



Appendix A

Inner North East Community Engagement Strategy for 2014/15

The aim:

“The key objective of this Community Committee is to proactively engage with our communities to allow a better understanding of their concerns, needs and ambitions.

“Via a new approach to community engagement, this Community Committee will seek to collate and articulate the views of local people to bring about an improved targeting of resources and service provision.

“Community Committees will be at the vanguard of a new citizen-led approach to service delivery that aims to make the council more responsive, trusted and transparent.”

Background:

- As part of the Area Working Review, the council’s Executive Board received a paper in December 2013 – Citizens@Leeds: Responsive to the Needs of Local Communities – on discussions held at the Area Committee Chair’s Forum to develop new principles to replace Area Committees with ‘Community Committees’ alongside a refreshed approach to community engagement.
- This approach is intended to support greater resident involvement in decision making going forward and is part of the broader Citizens@Leeds approach that has been developed to ensure focus on inclusive, locally provided citizen-based services.
- The four propositions underpinning this new Citizens@Leeds approach are:
 - The need to **provide accessible and integrated services;**
 - The need to **help people out of financial hardship;**
 - The need to **help people into work;**
 - The need to be **responsive to needs of local communities.**
- Within this context Elected Members have been involved in a number of conversations about the future direction of Area Committees in the form of briefings and workshop sessions.
- As a result, it has become evident that there is an appetite to focus future business meetings on one theme, with the meeting effectively split into two parts between procedural business and the main themed agenda item.



- At the March 2014 meeting of the Inner North East Area Committee, discussions were held with Elected Members on the new community committee approach and the following themes were agreed as priorities for the coming year:
 - Employment in the Queenshills and Brackenwoods
 - Low take up of apprenticeships across the Inner North East/NEETS
 - Health inequalities - This suggestion came about outside of the Community Committee and needs further consideration by the committee to define the specific focus to ensure a positive outcome from engagement.
- Whilst each theme will have bespoke elements of engagement there will be a new approach to community engagement that will involve:
 - As series of “we are listening” events at places with high footfall such as galas, Schools, and any bespoke local events. These events would be appropriately branded under the Citizens@ banner.
 - A social media presence (Twitter: <https://twitter.com/> or Facebook: www.facebook.com) to be established to better promote the work of the community committee but also to provide feedback and thoughts on the three themes and any wider issues. Resourcing of this site would need to be risk assessed.
 - A dedicated YouTube site: <https://www.youtube.com/> to promote the work of the Community Committee via a series of video links.
 - Putting Area Lead Members at the heart of this process, which will involve leading on campaigns at events and via Twitter, Facebook, news releases, slots on radio (Radio Asian Fever <http://www.radioasianfever.com/>) and video clips for distribution on EMAAN TV: <http://www.emaan.tv/> and YouTube (see above).



Theme 1 - Employment in the Queenshills and Brackenwoods

Draft timescale for action - Report due on **6th October 2014**

Bespoke elements of this investigation could include, but not limited to:

- Focus group with third sector agencies working in the locality to discuss; understanding of statistics, specialised supported housing provision in the locality, mapping of provision provided, highlighting of gaps from an organisational perspective.
- Case studies submitted by all partners delivering work in the locality around worklessness.
- Focus group of attendees to local job clubs – exploring the barriers to work, what local services are accessed, what local services are known about, what additional support would be beneficial.
- Mystery shopping of services for unemployed taking place in the locality, this will help to determine any examples of best practice from an unemployed persons perspective.
- Individual meetings between Area Lead Member and statutory organisations to understand what is being undertaken what is working and what is not working. Information from focus groups to be used to inform these discussions/expert witnesses.
- Individual meetings between housing providers in the locality to explore levels of supported housing and services offered.
- Analysis of statistics and key data sets relating to this issue specific to the Inner North East area by the Area Officer. Including levels of supported housing in the locality.



Theme 2 – Health

Draft timescale for action - Report due on **16th January 2015**

The theme of health is broad, at the themed workshops at July's Community Committee the session will be used to focus the topic to enable deliverable outcomes.

Bespoke elements of this investigation could include but not limited to:

- Desk-top exercise encompassing relevant data sets to identify trends/hotspots in the Inner North East area.
- Area Lead Member to meet with Public Health lead
- Area Lead Member to meet with Clinical Commissioning Group (CCG) for North East Leeds.
- Workshop with third sector organisations
- Sessions with patient representatives/GP liaison groups
- Case Studies from third sector organisations
- Art/film project about the issue raised managed by those accessing a service on a localised level.



Theme 3 – Low take up of apprenticeships across the INE/NEETS

Draft timescale for action - Report due on **9th March 2015**

Bespoke elements of this investigation could include but not limited to:

- Focus group with young people considering applying for apprenticeships (links found through third sector organisations and schools).
- Young people searching for apprenticeships to create a film about the process of applying for apprenticeships, services accessed experiences and any areas for improvements – i.e. communication of opportunities, user friendliness of services barriers.
- Survey Monkey delivered via Arena tracker, housing (potential voucher competition for entries).
- Survey Monkey promoted via School Councils, potential voucher competition could be run for entries).
- Workshop sessions with School Councils
- Focus group/workshop session held with Young Offending Team/links statutory ASB meeting.
- One to one sessions with statutory/third sector representatives and Area Leader.
- Attend Clock Rock to find contacts for Young people looking for apprenticeships.
- Hold apprentice event a few hours before the Community Committee event and encourage young people to attend meeting.



- Gain feedback from attendees to the Community Committee meeting about the recommendation of the report and usefulness of apprenticeship event. This would be achieved using who wants to be a millionaire style voting system.
- Themed conversation dinner with ward members, young people applying for apprenticeships and lead officers within LCC.