

Appendix 2

Social media

Social media is a mainstream channel of communication with residents. The council continues to utilise our own Community Committee Facebook pages which now reach over 8,000 people. In addition to our own pages, we are increasing our active engagement with new community based Facebook groups including Harehills Community Watch, which now boasts 3,000 members.

IT Innovation

Public Health colleagues have developed their award winning **Careview** app in the priority neighbourhoods. This innovative app allows users to “pin” addresses based on the appearance of the property, looking for signs of unmet needs. Organisations commissioned under the Better Together contract then visited the “pinned” properties to see what if any assistance was required.

Trusted local partners

The well-developed partnerships that underpin locality working have proved to be our most effective channel to disseminate information to residents. Schools, faith groups and local third sector groups have an established reach into communities. People are far more likely to take action if they hear about an opportunity from person or institution they already trust and have a relationship with. A positive illustration of this approach was when Leeds Refugee Forum, Bridge Community Church, Learning Partnerships and Shakespeare Primary School helped promote a bespoke employability project in Lincoln Green and 128 people took advantage of the two locally held information sessions.

Connecting with communities

Migrant Community Networkers (MCNs) and Community Connectors

It is widely recognised that people that are new to the UK can face additional barriers in terms of accessing services and getting established. The **Migrant Community Networkers (MCNs)** are able to more readily connect with both migrants and BAME residents and are able overcome language barriers and build trusted relationships, which significantly supported partners working in our most diverse neighbourhoods.

External funding was secured from Ministry for Housing Communities and Local Government to employ **five Community Connectors** to work in the priority neighbourhoods; specifically to help new migrants access the help and support they need. Early signs are that this approach is effective, with 37 residents and families supported thus far. The main areas of support that clients have requested help with relate to Universal Credit, housing and employment.

The Communities Team has also successfully applied for funding from the Ministry of Housing Communities and Local Government to deliver the **Learning English in Leeds project** which runs from September 2018 to September 2020. This project encompasses the work to develop an ESOL Strategy for Leeds and provides a £200,000 Language Hub grant funding pot. The six Core Teams have been working hard to connect this opportunity with the priority neighbourhoods to support local needs.

Consultation & local insight

A wide variety of approaches have been adopted to consult and gather local insight from the community to inform the work of the Core Teams. In the Priority Neighbourhoods, the Core Team have adopted a more hands-on approach to engagement, talking to people on the doorsteps about their neighbourhood in a bid to gather deeper insight into the “lived experience”. In the Clifton and Nowells for example, members of the Core Team visited every property in the neighbourhood working alongside 10 volunteers from the Migrant Access Project (to help overcome language barriers). This approach gave the Core Team a clear sense of the priorities as the community saw it. It also provided an opportunity to get a cross section of non-frontline services to spend time in the community and create a collective sense of place.

Questionnaires & surveys have been used in a variety of settings. Baseline questionnaires have been carried out in Boggart Hill (approximately 700 residents) and a social value survey has been undertaken in Lincoln Green (a cohort of 100 residents) to identify local priorities and to form part of the outcome measurement methodology for the priority neighbourhood work – these surveys will be repeated periodically to measure change. Questionnaires have also been used for more specific research into things like local health needs or gathering opinions on green space.

Community events provide a different way to engage with large numbers of people in a less structured but more communal way. Over the last year we have supported numerous Great Get Together events, community galas, young people’s days, wellbeing events, financial inclusion events, jobs, careers fairs and even a film festival. Whilst difficult to ascertain the exact number of contacts made with this engagement programme, it is conservatively estimated to be between 10,000 - 20,000 citywide. Inner city neighbourhoods in particular have a significant number of new residents, some new to the UK and some just new to the neighbourhood – from a cohesion point of view these communal gatherings play an important role in binding these communities together and facilitating new connections.

Focus groups and conversation dinners have been used widely as a way of gathering deeper insight from residents about a particular issue. These typically last two hours and are constructed around a semi structured conversation with small groups of residents. This approach has been used to inform the Lincoln Green, Boggart Hill and New Wortley health needs assessments and to gather feedback from Migrants Access Project volunteers on the barriers that exist around childhood immunisations and how best to develop the Harehills Community Standards communications pilot.

