

## **Cabinet Response to the recommendations of the Overview and Scrutiny Board – Lessons Learned from the Call-in of the Cabinet’s Decision on the Implementation of the English Riviera Beach Standards**

### **Recommendation 1:**

That Cabinet be recommended to consider the lessons learned from the call-in of the Cabinet’s decision on the implementation of the English Riviera Beach Standards regarding communication and engagement and review their approach to future decisions; and to include the Ocean Conservation Trust in the stakeholder panel

### **Response/Update:**

Cabinet acknowledges the strength of feeling and the criticism expressed by Members during the call-in and scrutiny of the decision to implement the English Riviera Beach Standards. Members raised concerns about the timing, clarity and reach of communications; the degree, consistency and sequencing of engagement with key stakeholders; and the need to ensure any changes are introduced with a clear evidence base, clear rationale and appropriate transitional arrangements.

In response to the recommendation, Cabinet will strengthen the stakeholder arrangements that support beach management and standards. The Ocean Conservation Trust will be invited to join the stakeholder panel to ensure conservation and education expertise is embedded in ongoing work, alongside other relevant partners and service interests.

To ensure improvements are sustained, any future changes to beach standards (or associated operational arrangements) will be managed using the following approach:

1. **Early scoping and evidence** – a short options appraisal will be prepared at an early stage, setting out the evidence base, objectives, risks, costs, benefits and feasible alternatives (including “do nothing”).
2. **Stakeholder panel engagement** – proposals will be discussed with the stakeholder panel at formative stages, with the panel used to test assumptions, identify unintended consequences and shape mitigations before any decision is taken.
3. **Member engagement** – relevant Members (including Ward Members where appropriate) will be briefed early with a clear summary of proposals, timeline and decision route, so that local insight can inform development.

4. **Communication and engagement plan** – a proportionate communications plan will be produced for each substantive change, including: audiences, key messages, channels, timing, and who is responsible for delivery and sign-off.
5. **Transparent decision-making** – Cabinet reports will include a clear statement of consultation/engagement undertaken, what was heard, and how that feedback influenced the recommended option.

Cabinet will ensure that these steps are applied proportionately, with the level of engagement and documentation reflecting the scale and impact of the proposed change.