

The Mersey Forest Partners Consultation

The Mersey Forest

Brief

BE Group was appointed by the Mersey Forest to conduct a perceptions survey of the priorities and strengths of the Mersey Forest team and the Mersey Forest partnership.

Consultations were split into three groups:

- 10 local authority partners
- 18 other partners
- 7 local strategic partnerships.

The consultation findings are to be used to inform the Mersey Forest's new communications plan.

Activities

A wide range of consultations were carried out based on pre-agreed questions and covering a wide range of performance and communications topics.

Consultees were asked to prioritise each topic and score the teams and partnerships based on these topics.

Outcome

Recommendations included raising the profile and awareness with local authority members. This can be achieved by:

- Providing an education programme incorporating a welcome pack
- Undertaking annual presentations to Overview and Scrutiny committees
- Promoting skills that the Mersey Forest can deploy as local authorities thin out their own in-house resources
- Preparing and implementing an action plan to address its relationships with LSPs
- Enhancing engagement with the two sub-regional partnerships - CWEA and the Mersey Partnership
- Refreshing of the Mersey Forest logo and other visual elements.

