.51%
Neither agree nor disagree	19	11.24%
Agree	64	37.87%
Strongly Agree	45	26.63%
Not Answered	3	1.78%

Our approach: Providing Financial Sustainability



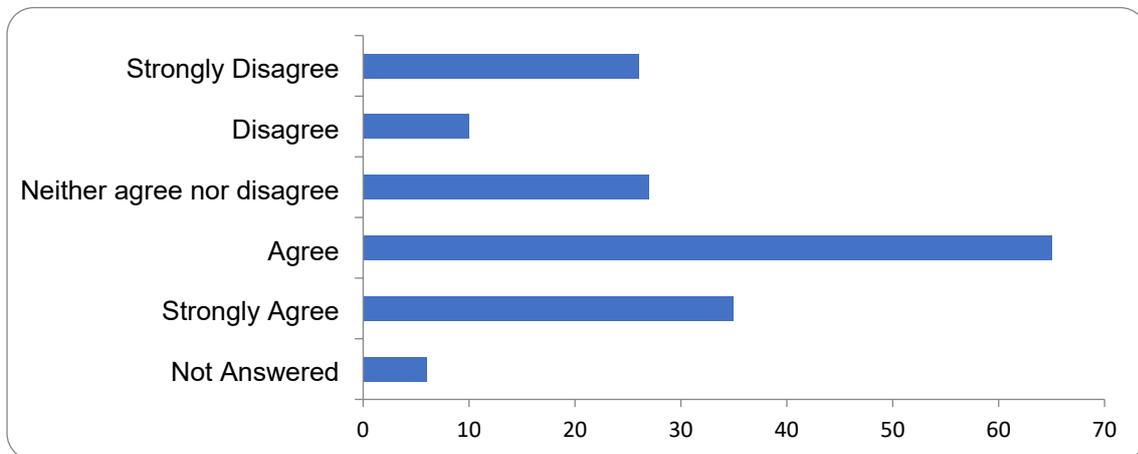
Option	Total	Percent
Strongly Disagree	27	15.98%
Disagree	12	7.10%
Neither agree nor disagree	11	6.51%
Agree	59	34.91%
Strongly Agree	56	33.14%
Not Answered	4	2.37%

Our approach: Enabling Residents and Communities



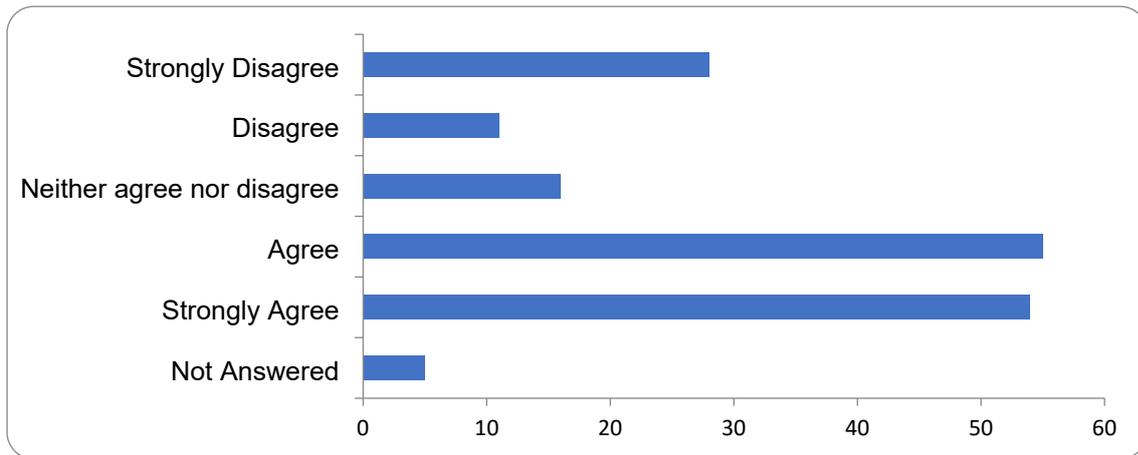
Option	Total	Percent
Strongly Disagree	27	15.98%
Disagree	13	7.69%
Neither agree nor disagree	23	13.61%
Agree	65	38.46%
Strongly Agree	37	21.89%
Not Answered	4	2.37%

