

DRAFT Report of the Director of Place to the meeting of the Corporate Overview and Scrutiny Committee to be held on 12 March 2020.

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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 and key outcomes on issues identified by our communities using a wider linkage to council and partners information and communication channels.

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Portfolio:

Neighbourhoods and Community Safety

Overview & Scrutiny Area:

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1. SUMMARY

This report gives an update on the progress of People Can with information on projects and key outcomes on issues identified by our communities using a wider linkage to council and partners information and 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 5,316 voluntary and community groups, 30,000 regular volunteers and 100,000 occasional 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 enabling them to self identify the key issues that they want our support with. This collective working of people in common causes brings down barriers to integration and cohesion in neighbourhoods, helps to strengthen our communications generally and improve environments where they live.
- 2.3 A report was presented to the Overview and Scrutiny Committee on the meeting of the 21 March 2019 by the Dept. of Place, Neighbourhood and Customer services 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.

In the People Can report presented to Corporate Overview & Scrutiny Committee 21 March 2019 Members recommended:

(1)Progress to also include the Social Value of the People Can Programme

(2)The financing and resourcing of People Can

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 an initiative that encourages self help and communities to be at the forefront of residents finding local solutions to local problems. It has an enabling and facilitation role with guides, resources, campaigns and connections to business and networks that help communities solve local concerns. Its focus is acknowledging the role of community groups and individuals in improving the local environment and pride in their neighbourhoods. People Can highlights and shares good practice across the district and rewards local volunteering with the annual Community Stars Awards.
- 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 partners by sharing the same messages that by working together we can all 'Make A Difference'. This is already shared with the commissioned VCS infrastructure organisations and the Bradford District and Craven Clinical Commissioning Groups (CCGs) This coordination of key themes across sectors allows any communications to reach a much wider audience. The People Can Programme Coordinator is now starting to develop an area based approach to increase the sense of belonging so future initiatives will show the People Can initiatives supported by constituency. (Appendix B)
- 3.4 The calendar is also shared across Health & Wellbeing and Safer Communities Boards. We have engaged our Marketing and Communications Officers to ensure People Can is integral to the 'Great Bradford Spring Clean Up' campaign running from 10th March to 13th April, 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 and being good neighbours (Appendix C)
- 3.4 Encouraging people to become active citizen's lies at the heart of People Can and empowering those who identify issues and tackle issues is instrumental in the success of the People Can approach. Individuals, groups and ward officers have a range of support through People Can through guidance with Volunteer Safety and Risk Assessment sheets, equipment such as litter pickers and organising local events (See appendix D). It is important to harness community assets including 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.
- 3.5 A calendar of commemorating or celebrating national days is produced which provides a wide opportunity for individuals, community groups and partners to use the People Can brand to support local activism. These activities provide opportunities for people of all ages; background and abilities to support and engage with causes through awareness and promotion of issues around health, equalities and other key themes such as the West Yorkshire wide Good neighbours campaign and the Great British Spring Clean. (See appendix E).
- 3.6 The People Can Programme Coordinator makes regular presentations to local networks and partnerships such as Health & Wellbeing, Women's Health Network and Safer Communities Forum to widen knowledge and reach of People Can as a

concept and brand and to continue looking at issues identified by communities that we can support and build on and also identify gaps. People Can works 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.

- 3.7 People Can supports empowering communities to act with information and resources and is a key partner in the Anti Poverty Events Groups working with the Office of the Chief Executive, Bradford District Credit Union, Carers' Resource and Barnardos (Appendix E) To date we have delivered three sets of conferences to over 500 community activists and practitioners. A key value of the Anti-Poverty Events Group is that whatever is done in Bradford will be mirrored in Keighley and vice versa which is gaining a huge amount of support with Keighley organisations with our main partner being Keighley Big Local.

The three conference themes have been;

- 'Surviving Summer', encouraging community groups to apply for Healthy Holidays funding to support the most deprived areas of the city over the summer holidays. Additional partners included Citizens Advice, DWP and Incommunities.
- 'International Day for the Eradication of Poverty' with updates from Incommunities on Universal Credit, Citizens Advice on gambling related harm,
- 'Safer Internet Day', conferences that explore the links between Financial Inclusion, Poverty and Digital Inclusion with input from West Yorkshire Police, NSPCC, PREVENT officers, NHS and Krysallis online gambling counselling.

In addition to the conferences aimed at community leaders and practitioners we also coordinated the five Surviving Summer roadshows to directly engage with communities. The 'Loan Sharks are Monsters' small grants were given to nine community groups to hold events around Halloween to educate vulnerable families of the dangers of Loan Sharks and reporting methods and was funded by the Regional Illegal Money Lending Team.

'Buy Nowt' days delivered with funding from Give Bradford to offer information, advice and support for individuals and communities with additional support from Artworks, Incommunities and Citizens Advice.

