

Appendix A



Inner 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 Community 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 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:
 - Re-engaging young people/community cohesion
 - Health (Focus on mental health)
 - Improving the Environment
 - Employment and Skills – However, the recent focus on this issue and subsequent establishment of a dedicated East North East Employment and Skills Board has allowed for the opportunity for the other themes to come to the fore.

- Whilst each theme will have bespoke elements there will be a new approach to community engagement that will involve:
 - Themed Community Leadership Team (CLT) meetings to coincide with the community committee cycle
 - As series of “we are listening” or “hot topic” events at places with high footfall such as galas, Supermarkets, Schools, shopping parades and any bespoke local events such as the proposed annual B&RH community conference. 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 - Re-engaging young people:

Draft timescale for action - Report due on **9th October 2014**

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

- Attending events over the key summer holiday period in all three Wards to ask young people about their concerns, needs and ambitions
- A visit to a young offenders institute to find out how young people ended up where they are – what were the trigger points, red flags, etc
- A visit to local schools to talk to a focus group made up of pupils of all ages to talk candidly about their experiences in their own communities
- An evening/out-of-hours visit with Youth Services and the Police to see how disaffected young people are currently being engaged by the council and partners
- A workshop with partners (both internal and external) led by the Area Lead, to talk honestly about the issues they face and what they see as key challenges
- A dedicated session with the Inner East Youth Panel to gauge their thoughts on how better to engage with young people
- Attending targeted Connexions sessions
- Case studies/Pen Portraits from local youngsters
- Analysis of statistics and key data sets relating to this issue specific to the Inner East area
- A bespoke report for Elected Members – drafted in conjunction with the Area Lead Member - to debate and make recommendations to the either council's executive board, council service, partner agency or government office

Theme 2 – Health (Focus on mental health)

Draft timescale for action - Report due on **22nd January 2015**

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

- Desk-top exercise encompassing relevant data sets to identify trends/hotspots in Inner East patch relating to mental health
- Engaging in a series of sensitive conversations with existing service users around their experiences of engaging with statutory providers including any barriers they found



- Community Committee to proactively raise awareness of the issue of mental health amongst our local communities, specifically targeting hard-to-reach groups via new channels/mediums/visits to places of worship
- Through conversations/data analysis identify gaps in existing provision i.e low number of referrals
- Case studies and use of talking books/living libraries in a one off event to raise awareness of mental health issues amongst community leaders
- A campaign via local media outlets to promote key health messages
- A bespoke report for Elected Members – drafted in conjunction with the Area Lead Member - to debate and make recommendations to the either council’s executive board, council service, partner agency or government office

Theme 3 – Environment

Draft timescale for action - Report due on **19th March 2015**

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

- Canvassing of local residents in key hotspot areas/Environmental Improvement Zones (EIZs) to ascertain their views on their local environment
- A mapping exercise to help identify any barriers that exist to communication to local residents i.e. language, literacy levels, IT ownership
- A series of frank and open one-to-one discussions between the Area Lead, council officers and partners to better understand the challenges facing services in delivering change in our most deprived neighbourhoods
- An engagement exercise that asks our communities, via a discussion group, how they feel we improve our service to them given the current financial climate
- A piece of work that focuses on Private Landlords/HMOs and the issue of rogue landlords that results in recommendations to national government
- Area Support Team to investigate best practice in other areas of the country and beyond regarding how to affect cultural change in residents
- A bespoke report for Elected Members – drafted in conjunction with the Area Lead Member - to debate and make recommendations to the either council’s executive board, council service, partner agency or government office