

Report of the Director of Place to the meeting of the Corporate Overview and Scrutiny Committee to be held on 21 March 2019

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Subject:

PROGRESS REPORT ON PEOPLE CAN

Summary statement:

This report gives an update on the progress of People Can with information on projects, key outcomes, application of a community development approach and wider linkage to council and partners communication channels.

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Portfolio:

Neighbourhoods and Community Safety

Overview & Scrutiny Area:

Corporate

1. SUMMARY

This report gives an update on the progress of People Can with information on projects, key outcomes, application of a community development approach and wider linkage to council and partners communication channels.

2. BACKGROUND

- 2.1 “People Can” is an open invitation to our communities, neighbourhoods, villages, towns, individuals and organisations that make up the district to work together to do things differently, discover how we can all make a difference to our lives and the places we live in. It is a district wide approach that succeeds through collaborating with the Community Voluntary Sector (VCS), the business community and citizens
- 2.2 Bradford District has a strong and vibrant civil society sector with an estimated 1,500 voluntary groups and 100,000 volunteers committed to making Bradford District a better place to live. Our People Can initiative is connecting more and more people to volunteering opportunities in which they can make a difference. We also support community organisations offering volunteering opportunities to provide valuable local services in challenging financial times. The People Can approach also provides a platform for communities to engage in neighbourhood activities through events and community development. They are supported in setting up ‘Friends of groups’ to look after local green spaces, libraries and other services important to their locality. This collective working of people in common causes brings down barriers to integration and cohesion in neighbourhoods.
- 2.3 In April 2017 the LGA Peer Review found that the People Can approach is one of our strengths, albeit one that we are not using to its fullest potential. The vision is to secure resources to roll out People Can across all departments and Outcome Boards.
- 2.4 A report was presented to the Overview and Scrutiny Committee on the meeting of the 13 September 2018 by the Office of the Chief Executive on the People Can approach and more specifically around engagement. It outlined some of the wide range of work undertaken in the 12 months around the People Can approach and principles.
- 2.5 The management of the People Can initiative has now transferred from the Office of the Chief Executive to the Dept. of Place, Neighbourhood and Customer Services. It has been led by The Stronger Community Delivery Coordinator and supported by the Stronger and Safer Project Officers.
- 2.6 In the People Can report presented to Corporate Overview & Scrutiny Committee 13 September 2018 Members recommended:

(1) That a report giving details relating to People Can projects and activities be presented to this Committee in six months time along with key outcomes for each project and activity.

(2) That the report also includes how the People Can activity is being co-ordinated across the Council.

(3) That officers be requested to look at community development as part of the core People Can Development Plan.

(4) That officers be requested to explore the integration of the People Can website with the Council app.

3. OTHER CONSIDERATIONS

- 3.1 People Can has supported a number of activities and projects over the last three years with a wide range of outcomes. Thousands of volunteers across the district are active citizens who give up their time and energy for local issues from environmental projects to looking after neighbours who need a little extra help. For an example of project activities and outcomes please refer to **Appendix A**.
- 3.2 People Can is being coordinated across the Council in a number of different ways and work has started on a new website, updating pages and trimming back on unnecessary or replicated pages. Once this is completed work can commence on looking at integrating the site with the Bradford Council App. This will be done alongside development of the new Volunteer Centre website so the two offers coordinate branding approaches. We also part of a Council wide group that is developing a Council wide volunteering policy.
- 3.3 The People Can calendar of themed days or weeks has been shared with Bradford Councils Communication Team to further develop a joint communication strategy to strengthen People Can as a brand across the Council and also to the wider audience by sharing the same messages. This is already being done informally with Bradford District Community Safety Partnerships (Twitter only) and with the Women's Health Network (Facebook and Twitter) and with wider VCS organisations. This coordination of key themes across sectors allows any communications to reach a much wider audience and improves brand recognition and influence. **(See Appendix B)**
- 3.4 The calendar is also shared across Health & Wellbeing and Safer Communities as well as to Member Support and Future Leaders. We are in the process of providing joint communications for People Can across all council departments. We have engaged our Marketing and Communications Officers to ensure People Can is integral to the Great Bradford Spring Clean Up – by increasing brand awareness and promoting and highlighting good work happening across the district. People Can is also working with VCS Health and Wellbeing Forum which includes Adults and Public Health on key campaigns including healthy living. Discussions with member support regarding targeted work with members around joint communication and an increased social media presence including a Twitter training package.
- 3.5 The Stronger Communities Coordinator is delivering on a People Can approach across Council departments and with partners and communities to improve engagement, marketing and branding of People Can. A People Can Coordinator

post is being recruited which will help increase the reach and scope of People Can and also improve efficacy and governance. Examples of current work are:

- 16 days of activism to End Violence against Women and Girls, working with Council staff teams, health and voluntary sector partners.
- Cervical Cancer awareness week coordinated with both health and voluntary sector partners
- Self-Care week coordinated with Health & Wellbeing and VCS partners