Our approach: Strengthening Partnerships



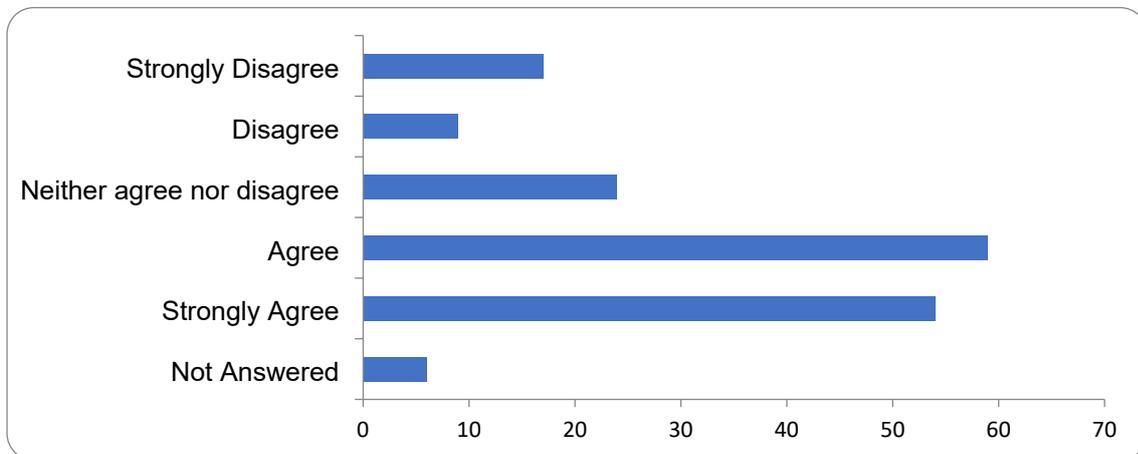
Option	Total	Percent
Strongly Disagree	26	15.38%
Disagree	10	5.92%
Neither agree nor disagree	27	15.98%
Agree	65	38.46%
Strongly Agree	35	20.71%
Not Answered	6	3.55%

Our approach: Building Trust



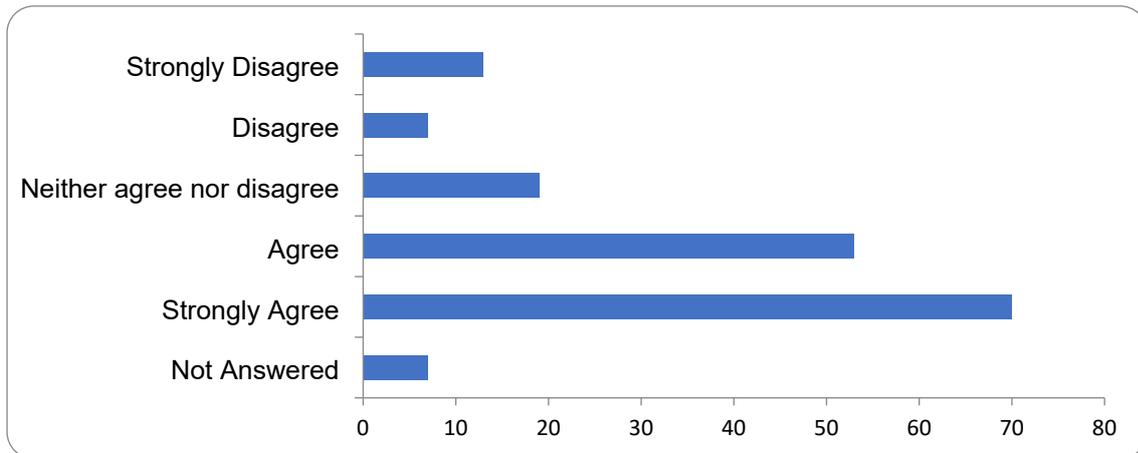
Option	Total	Percent
Strongly Disagree	28	16.57%
Disagree	11	6.51%
Neither agree nor disagree	16	9.47%
Agree	55	32.54%
Strongly Agree	54	31.95%
Not Answered	5	2.96%

