

What is ‘Changing Leeds’?

Key messages

“Changing Leeds: Everyone’s got a part to play

We all play a part in looking after each other, ourselves and the places we live and work - you and your neighbours, big and small businesses, community and voluntary groups and the public sector.

Changing Leeds is an invitation for anyone who lives, works, visits or studies in Leeds to talk about the challenges that public services and communities in Leeds are facing.

Changing Leeds recognises that now’s the time to get together as a city and talk about what we all want Leeds to be like, and how we can all do things differently”.

Purpose and timing

Changing Leeds is an engagement with the whole city on issues arising from the changing ‘social contract’, civic enterprise approach, and the future role of the council.

The overall purpose is to help people who live, work and study in Leeds think differently about their relationship with local public services, and ultimately do things differently as well.

The launch date is tbc as soon after the general election as practical. The initial phase of Changing Leeds will run for at least 3 months, with a review in early autumn. Further phases and developments may last for a number of years.

Changing Leeds will signpost people to the most appropriate places for other purposes e.g. DoingGoodLeeds website, LCC website, Community Committees, and will link active citizens to appropriate support.

What Changing Leeds *isn’t*

The Changing Leeds engagement is not a consultation on specific service changes, or on the council’s annual budget setting process. However, these separate activities are likely to be informed by insight generated through Changing Leeds.

Objectives

The nature and focus of the Changing Leeds engagement will evolve over the next few years. This note is concerned with the initial c3-4-month phase, with objectives to:

- raise awareness of the need for a new relationship between the council, partners in all sectors, and the community, and the implications of this
- encourage a wider discussion in the city about how people can look after themselves, each other and the places they live and work
- provide a consistent narrative for service-led consultations on changes

Ethos and principles

Changing Leeds is purposely designed to be different to many other council-led engagement exercises. It aims to be a ‘city’ conversation and not purely a council one. It encourages others to deliver it and develop it beyond its council-enabled starting point, an intentional relaxation of control. It encourages us to listen better.

Key principles are:

- Use stories and case studies to ‘make it real’ and ‘about where I live’
- Make it about Leeds, local neighbourhoods and people; not all about the council

- Project positivity and confidence about Leeds' capacity to be the best city
- Discussion generates insight on opportunities, fears, enabling behaviour change
- Go to where people already gather wherever practical
- Use a range of online, social media and face to face methods
- Make it easy for local people, groups and partners to host engagement activity
- Ensure Members and senior officers play key, visible roles in engagement

Design and delivery

Over the past 18 months the design of Changing Leeds has benefitted from the input of many staff, partners and suppliers including ResearchBods, NHS partners and Voluntary Action Leeds, and vitally, the feedback from c100 local people during testing.

Changing Leeds will use a range of online, social media and offline approaches (including a [short animated film](#) and hub [website](#) (temporary login details are available) to encourage greater awareness of the changes taking place, stimulate public discussion and ideas generation, and act as backdrop to specific engagement on service changes.

NB: The website hosts the stories of 'doing things differently' and a range of discussion forums and polls. It is a work in progress – the 'Looking after places' area is the most representative of the finished article. The URL will be www.changingleeds.org (not yet active)

A fully costed communications and marketing plan has been drafted, prioritising use of existing networks of influence and cost-effective channels such as social media advertising over more traditional approaches.

All outsourced design and delivery (the film, the website hosting, and the illustrations) has been with Leeds-based suppliers, including not-for profits and young people starting up.

Existing events, forums etc will be invited to take part before any new Changing Leeds events are created. A toolkit will be available for those looking to run their own discussions in communities or workplaces.

Colleagues will be encouraged to promote and participate in Changing Leeds – both as council staff and as Leeds residents.

#changingleeds and @changingleeds have been secured but are not yet active.

Links to Leeds Health and Care Plan engagement

Conversations have taken place over the last year about how best to align Changing Leeds with emerging engagement plans for the Leeds Health and Care Plan (lead: Stuart Barnes, Leeds North CCG), through forums such as PEG, the Transformation Comms and Engagement Group and People's Voices Group.

There is strategic and operational agreement that this alignment should happen, to present a united 'city conversation', or close family of conversations. At present, while Changing Leeds will cover stories of *personal* health and wellbeing e.g. self-care, diabetes interventions, it has avoided stories about organisational or detailed *clinical* changes.

Contacts for further information and website logins:

Matt Lund matthew.lund@leeds.gov.uk

John McPherson john.mcpherson@leeds.gov.uk