

BARNSELEY METROPOLITAN BOROUGH COUNCIL

This matter is not a Key Decision within the Council's definition and has not been included in the relevant Forward Plan

REPORT OF THE EXECUTIVE DIRECTOR, COMMUNITIES TO CABINET ON 22nd March, 2017

COMMUNITY ENGAGEMENT STRATEGY

1. PURPOSE OF REPORT

- 1.1 To gain Cabinet approval to publish and implement the Community Engagement Strategy

2. RECOMMENDATIONS

- 2.1 **Cabinet consider the Community Engagement Strategy and approve for publication and implementation.**
- 2.2 **Cabinet discuss the themes raised in the strategy and ideas such as the “Barnsley Deal” to help in implementing the strategy based on their extensive experience within our local communities.**

3. INTRODUCTION

- 3.1 In our Corporate Plan 2017-20, we recognise that our role as a local authority is changing. We've committed to helping people to do more for themselves, for each other and for their community.
- 3.2 To achieve our corporate priority of helping communities to become strong and resilient, we need to strengthen community involvement and encourage innovation and change through community action. This can be achieved through an integrated approach. Community engagement is everyone's business.
- 3.3 Building on our previous work 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. We will share these with the public to illustrate our role as the Council, and clearly define the role of residents in the community. The proposed name for this is the “Barnsley Deal”. As we develop the Barnsley Deal work further throughout 2017 more consultation will take place about our proposed approach. This will flow from our 2017/18 business planning process.
- 3.4 The Community Engagement Strategy has been informed by all our past work on the Community Offer over the past five years. It builds on this to outline the approach we'll take to make sure community engagement is more co-ordinated and at the heart of what we do, and joins up even more closely with Barnsley's voluntary

and charity sector as well as our local businesses. This strategy is much wider than our previous resident engagement strategy.

- 3.5 In line with the new corporate approach, the strategy has been kept brief, setting out where we want to be, how we're going to get there and how we will know when we've achieved our aims.
- 3.6 A detailed project and delivery plan setting out the implementation of this strategy will be developed in line with the timescales set out in the strategy.

4. PROPOSAL AND JUSTIFICATION

- 4.1 The Future Council 2020 report, seen by Cabinet on 21 September 2016 (Cab 21.9.2016/6), stated the need to encourage behaviour change within our communities.
- 4.2 We've done lots of work through developing our Community Offer to help us engage with communities to unlock ability, capacity and drive. We now need to build on this to inspire real behaviour change.
- 4.3 We know from our residents' survey, carried out in September 2015, that when people living in Barnsley feel informed, they're much more likely to trust the council and think the organisation acts on concerns.
- 4.4 The residents' survey also told us that 20% of residents would like to get involved in their local community and to improve their neighbourhood. This shows real potential for growth.
- 4.5 The Love Where You Live campaign has been successful in creating a network of around 3,500 volunteers. The cashable value of the time volunteered equates to around £200,000 every year. This shows our communities are willing to get involved if we show them how.

There is a recognition that local businesses are a key component of our communities and successful engagement of this sector through the strategy provides a real opportunity to further build local capacity and self-resilience.

- 4.6 We've worked hard to lead change and successfully build engagement within our organisation. We now need to pay more attention to improving communication and engagement with our communities. We must also clearly communicate the role of a modern local authority as well as our core service offers, linked to our outcomes.
- 4.7 Rather than engagement being the work of a number of small teams in silos, we need to join up all our work and develop a wider capacity and intelligence. By doing this we can build the confidence, capability and skills of all staff from across the council to support this new approach. This will be supported by a workforce development offer and tool kit for employees.
- 4.8 The actions that will result from this strategy will be set out in a detailed project plan, and will include:
 - Working with business units to define what 'The Deal' looks like
 - Working with business units to define and audit pockets of engagement activity

- Developing what The Barnsley Deal looks like, and working up examples linked to every corporate outcome
- Workforce development activity to increase skills in community engagement
- Involving communities in developing The Barnsley Deal
- Consulting widely on The Deal
- Taking The Deal into communities and using as a tool to inspire community action
- Engage local businesses to establish their role and contribution on building sustainable communities.

