

## **Appendix 2 (a)**

### **Guidelines to conduct the telephone surveys:**

#### **Introduction**

##### *Why the survey is being conducted*

This survey is being conducted to establish a base level of where Community Engagement in Moray is. It looks specifically at the mechanisms by which Partners operate their activities and related outcomes. Any potential gaps in the framework will be identified and this will help shape future activities to assist in the overall effectiveness of the Community Engagement agenda.

The telephone survey should last no more than 30 minutes and the face to face interview about 1 – 1.5 hours. There will be options to add to the information as we go along. We will be looking for objective evidence - it would be useful if you would be able to direct to specific examples (where appropriate) in order for us to evidence any findings that there may be. For example -

At the end of the survey, you will be given the option to run through your responses or alternatively, for them to be typed up and sent back to you for amendment or add to, before the final version is drawn up.

This is an internal survey for use within the Community Planning Partnership - it is likely that the analysis and responses will be shared within this group.

##### *The Survey*

This survey has been based on a toolkit provided by IDeA (Improvement and Development Agency) who work with local government agencies UK wide. There are currently 18 other Councils participating in a similar framework and it would be useful to compare our experience and evidence to theirs.

The survey is split into the following five themes:

1. Mainstreaming :Culture change within councils and partnerships
2. Working with communities, neighbourhoods and localities
3. The role of elected members in community empowerment
4. Building the business case and evidence for community empowerment
5. Integrating community empowerment with community cohesion, equalities and human rights

1. Mainstreaming Culture Change within Councils and Partnerships

		RESPONSE
Structure and change – Clear Leadership	A. Who Champions community empowerment and how?	
	b. Can you demonstrate active buy-in by political and officer leaders and CPP partners (examples of activities)	
	c. Does your CPP have a comprehensive engagement strategy which sets out clear vision and definitions, and which explains how you will inform, consult, involve and empower communities?	
Effective Partnership	d. Do you have a work programme to take this forward?	
	e. Do your sustainable community strategy and SOA reflect priorities established by the community and community information?	
	f. Is community empowerment activity contributing to delivering your SOA outcomes	
	g. How do you plan, co-ordinate and undertake community engagement activity as CPP partners and allocate resources?	

	<p><b>h.</b> Are any partner budgets / resources pooled or aligned? How are you sharing ideas and knowledge between partners? Can you evidence that the compact informs you of partnership working?</p>	
<p><b>Fully Integrated</b></p>	<p><b>i.</b> What evidence can you provide that the culture of your CPP/organisation, your staff, your services is changing?</p>	
	<p><b>j.</b> How do you demonstrate that commissioning delivers community empowerment in a cohesive and inclusive way?</p>	
	<p><b>k.</b> How do your service plans reflect and capture community needs and priorities and how do you evidence the involvement of communities? What has the impact been on planning, children and young people and Adult social care services?</p>	
	<p><b>l.</b> How are you encouraging and managing innovation in your community involvement activities?</p>	
	<p><b>m.</b> How are staff skills, competencies and confidence at working with communities increasing, and how are you supporting and monitoring this?</p>	
	<p><b>n.</b> Do you have sustainable funded staff dedicated to community engagement and empowerment? What is their impact?</p>	

**2. Working with Communities, Neighbourhoods and Localities**

	<p><b>a.</b> Are your structures accountable to communities? How do you know if communities value them? What outcomes do they deliver?</p>	
	<p><b>b.</b> How do you know if trust in the Council and partner agencies is increasing?</p>	
	<p><b>c.</b> How do you know if people feel they have an increasing sense of influence over local decisions?</p>	
	<p><b>d.</b> How well are partners participating in your neighbourhood or locality arrangements?</p>	
	<p><b>e.</b> How have successful and unsuccessful initiatives informed your practise?</p>	
	<p><b>f.</b> What has happened and what has changed as a result of community involvement? Do communities know this and do you credit their input?</p>	
<p><b>Strong Communities</b></p>	<p><b>g.</b> In what ways are communities setting the agenda for their involvement?</p>	
	<p><b>h.</b> Can you demonstrate increased community action, and a greater sense of community?</p>	

	<p><b>i.</b> Can you demonstrate that citizens have access to information and know how to challenge, complain to and influence the council and partners?</p>	
	<p><b>j.</b> How are you helping to build the capacity of your communities to engage? How is this work funded?</p>	
	<p><b>k.</b> In what ways are the third sector organisations contributing to empowering communities?</p>	
	<p><b>l.</b> Are partners paying due regard to the financial and other resource implications for the Third Sector?</p>	
	<p><b>m.</b> Is involvement and representation increasing?</p>	
<p><b>Good Information</b></p>	<p><b>n.</b> How have you used community information and issues arising from engagement activities to help identify priorities?</p>	
	<p><b>o.</b> How is Member's knowledge of their ward used to inform community engagement?</p>	
	<p><b>p.</b> How do you communicate with your communities and how do you match communication methods to your targeted communities?</p>	
	<p><b>q.</b> How do you feedback to communities on the impact of their involvement and on whether outcomes have been delivered?</p>	

