

COMMUNITY ENGAGEMENT STRATEGY 2017-2020



- OUR PRIORITIES -

THRIVING & VIBRANT ECONOMY

- OUR PRIORITIES -

ACHIEVING THEIR POTENTIAL

- OUR PRIORITIES -

STRONG & RESILIENT COMMUNITIES

ONE COUNCIL

CLEAR VISION AND VALUES • CUSTOMER FOCUS • COMMERCIAL AND BUSINESS ACUMEN • EFFECTIVE DELIVERY OF PROJECTS AND PROGRAMMES • INNOVATIVE AND MANAGED RISK TAKING • LEARNING ORGANISATION • LEADERS AT EVERY LEVEL • FLEXIBLE WORKFORCE • WORKING WITH OUR PARTNERS, COMMUNITIES AND RESIDENTS • ENABLING ORGANISATION

WHY DO WE NEED TO ENGAGE WITH OUR COMMUNITIES?

Our communities have a central role to play in influencing and shaping what happens in Barnsley. In our corporate plan we recognise that our role as a local authority is changing, and we've committed to helping people to do more for themselves, for each other and for their community.

When community engagement is strong, the following things happen:

- Residents understand and trust the work of the council
- Residents play a part in decision making
- The relationship between the council and residents is mutual, instead of residents being passive recipients
- Community members and groups are involved in work to support their area
- High numbers of people interested in the change we need to make, and willing to help us shape that change
- Innovation and change takes place through community action
- Integration of businesses into the local community helping to maximise social responsibility opportunities.

We've worked hard over the last five years to develop our role as a modern local authority, working in partnership with our residents, partners and businesses. Our priority to Build Strong and Resilient Communities has started to take us from a paternal to an enabling role.

Our work so far has helped us to engage with and support communities to unlock ability, capacity and drive to help us to provide services in a different way. We now need to build on this to inspire further change across a wider section of the community. We will do this by developing a clear, consistent and joined up approach to community engagement, and by developing the Barnsley Deal, which sets out exactly what we deliver and what our expectations from the community are.

This strategy has been informed by our past work on the Community Offer. It outlines the approach we'll take to make sure community engagement is joined up and is at the heart of what we do and sets out how we can clarify our core service offers linked to our outcomes.

AIMS:

1. Clarify our role as a modern local authority Increase the effectiveness and efficiency of engagement activity
2. Strengthen community involvement
3. Encourage innovation and change through community action
4. Build the confidence and capability of all staff from across the council in this work
5. Strengthen links between groups and all parts of the Community
6. Develop the role of local businesses in the creation of self-resilient communities

What do we mean by community engagement?

We know from our past successes that good community engagement:

- Leads to innovative solutions
- Makes best use of the resources available
- Gives everyone the opportunity to influence and be part of the solution.
- Depends on people.
- Is bottom up and local, developed in response to community assets and issues that exist in each place
- Recognises people as assets with knowledge and skills as well as needs, Connects people to their communities
- Creates healthy places that build social capital

To achieve this we need to provide opportunities for engagement at all levels.

<p>Information giving We provide people with information about events, services, policies and decisions which might affect and/or interest them. We provide it in a way that can be easily accessed and understood. Individuals may then choose to respond to this if they wish.</p>	<p>Examples of our information giving</p> <ul style="list-style-type: none"> ▪ Campaigns to change behaviour such as our recent fly-tipping campaign ▪ Area Council meetings ▪ Our website ▪ Newsletter and e-mail updates ▪ Local community group websites ▪ Our social media pages ▪ News in local media ▪ Information stands at local galas and fairs ▪ Area Council and Ward Plans
<p>Consultation We invite people to give an opinion on a particular issue such as a planning proposal, a service they receive or what they think could be done to address their needs. Feedback is taken into account in decision making. An example of this would be the new town centre development and the development of a new, modern library service that meets people's needs.</p>	<p>Examples of our consultation</p> <ul style="list-style-type: none"> ▪ Broad consultation on planned changes such as the local plan and town centre development ▪ Specific consultation with affected groups ▪ Area Council/Ward based consultation ▪ Consultation with service users and communities of interest ▪ Young people's audit
<p>Community Involvement This means that People have more of a say in the decisions made about the services they use or their local area, so that they can be part of that decision and where possible the outcome. For example this might include being part of an equality forum, member of Health-watch, a tenant and resident association representative or a young person's Care 4 Us Council member</p>	<p>Examples of our community involvement</p> <ul style="list-style-type: none"> ▪ Neighbourhood Networks ▪ Public planning events ▪ Community action projects ▪ Funding advice to support community action ▪ Service user and carer forums ▪ Family centre advisory boards ▪ Youth Council meetings ▪ Working with business owners to help shape the town centre development
<p>Co-production For us this means genuine sharing of power with residents; recognising that we both have vital contributions to make in order to improve quality</p>	<p>Examples of our co-production</p> <ul style="list-style-type: none"> ▪ Community-run projects such as community gardens, developed through the love where you live campaign

