

Moray – Better Community Engagement ProgrammeITEM: 4(c)
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The aims of the programme at a national level are:

- To provide experience that will contribute to the improvement of learning and support for community engagement in Scotland
- To promote and enable continuing development of learning for community engagement
- To contribute to tackling inequalities through improving community engagement

Overall Aims and Outcomes - MorayStatement of need

There is a need to change the culture/understanding amongst agencies, particularly with officers and front line staff in relation to community engagement. Community engagement needs to be second nature to statutory, voluntary and community based voluntary organisations and become embedded in their practice and activity where appropriate.

What needs to change and what will this change look like?(Local Outcomes and Indicators)Outcome 1

- Community Planning Partners and community based groups and organisations will engage more effectively with local residents and excluded or marginalised groups in Moray. e.g. settled communities such Chinese / Asian, migrants and their families, Gypsy Travellers, disabled, young people, lone parents, care leavers, unemployed, etc
 - There will be a better understanding amongst Community Planning Partners and community based groups and organisations of who the marginalised/ excluded groups are.
 - Frontline staff of Community Planning Partners and others, including community representatives will be better equipped to engage with marginalised/ excluded groups

Outcome 2

- Community Planning Partners and community based groups and organisations will develop better, shared understanding, skills and knowledge for community engagement.
 - Frontline staff of Community Planning Partners and community based group representatives will have a better understanding of community engagement principles, tools and methods
 - Frontline staff of Community Planning Partners and community based group representatives will have improved and developed their skills, knowledge and learning for community engagement

Outcome 3

- There will be a wider shared ownership of community engagement in Moray.
 - Community based groups and organisations such as Community Councils, Area Forums, Village Hall Committees, and Equality Forums etc will make a greater contribution to community engagement processes locally.
 - Community based groups and organisations such as Community Councils, Area Forums, Village Hall Committees, and Equality Forums etc along with Community Planning Partners and others will have been involved in shaping and guiding the development of the Better Community Engagement programme in Moray.
 - Community Planning Partners and others will recognise and actively promote the valuable contribution by community based group members and will promote the value of joint working with local communities.

Outcome 4

- There will be improved communication flow between statutory, voluntary and community based groups and organisations in Moray.
 - Opportunities for developing shared understanding of terminology, systems and structures will be established through the programme.
 - Community Planning Partners and others will recognise the voluntary nature of community based group members and take account of this in their practice of engaging with communities and have a better understanding of their capacity to respond, particularly at short notice on a wide range of engagement / consultation issues.

Programme Activities

The programme has 4 main areas of activity:

1. Action Planning – this has been undertaken in partnership with a range of local workers and community based representatives from across Moray. The final action plan will be overseen by a Community based / Community led Steering Group which will report regularly to the Community Engagement Strategy Group within Moray Community Planning Partnership.
2. Identification of agency partners who will be carrying out community engagement / community consultations / initiatives during the Better Community Engagement project period who have an interest in developing skills and exploring better community engagement methods.
3. Training needs analysis – this will be carried out with programme participants to identify starting points and what areas of learning will be most useful and important.
4. Programme delivery – this will form the main element of the Programme and will focus on the Action Learning Programme described in the next section.

5. Establishing systems and structures for sustaining the learning and the work of the programme beyond the programme end date (March 2011) – the overview of the programme by the Steering Group and the links into Community Planning via the Community Engagement Steering Group will be particularly important in ensuring that the work of the programme is able to be sustained in the long term.

Outline Programme

Programme participants:

It is proposed that the programme should be targeted at:

- Frontline workers, (with the support of line management) from Community Planning Partners – e.g. Council Departments, Health Board, CHCP, Police, Voluntary Sector, etc. – who have a responsibility for community engagement as part of their role
- Community reps from a range of forums/organisations/ community councils / associations etc who have a role in engaging with their own communities

Proposed programme content and structure:

The programme will be an Action Learning programme which will take place up to and during 2010. In other words the main learning from the programme will be generated from planning, implementing and evaluating pieces of community engagement activity. This will be complemented by structured input around key targeted community engagement themes identified by participants (e.g. engaging with traditionally hard-to-reach groups, using participatory methods, etc.)

