

TRAFFORD PARTNERSHIP

Report to: Health and Wellbeing Board
Date: 9th June 2015
Report for: Presentation
Report of: Kerry Purnell, Head of Partnerships and Communities

Report Title

Locality Working – Trafford Partnership Update

Purpose and Summary

The report sets out the key community engagement activities planned as part of the implementation of locality working, including the stakeholder workshops that will kick-start locality planning, the borough-wide marketing campaign to encourage residents to become more active in their community, and the 'community builder' development sessions for front-line staff.

Recommendation(s)

The Health and Wellbeing Board notes the contents of this report and ensures relevant staff members attend the Locality Partnership Stakeholder Events and Community Building training.

Contact person for further information:

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1.0 Background

Since summer last year, a Steering Group of Cllr John Lamb, Roger Sutton, Joanne Hyde, Kerry Purnell and Adrian Bates, have been leading a project to implement locality working across Trafford, working with Locality Partnerships, Ward Members and key stakeholders. Update reports have been presented to the Partnership Executive, and at the last Executive meeting on 26th March, at which the majority of CMT were present, it was agreed by all partner organisations that this new approach, and the processes to implement it, would be endorsed, supported and resourced.

1.1 The shift from locality planning to locality working

As the project has developed, the emphasis has shifted from an initial review of Locality Partnerships, through the development of Locality Planning, to now focus on Locality Working, a new culture of working together across sectors and with residents and communities that makes the best use of all assets and resources within localities, driving innovative service delivery, shaping demand and enabling resident action. The Locality Plans and Locality Partnerships are tools to coordinate and govern locality working.

Principles of Locality Working are set out in the refreshed Community Strategy:

- See residents, communities, businesses and organisations as equal partners
- Bring people together to achieve things we cannot do alone
- Share power with local people, and add value to their local activity
- Align strategic priorities with local communities to deliver joint action
- Provide the tools and support to local people to take action
- Share information, skills and resources and collaborate with partners and people
- Be creative, dynamic, supportive and challenging in order to achieve our shared ambitions.

1.2 Stakeholder and community engagement

For the Locality Plans to be effective for both partners and local communities, they must innovatively bring together strategic priorities and the views of local people to make the Locality Plans different to previous plans.

Each Locality Partnership will kick-start this with a stakeholder event in early June; inviting representatives from all sectors to an interactive workshop to open the community conversation, explore the data and intelligence, develop the asset mapping and start to shape the key themes for locality plans.

Throughout the summer, the Locality Partnerships will be leading the wider engagement of communities to ensure the locality plans reflect opportunities and challenges identified by local people, but more importantly involve local people in their ongoing delivery. It will involve appreciative enquiry and creative techniques, through a range of methods, and social media. To be able to do this effectively, the Locality Partnership members require development, so they understand locality working and are inspired to take the message out, and be able to carry out engagement effectively (see below).

1.3 Marketing and communication campaign

From June 2015, we expect locality working to 'go-live', with the stakeholder events, public campaign and staff development. An easy-read guide to locality working will be produced, which will set out what locality working is and what it will achieve for public sector bodies, local businesses and the wider community.

At the same time, a large-scale public-facing borough-wide campaign will also be launched. This will encourage residents to get involved in their local community, take action and make a difference, and highlight the support that is available to them from agencies. This will build on campaigns such as 'Be Responsible' and on the Council's budget consultations which highlighted a changing role for residents. The campaign will include a digital campaign, outdoor adverts and a media campaign. The strength of this campaign relies on it being a Trafford Partnership campaign, promoted and supported by all organisations.

The Partnership Executive proposed a focus group of residents and partner communication officers be formed to develop the campaign, and this met on 10th April. It was agreed it should be a really positive and exciting message, short and snappy that is not in a typical public sector style, to capture people's imaginations and get them interested in becoming more active in their community.

This is the main driving factor in the campaign. We are targeting young professionals and families that are a large untapped pool of social capital, and who have not responded to previous more traditional volunteering recruitment campaigns. The campaign has to look different to what we have done in the past.

The campaign has two objectives:

- encouraging people to act in ways they would not normally e.g. visit a neighbour, volunteer for an organisation, join a local community group
- understand that they can contribute /influence/ shape the way that services are provided in their community

The campaign strapline is “**Be Bold ... Be the difference**”, which encompasses the different themes within community action. For example, we already have Be Responsible, and we can add Be Active to promote health and wellbeing, Be Neighbourly to communicate active citizenship messages, and so on. These sub headings will be used to target our audiences and convey the benefits to that group. Real resident’s stories will be used to champion those who are already making a difference in their communities (we have identified a range of people from across Trafford, with a spread of demographics and themes of work e.g. environment, health, safety)

1.4 Community Builders

Front-line staff will have a key role in this campaign, acting as ‘Community Builders’, on the ground enabling residents to take action by signposting and connecting them to other local people and supporting services. (See Community Builder factsheet for roles and qualities <http://www.traffordpartnership.org/about/Docs/Guidesheet-CommunityBuilders.pdf>)

We have identified a number of individuals within the Housing and Leisure Trusts, Police, Council and others. To ensure they have a consistent message, understand each other’s role, can identify where support and connections can be made, and have a culture of working together with the community, will need a coordinated training package (see below).

1.5 Locality Working development tender and events

To achieve the successful, effective and efficient implementation of locality working, through development and delivery of locality plans, led and governed by locality partnerships, a need has been identified to inspire, develop, train and support locality partnership members and partner agency staff.

- Inspire** – We need the locality partnership members to be inspired and enthused about leading locality working. This can be achieved by showcasing the positive impact this way of working will achieve, and setting out their role in leading it, engaging communities and connecting public, private and third sector providers with residents. It will build on previous events, for example with Cormac Russell.
- Appreciative enquiry** - Asking the right questions, listening effectively and maintaining a ‘community conversation’ will be essential if the locality partnerships are to make locality planning different to how we’ve done things before, marrying strategic priorities (top down) with community voice (bottom up). To do this, consistently, the locality partnership members require training in appreciative enquiry and other techniques, to have the skills and knowledge to bring the community (all sectors and residents) along with them.

iii) **Community Builders** - As the marketing campaign rolls-out encouraging local people to get involved and make a difference in their community, we need key people from organisations in place and prepared to take on a new role enabling, supporting and connecting. They may do this for their organisation already, but they now need to be doing this for the Trafford Partnership across a locality. So regardless of their specialism, they need to see their role in building their community.

The above will be delivered through three, identical, One Day Workshops for all Locality Partnership members and Community Builders (as identified by partner organisations). We expect each workshop to have roughly 100 participants. These will be held on three dates – 12th, 17th and 23rd June - to ensure maximum coverage.

1.6 Recommendations

Note the information in this report and ensure relevant staff members attend the Locality Partnership Stakeholder Events and Community Building training.