Neighbourhood Formulation

In the Cliftons and Nowells, the Core Team worked alongside colleagues in Children’s Services to deliver a **Neighbourhood Formulation**, this methodology is normally used to unpick issues around complex families. In this specific instance, the methodology was used to facilitate a meeting with residents and services about the neighbourhood. This innovative session identified a number of interventions to take forward, all of which were underpinned by the need to develop much closer relationships between services and the community.

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Asset Based Community Development (ABCD)

Five of the six priority neighbourhoods have received funding from Adult Social Care to support **Asset Based Community Development** (ABCD). At its core ABCD is about discovering the assets, skills and passions that exist within a community to develop positive social action. The council has commissioned local third sector organisations in each neighbourhood to lead this work. Leeds University are carrying out an independent evaluation of the ABCD Pathfinder areas across Leeds and are currently developing a methodology to measure the impact of this approach. **Housing Leeds** have already started to embed this approach in their new ways of working via their Tenant Support Officers, who have been given training on ABCD. The ABCD approach aims to uncover the hidden assets and skills within these communities to develop citizen-led activity.

Greenhouse project

Since January 2017 the Communities Team have been investing in a pilot project called 'The Greenhouse'. The agreed pilot area was the Wyther Park Estate in Armley, the aim of the work was to improve community engagement and involvement and levels of community led social action. The project is delivered by Voluntary Action Leeds. Key Sustainable Achievements to date include:

- Ongoing consultation with the community on activities they would like to see developed and encouragement and support to the community on leading this activity.
- A mutually supportive and respectful relationship with the Venerable Bede Church, including ongoing discussions regarding the development of a community partnership which will lead to a significant increase in community led activity within the church facilities. The church offers the community access to space in an area where no other suitable space is available.
- The development of a residents group, to look at introducing new community led activities along with providing a contact point for services and service providers wishing to work on the estate, gather a view from local people or inform the community of upcoming developments.
- The establishment of a constituted organisation called "Wythers Park Parents and Tots Group" – regularly attended by 15 children and 10 adults each week.

This group delivered an extremely successful Healthy Holidays Programme over the summer (also to run in half term and xmas break) feeding 189 children and 108 adults along with providing fresh food to take home and offering a healthy, fun programme of activities.

- The establishment of a majorettes troop – with plans for the troop to be constituted so it can bid for funding to develop its activities.

Project Development Worker Apprentice

A **Project Development Worker Apprentice** has been in post since May 2018, based at Deacon House, initially utilising Public Health funding specifically allocated to the Boggart Hill priority neighbourhood, together with Community Committee and Apprenticeship Levy funding. The role adopts a community development approach which identifies gaps in local groups and activities and bolts on to the social prescribing model. The post has been highly successful, with the Apprentice achieving runner up in this year's Apprenticeship Awards. This approach is now being rolled out at the Compton Hub and will provide local support in and around Harehills and Burmatofts.

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Formalised community groups with a recognised governance structure play a vital role in supporting better integrated working in our communities. LS14 Trust in Boggart Hill and the New Wortley Community Association are great examples of well-established local community anchors that have come from and are managed by people that live within their respective areas of benefit. With more groups coming forward, such as Harehills in Bloom, this is an exciting time for citizen activism.

Communications campaigns

The Communities Team have worked in partnership with colleagues from the Communications Team to develop a pilot communications campaign to help embed a common set of community standards in Harehills. The campaign, which focusses on a number of key issues raised by residents and local services, have been put into pictorial form and developed into a suite of materials (including online). Thanks to the help of the Council's 'Waste Doctors' the stickers have been stuck on black domestic waste bins in hotspots and key locations across Harehills. The campaign aims to tackle a range of issues including: large groups congregating until late into the night, young children playing on the street until late at night, speeding cars, drinking alcohol on the streets and fly tipping.

Intensive Engagement

An **Intensive Engagement Project** has been underway in the Sandhursts and Dorsets in north Harehills. West Yorkshire Police, the Communities Team and Leeds Anti-Social Behaviour Team (LASBT) are working with local residents, Hovingham Primary school and partners to bring local people together to lead positive change to their area. A series of engagement activities have taken place and are due to take place in Autumn and Winter 2019, including informal conversations at the weekly Hovingham Primary School coffee morning with parents, an 'aspirations' session with Y5 and Y6 pupils and a community clean up followed by lunch. During these activities, discussions will take place around what residents would like in their local area and what could make it better. Children in particular are being encouraged to participate as agents for positive change.