It is proposed that those involved in a particular pilot project activity would form into an action learning group which would be responsible for planning, delivering and evaluating a piece of community engagement activity ('the pilot project'). These 'pilot projects' would be aimed at tackling one or more of the outcomes as previously identified.

There will be a number of fixed shared learning sessions delivered where all participants will come together to share their experience, critically analyse the progress of their 'pilot projects' and take part in structured learning around key themes/issues which have arisen.

There will be a Steering Group overseeing the programme comprising community reps from Local Area Forums, Community Councils, Village Hall Committees and Equalities Forums, etc; the chair of the Community Engagement Strategy Group; the Community Support Unit (Ian Todd); and Scottish Community Development Centre (David Allan). This group will link to the Community Engagement Strategy Group providing regular reports on progress over the duration of the programme.

The precise detail of the programme is yet to be decided but may look something like this:

Pre-programme pilot stage

*New Elgin Open Neighbourhood - Getting it Right for Every Family Initiative
(Community Consultation in and around New Elgin)*

Set-up stages: October – November 2009

- *Establish local working group of BCE Steering Group members.*
- *Clarify role of BCE working group in New Elgin.*
- *Identify CSU staff member as key contact and advisor between Local Management Group (LMG) partners and BCE working group.*
- *CLD Manager has been consulted with and agreed to identify and ensure buy in from all LMG members.*

Pilot Project Implementation period: November 2009 – January 2010

Using the VOiCE (Visioning Outcomes in Community Engagement) toolkit to act as a framework for the consultation process:

- *Deliver mini training seminar to LMG / BCE local working group members to implement community consultation on establishment of New Elgin Open Neighbourhood Family Integration Project. The seminar will look at the use of VOiCE as a toolkit to:*
 - *Plan community consultation and service user participation*
 - *Conduct effective engagement*
 - *Monitor and record the process*
 - *Evaluate the outcomes*
- *LMG / BCE local working group members agree with and produce Local Action Plan and implement: November 2009 – January 2010*
- *Overall Engagement Report (OER) and Summary Report (SR) produced, agreed and submitted by LMG / BCE local working sub group to Better Community Engagement Demonstration Steering Group - January 2010.*
- *Key learning points from the demonstration pilot will be drawn together and will form the starting point for the full implementation of the BCE programme across Moray – February 2010*

Full Programme Stage

Shared Learning – Session 1 (February 2010)

What is Good Community Engagement? Developing a shared understanding of what we mean by community engagement.

Identifying need and planning your engagement – analysis of local context, the purposes of engagement, how to plan your engagement.

Project Work (Feb/March 2010)

Undertaking an analysis of need, identifying who should be involved and what the purposes of the engagement are. Putting together draft action plans.

Shared Learning – Session 2 (April 2010)

Update on analysis and planning stages.

Tools and Methods – what works best in different situations and with different groups. Initial methods of engagement.

Project Work (April/May 2010)

Putting it into action. First stages of implementing the planned engagement activity.

Shared Learning – Session 3 (June 2010)

Update on first stages of engagement.

Working together and working with others – how to conduct good engagement in a partnership.

Project Work (August/September 2010)

Continuing the engagement process and developing wider partnerships.

Shared Learning – Session 4 (October 2010)

Update on engagement process so far.

Reviewing your engagement – methods, principles and frameworks.

Project Work (October/November 2010)

Reviewing the engagement process with participants in the local projects. What has happened, what needs to change, what have we learned so far?

Shared Learning – Session 5 (December 2010)

Final review and evaluation of local engagement activities. Identification of key learning points and what now needs to happen.