- 3.8 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 have been the Bradford Big Advice Day and Volunteer Fair to centralise support for individuals and organisations alike. (Appendix F)
- 3.9 Recognising and valuing the contribution of volunteers in the district is a key part of the People Can calendar. Our Community Stars Awards in 2019 broke new ground in terms of the numbers of entrants and votes cast. A total of 148 nominations were received across the nine categories with two new sponsors coming on board. The categories are:

- Outstanding Student
- Volunteer
- Good Neighbour (sponsored by Incommunities)
- Fundraiser
- Young Active Citizen
- Business Can Make a Difference
- Community Champion (sponsored by the Stronger Communities Partnership)
- Better Start Bradford Outstanding Achievement
- Community Groups

Over 18,000 votes were cast for the shortlisted nominees with over 200 attending the awards evening with full coverage in the Telegraph & Argus (Appendix G)

The People Can Programme coordinator is already in discussions with two new potential sponsors so that we will be able to add the new categories of Environmental Champion and Local Charity of the Year to this years awards.

3.10 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 strategic approach will allow health care staff to put in touch those requiring localised services to community groups providing them.

3.11 People Can began using the Local Insight platform to map community assets and activity in order to identify gaps for future development. We now have a number of Bradford District Infrastructure Partners (BDIP) and area coordinators, ward officers and neighbourhood teams registered and trained to use the Local Insight platform in order to create custom demographic data for Voluntary & Community Sector (VCS) organisations. This will give them the comprehensive information related to health, housing, employment, education and more that they need to create more successful funding applications leading to a better supported voluntary sector in the district.

3.12 **Social Value**

In addition to the Local Insight platform we have access to Value Insight which enables us to calculate the social value impact of People Can coordinated activity across the district.

Using the HACT (Housing Association Charitable Trust) Social Value Bank the People Can Programme Coordinator was able to calculate the Social Value of the work carried out across the district using the number of volunteers involved. These numbers are purely for the clean ups supported/promoted by the council (providing litter picks, waste bags etc.) to demonstrate how much People Can / People Do and do not include activity that is already being carried out by individuals and groups independently. The calculator is part of the Local Insight package and attributes a value to a range of activities and outcomes with the value for 'resolution of problems with litter, rubbish or dumping being £449 per volunteer involved.

Great Bradford Spring Clean Social Value

| Area | Social Value | Number of volunteers | Number of clean-ups |
|----------------|-----------------|----------------------|---------------------|
| Bradford East | £201,152 | 448 | 35 |
| Bradford West | £173,314 | 386 | 17 |
| Bradford South | £278,380 | 620 | 32 |
| Shipley | £89,800 | 200 | 32 |
| Keighley | £81,718 | 182 | 21 |
| Total | £824,364 | 1,836 | 137 |

Further examples can be seen in appendix H

- 3.13 People Can is supporting businesses to become more involved in communities to develop the 'Business Can' Community Star Award. Last year's winner XPO Logistics have so far provided volunteers who have worked with the Bradford Food Bank and to develop the community allotment attached to Scholemoor Beacon. This year we are planning a range of activities to suit their wider workforce and increase the amount of volunteering undertaken.
- 3.14 People Can has been approached by local authorities in Southampton and Hammersmith & Fulham for advice and support to set up their own versions of People Can. Southampton Council initially wanted advice on setting up a Community Star awards event but developed this after discussion about the whole concept of People Can. Hammersmith & Fulham Council had already heard about People Can and wanted more in depth discussion prior to setting up their own programme.
- 3.15 Social Media continues to be a primary engagement tool for with reach, engagement and followers increasing monthly across channels. This allows us to target communications to the desired audience and also engage with cross sector campaigns that fit with the People Can aims. Examples include the 16 Days of Activism to Eradicate Violence Against Women and the Our Neighbours Campaign. (Appendix I)

4. FINANCIAL & RESOURCE APPRAISAL

- 4.1 The delivery of People Can activities and programmes will be met from within current resources as will updates to the existing website. People Can is now linked as a key partner on the web platforms for all VCS infrastructure support organisations and with the Bradford for Everyone team. The support of People Can will be met within resources allocated from the Implementation Fund to the Neighbourhood Service. This activity will be coordinated by the Stronger Communities Delivery Co-ordinator lead. The funding will support:

| | |
|---|---------|
| Marketing/branding | £23,000 |
| <ul style="list-style-type: none"> • Promotional materials / resources • Events – Community Stars | |
| Adjusted Budget – | |

| | |
|---|-----------------|
| (Online Platform Development) | £5,000 |
| Linked to other partner platforms | |
| Great Get Together / Big Lunch grants | £10,000 |
| Local Insight | £5,000 |
| Christmas Get Together / Lunch grants | £5,000 |
| Campaigns / Events (Big Advice Days, Volunteer Fairs, Refugee Week) | £10,000 |
| Total (over two years – excluding People Can Coordinator salary) | £58, 000 |

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 and the calendar of activities for the district.

7.8 AREA COMMITTEE IMPLICATIONS

The activities outlined in this report contribute to priorities within the Area Ward Plans and will be 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

9.1 Corporate Overview & Scrutiny Committee may wish to make recommendations on the future focus and development of the People Can initiative.

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 2019-20
Appendix C People Can Engagement & Branding Guidance
Appendix D People Can Sample Risk Assessment / Volunteer Safety Sheets
Appendix E Examples of People Can coordinated campaigns
Appendix F People Can events
Appendix G Community Stars
Appendix H Local Insight / Social Value
Appendix I Social Media Stats

12. BACKGROUND DOCUMENTS

12.1 Report of the Chief Executive to the meeting of the Corporate Overview and Scrutiny Committee held on 21st March 2019.