Our priorities: 1. A borough for children and young people to thrive



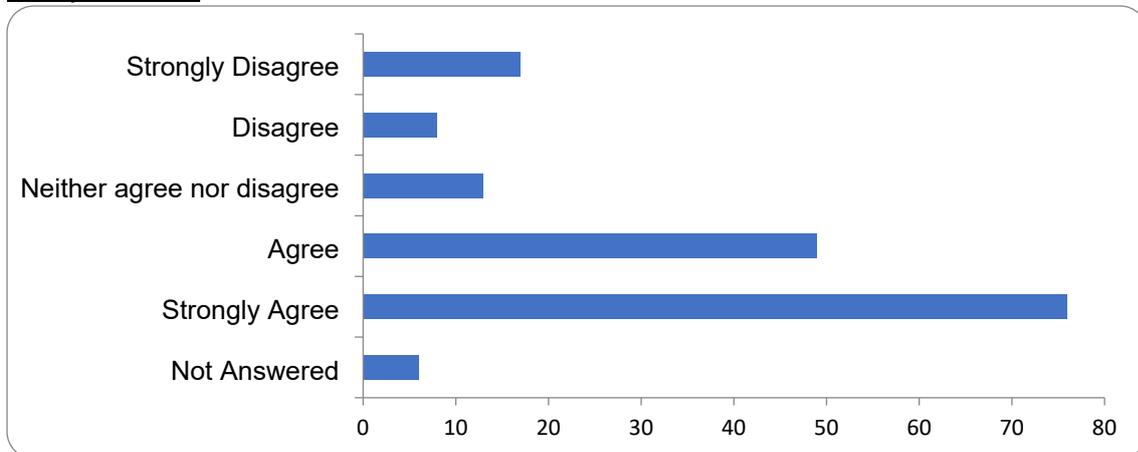
Option	Total	Percent
Strongly Disagree	17	10.06%
Disagree	9	5.33%
Neither agree nor disagree	24	14.20%
Agree	59	34.91%
Strongly Agree	54	31.95%
Not Answered	6	3.55%

Our priorities: 2. A town where residents can live healthier, safer and more independent lives



Option	Total	Percent
Strongly Disagree	13	7.69%
Disagree	7	4.14%
Neither agree nor disagree	19	11.24%
Agree	53	31.36%
Strongly Agree	70	41.42%
Not Answered	7	4.14%

Our priorities:



Option	Total	Percent
Strongly Disagree	17	10.06%
Disagree	8	4.73%
Neither agree nor disagree	13	7.69%
Agree	49	28.99%
Strongly Agree	76	44.97%
Not Answered	6	3.55%

3a. Comments – equalities implications and limitations

The consultation was an opportunity to identify potential equalities implications arising from the corporate plan.

Due to the small sample size of groups of respondents with certain protected characteristics, extrapolating from responses to the above elements of the corporate plan is not an effective means of assessing the impact of the corporate plan on these groups – see section 4 for demographic breakdown of respondents.

Of particular note, there were only three respondents aged between 16 and 24, and no respondents aged 15 and under. This highlights the importance of the commitment within the corporate plan to ‘increasing children and young people’s participation in decisions that affect them and in shaping the future of Slough’. Further targeted engagement work will need to be carried out with young people in the development of further key strategies, such as the children and young people’s plan.