<p>of life for people and communities. This is where real behaviour change drives action and can include jointly planning, allocating resources, delivering and reviewing services and involvement in the commissioning of services.</p>	<ul style="list-style-type: none"> ▪ Involving service users and carers in the commissioning of our adult social care services ▪ Involving people in developing our strategies ▪ Collaboration with local business to realise community priorities
<p>Devolved responsibility People play an active role in their communities, delivering activities and services. We support communities and voluntary, community and faith groups to identify their own needs and, within the resources available, take action to meet them. When community action is at this level we can support communities to build their skills and capacity to deliver services for themselves.</p>	<p>Examples of our devolved responsibility</p> <ul style="list-style-type: none"> ▪ Community representatives on Ward Alliances ▪ Voluntary groups delivering local care services ▪ Local area funding through Ward Alliances ▪ Equality Forum groups ▪ Voluntary organisations delivering commissioned services

WHAT ARE OUR COMMUNITY ENGAGEMENT STANDARDS?

To make sure our community engagement is inclusive and meets a consistent quality we refer to the National Standards (2016 revision). These inform our practice for involving communities in all aspects of engagement.



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HOW WILL WE IMPROVE OUR COMMUNITY ENGAGEMENT?

Through the work we have previously undertaken to develop the community offer, our communities asked us to be clear in our message about what we could offer so that the offer from the community can be clear in return. We agreed together the need for shared responsibility to achieve the best deal for everyone

Building on this we want to develop the 'Barnsley Deal' which will enable us to share with our communities how our role has changed, what local people can get involved in and what we need help with.

To achieve this, we will work with all services across the council to clearly define the roles of our customer facing services, what we can realistically offer and in relation to each of these services we want to support our communities to develop what can be offered by them.

Once we have developed a starting point, we will involve communities in helping us to develop our deal further consulting widely to make sure everyone has a chance to be involved. We will consider all feedback before making decisions.

The deal will then be communicated widely acting as a golden thread that links all our community involvement conversations and information giving on future changes we're making and the work we're doing. Our aim is that each of the outcomes we are working towards as a Council will be linked to a deal that we can all contribute to, including:

1. Create more and better jobs and good business growth
2. Increase skills to get more people working
3. Develop a vibrant town centre
4. Strengthen our visitor economy
5. Create more and better housing
6. Every child attends a good school and is successful in learning and work
7. Reducing demand through access to early help
8. Children and adults are safe from harm
9. People are healthier, happier, independent and active
10. People volunteering and contributing towards stronger communities
11. Protecting the borough for future generations by recycling and using renewable energy
12. Customers can contact us easily and use more services online

To make sure this approach is adopted by all services consistently and regularly, the deal will be part of our business planning and performance management process, this means we can check that the deal is working and having real outcomes.

WHEN? - TIMELINE FOR DELIVERY

The detailed project plan provides more detail, but an outline timeline is:

April 2017	Publish strategy
April 2017	Develop detailed project plan and communications & marketing plan
May-June 2017	Work with Business Units to define roles
July-August 2017	Involve communities
September 2017	Consult widely
July – September 2017	Work internally with services to ensure adoption of the Deal
October 2017	Publish the Deal and use in all our conversations
October 2017 onwards	Take the Deal into communities and use as a tool to develop devolved responsibility

HOW WILL WE KNOW WE'RE GETTING IT RIGHT?

Aim	Measure(s)
Clarify our role as a modern local authority	<ul style="list-style-type: none"> All customer facing services publish the deal relevant to their service area Customers understand the Barnsley Deal (ask for feedback – how?)
Strengthen community involvement	<ul style="list-style-type: none"> Increase in number of volunteers/volunteer hours Increase in number of community delivered services Increase involvement in consultation and engagement activity at area level
Encourage innovation and change through community action	<ul style="list-style-type: none"> Number of community delivered initiatives delivered Number of people helped through community led activities Personal case studies from people who have got involved or received support Number of community mentors
Build the confidence and capability of all staff from across the council in this work	<ul style="list-style-type: none"> Number of business units developing 'The Deal' to clarify their offer Number of business units actively promoting The Deal and using the terminology in their conversations

FIND OUT MORE

For more details about the Barnsley Deal and to register your interest visit www.barnsley.gov.uk/deal