5. CONSIDERATION OF ALTERNATIVE APPROACHES

5.1 Continue with our current approach

A lot of work has taken place to develop community engagement already, with a great deal of success. This work, however, has mainly been carried out by a number of small teams within the council, and has not always been consistent. We can only improve our community engagement if we embed the approach across the organisation.

5.2 Commission partners or external suppliers to do this work

Analysis of the work done so far and the potential within our organisation and our communities shows that there is so much we can do without the need to commission this work. We need to own community engagement and make it everyone's responsibility.

6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS

6.1 Our community engagement work aims to strengthen community involvement and encourage innovation and change through community action. This has implications for every person living and working in Barnsley, because we are asking them to work together with us to help make Barnsley a better place to live and work.

7. FINANCIAL IMPLICATIONS

7.1 There are no immediate financial implications emerging as a result of this report. The Council will maximise internal capacity to support the implementation of the strategy. A business case will be developed should there need to be investment in marketing and branding.

8. EMPLOYEE IMPLICATIONS

8.1 There will be workforce development needs, as employees will need to develop their skills. This is outlined in the Organisation Improvement Strategy. A workforce development offer including an employee toolkit will be created.

8.2 A review of how engagement functions operate across the council may lead to future employee implications. These will be brought to Cabinet if identified.

9. COMMUNICATIONS IMPLICATIONS

9.1 Communication is a key part of successful engagement. The communications team has been fully involved in the development of this strategy. Such extensive behavior

change activity requires constant communications support from launch, through implementation and to ensure sustainability through making sure engagement is part of all the council's key campaigns., and will help to drive the implementation through a robust project plan supported by an extensive communications and engagement plan.

10. CONSULTATIONS

10.1 The following people have been consulted in the development of this strategy:

Senior Management Team
Michael Potter, Workforce Improvement and Communications
Paul Hussey, Stronger, Safer and Healthier Communities
Rachel King, Communications
Hazel Shaw, Customer Services
Nina Sleight, Early Start and Prevention
Tom Smith, Employment and Skills
Phil Hollingsworth, Stronger Barnsley
Paul Clifford, Economic Regeneration
Elaine Equeall, Volunteering and Engagement
Jules Horsler, Equality and Inclusion

11. THE CORPORATE PLAN AND THE COUNCIL'S PERFORMANCE MANAGEMENT FRAMEWORK

- 11.1 This strategy forms part of the council's key strategies being developed to support the delivery of the council's priorities, in particular our priority to develop strong and resilient communities.
- 11.2 The need to improve engagement to unlock community action and drive behavior change is referenced in the council's Corporate Plan.

12. PROMOTING EQUALITY, DIVERSITY AND SOCIAL INCLUSION

- 12.1 The council's equality and inclusion team has been involved in the development of this strategy, and will be consulted with as the project plan is developed and delivered to make sure we're considering all aspects of equality and diversity in our work and giving all members of our communities the opportunity to get involved.

13. TACKLING THE IMPACT OF POVERTY

- 13.1 By helping people to take responsibility for their local community, we can help people build confidence, skills and capability. This can lead to people having confidence to find work or find a way out of poverty.

14. TACKLING HEALTH INEQUALITIES

- 14.1 By encouraging people to become more active in their local community, we can have a direct impact on health and wellbeing. By helping people to take responsibility for their local community, we can encourage them to be accountable for their own health and wellbeing.

15. REDUCTION OF CRIME AND DISORDER

- 15.1 Community Engagement has already shown to improve community resilience and discourage people from causing damage in their local area. Work carried out in Goldthorpe is a great example of this. Community members worked together to clear fly-tipping and paint a bridge. The previously notorious fly-tipping site has stayed clear and the fence has stayed free from graffiti.

16. RISK MANAGEMENT ISSUES

- 16.1 Community Engagement is highlighted as a risk on the council's risk register. The risk of community engagement not being developed means that expectation will still be placed on the council to deliver every service for everybody. Reducing budgets whilst improving the services we need to deliver means this level of expectation must change, and communities must take responsibility in supporting their local areas.

21. LIST OF APPENDICES

Appendix 1: Community Engagement Strategy

22. BACKGROUND PAPERS

Corporate Plan, published January 2016

Future Council 2020 Cabinet report, 21 September 2016

Residents' Survey report, September 2015

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Date: 6 March 2017

Financial Implications/Consultation



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*(To be signed by senior Financial Services officer
where no financial implications)*