However, respondents had the opportunity to comment on the consultation in their own words, and the following equalities issues were highlighted:

Some respondents were concerned that the focus on children and young people would disadvantage elderly residents and other vulnerable residents, such as those with disabilities – see section 3b. **Given the borough’s specific demographic profile, and the history of intervention in children’s services in Slough, the council feels that a specific focus on children and young people is important to addressing the challenges Slough faces.**

However, the corporate plan does include a commitment to support residents to be as independent as possible, whilst providing quality services for the most vulnerable adults. Maximising independence, confidence and capacity for self-management has been demonstrated to enable people to live the life they want, stay independent at home for longer and reduce the need for emergency and statutory services.

Five respondents raised the theme of Special Educational Needs and Disabilities (SEND) services. The first commitment under the first strategic priority of the new corporate plan is to ‘provide quality services for vulnerable children and those with special educational needs and disabilities’, **which signals the councils intent to put the needs of these children at the heart of our work.**

Eight respondents raised issues relating to support for parents, **this will be of importance if the council is to effectively deliver on the objectives in the corporate plan to improve outcomes for families, and will need to be factored into service planning and the development of other key strategies.**

One respondent highlighted the need to tackle inequality, by tailoring services to meet the needs of different communities. Another respondent commented on specific health challenges faced by those of Asian ethnicity in Slough. **This will need to be factored in by the Slough Health & Wellbeing Board in the development of its new action plan.**

3b. Comments – key themes

All respondents' comments were reviewed and assigned thematic 'tags' to enable qualitative analysis of the consultation and identify issues of importance to respondents.

Where appropriate, an overarching theme has been assigned, and then also a more specific sub-theme. For example, a response might have been tagged with the overarching theme of Crime and Community Safety, and the sub-theme of Antisocial Behaviour.

The table below shows the top 10 themes raised by respondents, sub-themes and the number of residents who raised them. A brief summary of how these themes relate to the updated corporate plan is also included.

Theme, Sub-themes	SBC Updated Corporate Plan
<p>SBC culture and behaviours - 45</p> <ul style="list-style-type: none">• Trust - 22• Being active / present in community - 17• Customer service - 8• Respect for residents - 4• Greater ambition - 1	<p>The new corporate plan builds on the previous plan's commitments to improve our culture as an organisation, and the approach section sets out the type of organisation we wish to be.</p> <p>Building trust is one of the key aspects of this approach, and this section describes how we will seek to restore confidence in SBC.</p> <p>We will be active and present in the community – and the corporate plan includes commitments to build community capacity and develop platforms that allow our community to shape Slough's future.</p> <p>A further key aspect of this new approach is being resident focussed, and the updated plan now includes further commitments to improving response times and customer service.</p>

<p>Children & young people - 39</p> <ul style="list-style-type: none"> • Youth centres & activities - 10 • Education and school facilities - 9 • Support for parents - 8 • Children's centres - 6 • Special Educational Needs and Disabilities - 5 • Play areas - 5 • Youth participation - 3 • Children's mental health - 3 • Children's social services - 1 	<p>Children and young people are a key focus of the new corporate plan – both in the overall purpose section and the priorities.</p> <p>The council's first strategic priority is to work towards a borough where children and young people can thrive. There are further commitments to:</p> <ul style="list-style-type: none"> • Providing quality services for vulnerable children and those with special educational needs and disabilities (SEND) • Improving outcomes for disadvantaged children and young people • Tackling high rates of child obesity • Increasing children and young people's participation in decisions that affect them and in shaping the future of Slough <p>SBC will also be working with partners to develop a Children and Young People's plan, which will provide more detail on how we will work together to improve outcomes, and address the themes raised here.</p> <p>See also section 3a.</p>
<p>Town image - 36</p> <ul style="list-style-type: none"> • Cleanliness & litter - 22 • Town centre / high street - 13 • Retail - 4 	<p>The updated corporate plan recognises the impact of the environmental quality and the quality of public spaces on a persons' health and wellbeing.</p> <p>The corporate plan includes a commitment under the third strategic priority to provide 'clean, quality public spaces and working with developers to deliver a modern town centre for future generations.</p>