- 3.6 To further enhance the connection of services with local providers we are in the process of co-designing the database for community organisations called DIVA run by Community Action Bradford and District (CABAD) to integrate information that can be shared by the Clinical Commissioning Groups (CCGs) and Adult Social Care to enable localised support services such as healthy eating, walking groups, luncheon clubs etc. This will allow health care staff to put in touch those requiring localised services to community groups providing them.
- 3.7 Encouraging people to become active citizen's lies at the heart of People Can and an asset based community development approach is instrumental in the success of the People Can approach. Individuals and groups have a range of support through Volunteering Bradford, Safer and Stronger Project officers and Ward Officers through guidance with 'how to' sheets, equipment such as litter pickers and organising local events. It is important to harness local activists, community and faith buildings, ward members, partner agencies and to pool resources for tackling local issues. Where needed, groups will be supported to become more formal with governance documentation and bank accounts e.g. when adopting a local park for instance.
- 3.8 People Can supports empowering communities with information and resources through tool kits available to support local groups with information on how to conduct clean ups, set up 'Friends of Groups; supporting people with dementia, supporting neighbours through winter and setting up walking clubs (**See Appendix C**). Additional guidance notes on 'how to' tools are also available from Gov. Delivery bulletins and are widely shared with groups. We also provide a range of tools (Snow shovels, brooms, litter pickers, gloves and hi visibility tabards) to undertake activities such as community clean ups. Tools have been stored in community centers in each of the constituencies and can be borrowed to aid People Can activity (**see Appendix D**).
- 3.9 Safer and Stronger Staff also make regular presentations to local networks and partnerships such as Older People's partnership and Safer Communities Forum to widen knowledge and reach of People can as a concept and brand and to use a community asset development approach of looking at what is happening that we can support and build on and also identify gaps. We also work with Adults and West Yorkshire Health Partnership to promote the district wide Good Neighbours Campaign. Promotion of this campaign is being made across all social platforms. We are also actively working with all VCS infrastructure partners to improve and increase People Can brand recognition and reputation.

- 3.10 People Can events for information, recruitment and training of volunteers, market place events for learning good practice and getting expert knowledge from businesses are held on a regular basis. Examples of some of these events are shown in **Appendix E** of this report.
- 3.11 Recognising and valuing the contribution of volunteers in the district is a key part of the People Can calendar. Our Community Stars Awards 6th December 2018 broke new ground in terms of the numbers of entrants and votes cast. A total of 109 nominations were received across the 9 categories.
- Outstanding Student (new award this year)
 - Volunteers
 - Good Neighbours
 - Fundraisers
 - Young Active Citizens
 - Business Can Make a Difference
 - Community Champions
 - Better Start Outstanding Achievement
 - Community Groups
- 3.12 At the 2018 Community Stars Awards, 15,700 votes cast for the shortlisted nominees breaking last year's record of 6000 votes with over 15,000 using the online voting system which was promoted across channels. With the addition of a special recognition award for the Mechanic's Institute Library and the Outstanding Lifetime Achievement Award for Jed Din. Over 200 people attended the award evening, held at the Bradford Hotel. Please refer to **Appendix F** to see some case studies of previous winners.
- 3.13 The Awards in 2019 will see the introduction of a new category, the People Can Come Together award, sponsored by the Stronger Communities Together Partnership, and will be awarded to projects that demonstrate how they bring diverse communities together. Incommunities has agreed to sponsor the Good Neighbour Award, and Participate Projects have provisionally agreed to sponsor the Business Award in addition to the existing sponsorship from Betterstart Bradford.

4. FINANCIAL & RESOURCE APPRAISAL

- 4.1 The delivery of People Can activities and programmes will be met from within current resources. The support of People Can and the website enhancements will be met within resources allocated from the Implementation Fund to the Neighbourhood Service. This activity will be coordinated by the Stronger Communities Co-ordinator lead. The funding will support:

People Can Coordinator	£90,000
Marketing/branding	£23,000
Online Platform development	£45,000

Total **£148,000 over two years**

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

Governance arrangements to ensure the effective coordination and governance of People Can activities will be managed within the programme and project management arrangements of the Stronger Communities Together Partnership.

6. LEGAL APPRAISAL

This work relates directly to the Local Government Act 2000 and to the Duty of Well-being placed upon the Council to promote and improve the well-being of the District.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

7.1.1 The progressive distribution of initiatives supported by People Can to Areas with higher level needs will aid the reduction in inequalities.

7.1.2 Priorities supported will promote fairness and inclusion while supporting a commitment to equal opportunities for all, including those protected characteristics identified within the Equalities Act 2010.

7.2 SUSTAINABILITY IMPLICATIONS

Resources available, described in this report, and used to support the Area Ward Plans, will directly support the delivery of the District's Plan and promote and contribute to the People Can Make a difference approach.

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

Not applicable

7.4 COMMUNITY SAFETY IMPLICATIONS

There are no direct community safety implications.

7.5 HUMAN RIGHTS ACT

There are no direct human rights implications.

7.6 TRADE UNION

There are no implications related to Trade Unions arising from this report.

7.7 WARD IMPLICATIONS

The People Can approach is an intrinsic part of each ward plan contributes to the Safe Clean and Active outcomes.

7.8 AREA COMMITTEE IMPLICATIONS

The activities outlined in this report contribute to priorities within the Area Ward Plans and are reported to Area Committees on an annual basis.

7.9 IMPLICATIONS FOR CORPORATE PARENTING

None

7.10 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

None

8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

None

10. RECOMMENDATIONS

10.1 The Corporate Overview and Scrutiny Committee acknowledges and supports the work undertaking under the People Can programme.

11. APPENDICES

11.1 Appendix A People Can Projects and activities with key outcomes
Appendix B People Can Calendar of activities 2018-18 and 2019-20
Appendix C People Can Tool Kits
Appendix D people Can Tool Libraries
Appendix E Examples of People Can promotions and campaigns
Appendix F People Can case studies

12. BACKGROUND DOCUMENTS

12.1 Report of the Chief Executive to the meeting of the Corporate Overview and Scrutiny Committee to be held on 13 September 2018.