

- In general, ensure that written materials are in an accessible format:
 - use a minimum of 12-point type size for fonts (14 where possible and 16 minimum for large print)
 - use clear fonts such as Arial (san serif fonts are recommended by the Plain English Campaign)
 - use medium or bold type
 - avoid using italicised fonts
 - even type spacing, with text aligned to the left (avoid justification)
 - avoid hyphenation and
 - use appropriate colours to allow contrast
- If developing and using a template for written consultation, consider including the following information where appropriate: summary of the consultation; relevant background information; outline of the options; timescales for the consultation and decision making; statement regarding availability of consultation paper in alternative formats; how responses will be used and consent for publication (see Section 10)
- Consider a range of different methods/channels to communicate and disseminate information for the consultation to increase awareness and widen access, including media and newspapers, newsletters, leaflets, community radio, websites, social media and in offices, libraries and community centres (for example, GP offices, health and care centres and social work offices). The Partnership's website or Twitter profile can be used, as can Glasgow City Council's and NHS Greater Glasgow and Clyde's websites and Twitter and Facebook profiles. Also consider using known existing groups and networks to further raise awareness and disseminate information
- Make clear how the information gathered through consultation will be used, and gain consent to publish and make responses publicly available, complying with Data Protection and Freedom of Information legislation and policies and guidelines (see Section 10)



10. Publication, Dissemination and Feedback

One of the final stages of a consultation exercise is to make available the output of the consultation and inform participants and stakeholders of its outcome. This includes updating the **Glasgow City HSCP Consultation and Engagement Log** (staff only).

This is the practical application of the over-riding requirement of transparency in consultation, and it is intended to ensure that everyone who takes part in the consultation can see what has happened as a result of their participation. This is of vital importance in maintaining confidence and trust in the integrity of the consultation process and public services in general. It is not enough just to publish; the method chosen must be such that those with a significant interest can easily access the relevant information.



Guidelines for Publication, Dissemination and Feedback

- Analyse and interpret the raw output data from consultation (whether from written consultation, focus groups or surveys for example) and summarise within a report. Ensure fair and objective interpretation and analysis of the data. Also include the outcomes of the consultation process, and the final agreed policy/service change or development. As part of this, it is good practice to provide a full and open explanation of how views were taken into account in arriving at the final decision and the reasons for not accepting any widely expressed views
- Ensure to tailor the consultation report to the needs of the audience. This can include formats, languages and how information is presented (see Section 9)
- Publish and disseminate the consultation report. It should usually be published as part of the report where a decision is being sought for the policy/service change or development. Also consider using a number of different dissemination methods and channels to increase its accessibility (see Section 9). The Partnership's website has dedicated pages for consultation, and consultation reports can be published here. The key to widening access to reporting the consultation outcome is to publish and disseminate through a variety of ways and routes (see Section 7)
- Likewise to increase accessibility, consider additional formats and methods to report on the outcome of the consultation, which may better meet the needs of particular groups who participated in the consultation or are affected by it. For example, consider making available a summary report, which may include not just text but also pictures, symbols and graphics or provide face-to-face feedback with a presentation at an event or local presentations to stakeholder groups and communities
- It is also good practice to make written consultation responses individually publicly-available. Summaries can be made for views shared through other consultation methods where it is more appropriate (for example, questionnaires, focus groups and events). Responses can be made available at a central location or by providing copies upon request. They can be published alongside consultation reports that are informing the decision being made (for example, on the Partnership's website). It is important, however, that this is made clear to respondents at the start, and their

consent (or otherwise) must be sought for either:

- publishing their response with their name (excluding contact details)
 - publishing their response only (anonymised) or
 - not publishing their response
- Where a response or views are published and ascribed to a named person, group or organisation, exclude their contact details. Where an anonymised response is published, ensure to redact any content within the body of their response which may inadvertently disclose the individual, group or organisation submitting the response – permission from the respondent should be sought before doing this. All Data Protection and Freedom of Information legislation and policies and guidelines must be adhered to.



11 Evaluation

Following consultation, it is good practice to assess how the consultation activities undertaken worked; the impact that they had on the policy/service change or development and the lessons learned for future consultation activity.

The process should be a positive and constructive one, designed to highlight both good practice and what worked well, and areas where improvements can be made. Evaluation need not be lengthy or time-consuming, and any findings (for example, reports) should be made available to interested stakeholders.

Evaluation Guidelines

- Determine how to evaluate the effectiveness of the consultation exercise during the planning stage
- Explore the impact of the overall consultation including how it informed decision making and any service improvements
- Time and resources spent on the evaluation should be commensurate with the scale of the consultation
- Carry out evaluation following each stage of the consultation or at the end of the exercise
- Ensure the evaluation reviews the consultation process, and where possible, discuss it with external stakeholders who participated in it. It is good practice to ask those participating in a consultation to provide feedback on the process and ways it can be improved in the future. This should be inclusive
- Consider reviewing who participated in the consultation, to see whether there were any patterns or obvious gaps. This may identify any groups who were not reached by the consultation methods used. It may also be useful to look at the impact of the methods on the outcomes. For example, if a particular consultation method provided a set of views that significantly varied from others, then consider whether this was due to differences in the method or actual differences in the views of the participants
- Share the findings and lessons learned, through a report and/or meeting. It is good practice to publish an evaluation report, particularly if external stakeholders have been involved. This can form part of the consultation report if timescales allow. Dissemination of the evaluation should be considered in the same way as the dissemination of consultation findings (see Section 10).