<p>Crime and Community Safety - 27</p> <ul style="list-style-type: none"> • Drugs & alcohol misuse - 11 • Antisocial behaviour - 8 • Violence and knife crime - 2 	<p>The corporate plan includes a commitment to ‘improving community safety and tackling anti-social behaviour – providing a safer town to grow-up’ and recognises the impact of community safety on a person’s wellbeing.</p> <p>The Slough Wellbeing Board is currently also developing a new action plan, which will include a greater focus on substance misuse and alcohol related conditions.</p> <p>The council will also be working with partners to strengthen the Safer Slough Partnership.</p>
<p>Financial management - 24</p>	<p>The new corporate plan recognises that SBC must continue to demonstrate tangible progress towards our recovery if we are able to effectively deliver for our residents and achieve our strategic objectives for the town.</p> <p>Providing financial sustainability is a key pillar of the new ‘approach’ for the council set out in the plan, which includes commitments to live within our means, balance our budget and be honest and open about the difficult decisions that we will need to make.</p>
<p>Health & wellbeing - 20</p> <ul style="list-style-type: none"> • Health centres - 8 • Obesity - 7 • Mental health - 3 	<p>Improving healthy life expectancy is central to the new purpose for the council set out in the new corporate plan and is woven throughout all three strategic priorities.</p> <p>We will be working with partners on the Slough Health & Wellbeing Board to develop a new action plan, to deliver rapid progress.</p> <p>As part of this plan, we will be seeking to co-host a summit on tackling obesity, to bring partners and the community together to tackle this important issue.</p>

<p>Waste collection - 19</p>	<p>The comments in this theme primarily related to the recent change to collecting refuse and recycling waste on alternate weeks.</p> <p>[Response to summarise response to petition on waste collection also going to Full Council on 28th September]</p> <p>Please also see above on response to comments relating to the theme of 'Town image'.</p>
<p>Vulnerable adults - 19</p> <ul style="list-style-type: none"> • Elderly residents - 18 • Disabled residents – 3 	<p>Please see section 3a.</p>
<p>Housing - 14</p> <ul style="list-style-type: none"> • Housing availability - 10 • Housing quality - 10 • Social housing services - 3 	<p>The corporate plan recognises the important role played by housing in determining a person's health and wellbeing.</p> <p>The plan includes a commitment prioritising 'affordable, safe and healthy homes – improving the quality of council housing stock and the private rented sector'.</p> <p>SBC is currently also developing a new Housing Strategy, which will provide further detail on the action the council will be taking in this area.</p>
<p>Growth - 9</p> <ul style="list-style-type: none"> • Employment & skills - 8 • Local economy - 2 	<p>The corporate plan includes a commitment to 'engaging with businesses to create new employment opportunities for Slough families and routes to upskill'.</p> <p>Over the coming months the council will look to form new alliances with businesses to tackle skills gaps, and the council is currently developing a new economic development strategy, which will provide further detail on the action SBC will be taking in this area.</p>

4. Demographic breakdown of respondents

Sex

Option	Total	Percent
Male	70	41.42%
Female	82	48.52%
Prefer not to say	14	8.28%
Not Answered	3	1.78%

Gender

(Was the respondents gender the same as the sex registered at birth)

Option	Total	Percent
Yes	151	89.35%
No (please specify)	2	1.18%
Prefer not to say	14	8.28%
Not Answered	2	1.18%

Age

Option	Total	Percent
0 – 15	0	0.00%
16 – 24	3	1.78%
25 – 39	25	14.79%
40 – 49	40	23.67%
50 – 59	38	22.49%
60 – 69	33	19.53%
70 and over	14	8.28%
Prefer not to say	13	7.69%
Not Answered	3	1.78%

