

---

**Report of the East North East Area Manager**

**East (Inner) Area Committee**

**Date: 25th March 2010**

**Subject: Inner East Community Engagement Strategy**

---

**Electoral Wards Affected:**  
All Inner East Wards

Ward members consulted  
(referred to in this report)

**Specific Implications For:**

Equality and Diversity

Community Cohesion

Narrowing the Gap

Council  
Function

Delegated Executive  
Function available for  
Call In

Delegated Executive Function  
not available for Call In Details  
set out in the report

---

**Executive Summary**

This report presents for approval a proposed new Community Engagement Strategy, "Working Together", for the Inner East Area Committee for 2010/11.

The proposals include the establishment of new Community Leadership Teams for each of the priority neighbourhoods in Inner East. The Area Committee is asked to agree this approach in principle with details to be brought back to the June meeting for approval following local stakeholder consultation.

## Purpose of this report

1. This report seeks Area Committee approval to implement the attached new Community Engagement Strategy (appendix A), which sets out the proposed methods of consultation, engagement and communication with residents within the resources available to the Area Committee.
2. The strategy includes the proposed establishment of new Community Leadership Teams for each of the priority neighbourhoods in Inner East. The Area Committee is asked to agree this element in principle, with operational details to be brought back to the June meeting for approval following local stakeholder consultation, including how this would complement/replace existing resident forums.

## Background Information

3. Community Engagement is one of the Area Committee's key delegated functions and as such it is important that there is a clear strategy in place for this to take place and be assessed against.
4. In 2009/10 the Area Committee's strategy was focussed on a cycle of local community engagement events/forums.
5. An analysis of previous consultation undertaken by the Area Committee through the forum and event led approach is provided in appendix A. This provides information on the effectiveness and value for money in these approaches. The numbers of residents and cost per resident (including AMT/Re'new officer time) are as follows:

<b>Forum</b>	<b>Average No of Residents per meeting</b>	<b>Cost per Resident per Meeting</b>
Burmantofts	12	£73
Richmond Hill	29	£31
Gipton (old style)	8	£43
Harehills (meeting style)	6	£65
Seacroft (meeting style)	6	£62
Gipton (event style)	53	£42
Harehills (event style)	70	£10
Seacroft (event style)	45	£39

6. It is proposed that a new, more comprehensive community engagement strategy is put in place. The aim is to help:
  - improve everyday engagement between local staff and residents
  - improve residents influence on the planning and improvement of services to tackle local priorities
  - improve accountability for promised actions
7. The full background and draft strategy is attached at Appendix B.
8. It is hoped that the introduction of a more comprehensive strategy will assist in discussions with key partners and lead to proposals for a partnership strategy for

Area Committee in 2011/12. The ambition is to reduce duplication, reduce public confusion about consultation and to embed community engagement as something done as part of the day job rather than just through “meetings”.

9. The strategy also sets out to create a more empowering role for local residents in the establishment of Community Leadership Teams for each priority neighbourhood. The Area Committee is asked to agree in principle to the development of these new resident teams, and authorise the Area Management Team to consult with local stakeholders (residents, ward members, local organisations/agencies) on how such teams would best serve to give residents a role in overseeing and influencing neighbourhood improvement plans/actions. The intention would be to bring the results of consultation and more detailed operational proposals back to the June meeting for approval.

## **Recommendations**

10. The Area Committee is asked to:
  - (a) note the contents of this report
  - (b) approve the “Working Together” community engagement strategy for 2010/11 with the proviso that the proposal for the establishment of Community Leadership Teams be subject to further consultation with local stakeholders and that operational detail be brought back for approval to the June meeting.