<b>Strong Communities</b>	<p>r. How has neighbourhood/local services improved as a result of community involvement? What is the evidence and where are the outcomes?</p>	
	<p>s. How do you ensure that communities of interest influence services</p>	
	<p>t. If you have local community plans, how were the priorities set? How are they being implemented and what role is the community playing? Are they informing the council and partner plans?</p>	
	<p>u. Have you developed and neighbourhood or community charters? What impact have they had?</p>	
	<p>v. Do you have evidence that communities are empowered to take more control over services, budgets, assets and decisions?</p>	

**3. The Role of Members in Community Empowerment**

<b>Clear Leadership</b>	<p>a. How effectively are elected members leading and supporting the delivery of the empowerment agenda? Do all Members get involved?</p>	
	<p>b. How are Members scrutinising community engagement and empowerment strategies and delivery and what is the impact? Are they involving the community in scrutiny?</p>	
	<p>c. How well are Members working together across local government tiers (where relevant)?</p>	

<b>Strong Democracy</b>	<p><b>d.</b> How well is Member's community empowerment role defined and understood, by Members themselves, by officers, by partners and by communities?</p>	
	<p><b>e.</b> Has there been any devolution of decisions or budgets to localities, and if so, what role do Members play? Do they facilitate communities to influence decisions? Is there accountability to communities?</p>	
	<p><b>f.</b> How are the council and Members actively promoting democracy?</p>	
	<p><b>g.</b> Does the profile of your Members reflect that of your local population?</p>	
<b>Strong Relationships</b>	<p><b>h.</b> What is the profile and relationship of Members with community organisations? Do they value each other?</p>	
	<p><b>i.</b> Has the council balanced the workload of Members, recognising the importance of their role as community champions?</p>	
	<p><b>j.</b> What support and resources do Members have for their role as community leaders?</p>	
<b>Fully Integrated</b>	<p><b>k.</b> How do councillors feed community issues back to the council and strategic partners and how are these issues addressed?</p>	
	<p><b>l.</b> What Member development programmes do you have specifically targeted to skills in community empowerment and what is the take-up?</p>	
	<p><b>m.</b> Do individual Members have skills development plans which include community empowerment?</p>	

	n. How do Members share community engagement skills with colleagues?	
<b>4. Building the evidence &amp; business case for community empowerment</b>		
<b>Clear Leadership</b>	a. Have all stakeholders agreed expected outcomes from Community Empowerment? b. Who sees the evidence and what do they do with it? c. What protocols do you have in place for collecting and sharing information between partners, and with communities? d. Can you evidence impact on partnership outcomes as a result of community engagement activity?	
<b>Effective Partnership</b>	e. Are third sector organisations involved in giving feedback to provide evaluation of the quality of engagement? f. How do you feed back to communities with evidence of the impact of their involvement?? g. Can you demonstrate cost? h. Can you demonstrate benefit? i. Can you demonstrate application of learning? j. Can you evidence improved resident satisfaction because of community involvement? k. How do you use data/indicators and information to show impact and to evaluate and improve practice?	
<b>Fully Integrated</b>	l. Does everyone know what evidence to collect and are they collecting it consistently?	
<b>Good Information</b>		

<b>5. Integrating Community Empowerment with Community Cohesion, Equalities and Human Rights</b>	
<b>Clear Leadership</b>	<p>a. How effectively is your CPP driving the empowerment agenda in a way that is inclusive?</p>
<b>Fully Integrated</b>	<p>b. What is the link between your community engagement, and equality strategies?</p> <p>c. How have you tailored your priority outcomes and services to different communities as a result of engagement?</p>
<b>Strong Relationships</b>	<p>d. How do you ensure, and evidence, that your mechanisms for community engagement are inclusive?</p> <p>e. What examples can you give of community engagement activities that have promoted cohesion and equality?</p> <p>f. How have communities been involved in defining priorities for tackling inequality and disadvantage within the area?</p>

	<p><b>g.</b> What mechanism do you have to deal with tensions between communities?</p> <p><b>h.</b> Could you demonstrate that you have trust when dealing with difficult situations / decisions?</p> <p><b>i.</b> How are you getting people from different backgrounds to interact, to integrate new residents and to build a local sense of belonging?</p> <p><b>j.</b> How cohesive are local communities? How can you evidence this?</p> <p><b>k.</b> Do you have evidence that you have acted on the priority issues of equalities group to deliver equitable outcomes?</p> <p><b>l.</b> How can you demonstrate that you have made a difference in reducing inequalities between different groups through effective community engagement and empowerment?</p> <p><b>m.</b> What mechanisms do you have in place to recognise new communities and respond effectively?</p> <p><b>n.</b> How do you use information about your diverse communities to improve services?</p> <p><b>o.</b> How do you communicate effectively with these communities?</p>	
<b>Strong Communities</b>		
<b>Good Information</b>		