Ethnicity

Option	Total	Percent
White: British	60	35.50%
White: Irish	3	1.78%
White: Any other White background (please specify)	15	8.88%
Mixed: White and Black Caribbean	0	0.00%
Mixed: White and Black African	0	0.00%
Mixed: White and Asian	2	1.18%
Mixed: Any other Mixed background (please specify)	2	1.18%
Asian or Asian British: Indian	27	15.98%
Asian or Asian British: Pakistani	22	13.02%
Asian or Asian British: Bangladeshi	1	0.59%
Asian or Asian British: Sikh	3	1.78%
Asian or Asian British: Kashmiri	2	1.18%
Asian or Asian British: Any other Asian background (please specify)	1	0.59%
Black or Black British: Caribbean	7	4.14%
Black or Black British: African	1	0.59%
Black or Black British: Any other Black background (please specify)	0	0.00%
Chinese or other ethnic group: Chinese	0	0.00%
Chinese or other ethnic group: Any other ethnic group (please specify)	0	0.00%
Prefer not to say	19	11.24%
Not Answered	4	2.37%

Disability

Option	Total	Percent
I do not have a disability	109	64.50%
Visual impairment	3	1.78%
Physical impairment	6	3.55%
Deaf/BSL User	0	0.00%
Hearing impairment	5	2.96%
Mental health/mental distress issues	5	2.96%
Learning difficulties	1	0.59%
Long term health condition/hidden impairment	18	10.65%
Neurodiverse	3	1.78%
Other (please specify)	2	1.18%
Prefer not to say	23	13.61%
Not Answered	5	2.96%

Disabled child group

(Whether the respondent has a child under 18 with a disability, and if so, which impairment groups apply)

Option	Total	Percent
I do not have a disability	109	64.50%
Visual impairment	3	1.78%
Physical impairment	6	3.55%
Deaf/BSL User	0	0.00%
Hearing impairment	5	2.96%
Mental health/mental distress issues	5	2.96%
Learning difficulties	1	0.59%
Long term health condition/hidden impairment	18	10.65%
Neurodiverse	3	1.78%
Other (please specify)	2	1.18%
Prefer not to say	23	13.61%
Not Answered	5	2.96%

Sexual orientation

Option	Total	Percent
Straight or Heterosexual	131	77.51%
Gay or Lesbian	3	1.78%
Bisexual	2	1.18%
Other (please specify)	0	0.00%
Prefer not to say	29	17.16%
Not Answered	4	2.37%

Religion

Option	Total	Percent
Muslim	30	17.75%
Christian	51	30.18%
Buddhist	3	1.78%
Hindu	9	5.33%
Jewish	0	0.00%
Sikh	8	4.73%
Other (please specify)	3	1.78%
None	33	19.53%
Prefer not to say	28	16.57%
Not Answered	4	2.37%

Pregnancy

Option	Total	Percent
Yes	4	2.37%
No	83	49.11%
Prefer not to say	16	9.47%
Male / Not Applicable	54	31.95%
Not Answered	12	7.10%

Maternity

(Whether, if female, the respondent had had a baby in the last 12 months)

Option	Total	Percent
Yes	0	0.00%
No	88	52.07%
Prefer not to say	17	10.06%
Male / Not applicable	51	30.18%
Not Answered	13	7.69%

Marital status

Option	Total	Percent
Single	28	16.57%
Married	96	56.80%
Co-habiting	7	4.14%
Civil Partnership	0	0.00%
Separated	2	1.18%
Divorced	5	2.96%
Widowed	2	1.18%
Prefer not to say	26	15.38%
Not Answered	3	1.78%

Armed Forces Community

(Whether the respondent was a member of the Armed Forces Community)

Option	Total	Percent
Yes	2	1.18%
No	153	90.53%
Prefer not to say	11	6.51%
Not Answered	3	1.78%