

## Report of the Strategic Director Environment and Sport to the meeting of Bradford West Area Committee to be held on Wednesday 18<sup>th</sup> November 2015

P

---

### Subject:

'People Can Make a Difference': campaign to promote and encourage strong and active communities.

### Summary statement:

The report outlines a year long **People Can Make a Difference** campaign that the Area Committee is being asked to actively contribute to. The '**People Can**' campaign aims to highlight the contributions of communities within the Bradford District and build on these strengths, as part of the New Deal. The success of '**People Can**' will be determined by the energy and commitment that we can all contribute.

---

Steve Hartley  
Strategic Director of Environment and Sport

Report Contact: Mick Charlton  
Phone: (01274) 437656  
E-mail: [mick.charlton@bradford.gov.uk](mailto:mick.charlton@bradford.gov.uk)

**Portfolio:**  
Cllr. Arshad Hussain  
Safer and Stronger Communities

**Overview & Scrutiny Area:**

**Corporate**

## 1. SUMMARY

- 1.1 The report outlines a year long **People Can** Make a Difference campaign that the Area Committee is being asked to actively contribute to. The '**People Can**' campaign aims to highlight the contributions of communities within the Bradford District and build on these strengths, as part of the New Deal. The success of '**People Can**' will be determined by the energy and commitment that we can all contribute.

## 2. BACKGROUND

- 2.1 A year long Active Communities campaign has been proposed by the New Deal outcome group: Safe, Clean and Active Communities. The group is seeking ways to develop strong communities, as a way of filling the gap created by significant reductions in public sector funding.
- 2.2 The New Deal group defined a strong community where:
- There are many community groups engaged in broad interests covering e.g. sports clubs, young people's activities, health groups, luncheon clubs etc.
  - There is a broad range of active citizens
  - People are well networked and connected
  - There are low levels of anti-social behaviour and high levels of people behaving in pro-social ways
- 2.3 The idea to have a year of active communities builds on work within the Stronger Communities Partnership's Active Citizens' strand and its priorities to:
- Celebrate the strengths of Bradford District's communities and active citizens
  - Develop safe, active and supportive communities
  - Support a strong and vibrant community sector to flourish
- 2.4 Community Stars was launched as part of a Year of Active Citizens in 2011 and since then the Council, voluntary sector and the Telegraph and Argus have worked closely together to have an annual Community Stars campaign that celebrates what people do within their communities and the People Can Make a Difference campaign will build on this work.
- 2.5 Corporate Overview and Scrutiny Committee, at its October 7<sup>th</sup> 2015 meeting, considered the Stronger Communities Partnership Delivery Report. This included the proposal to have a Year of Active Communities in 2016. The Committee requested that reports were taken to all Area Committees inviting them to contribute to the year.
- 2.6 Bradford District has a number of strengths related to active communities that can be drawn on. For example volunteering levels within the District, measured as part of the former national indicator set and is scored within the top quartile. A survey undertaken on neighbourliness scored Bradford District highly. The District also has a high member of voluntary and community groups as well as a thriving faith sector.
- 2.7 **People Can** Make a Difference has been selected as the name that best fits the ethos of the year.

### 3. OTHER CONSIDERATIONS

3.1 The **People Can Make a Difference** campaign will highlight and build on the many community activities already taking place across the District. The overall aims of the campaign in 2016 are to:

- Increase the awareness of existing community strengths
- Stimulate a conversation on how communities and services can work more effectively together.
- Increase the numbers of people volunteering and involved in community action
- Help develop a more self-sustaining community sector

3.2 **People Can Make a difference** will focus on four priority themes during the year:

- **Neighbourliness**
- **Joint Local Action**
- Formal **Volunteering**
- **Fundraising** for Community Activities.

#### 3.3 **Why neighbourliness?**

Streets where neighbours have positive interactions lead to positive experiences for all residents. Neighbourliness has a significant impact on how people feel about where they live and on a positive sense of wellbeing. Neighbourliness can have a positive impact on loneliness. Examples of how **People Can Make a Difference** will contribute to neighbourliness during the year:

- Encourage residents to talk to their neighbours
- Promote the role of **Neighbourhood Watch** coordinators
- Promote the **Big Lunch** and other neighbourly activities

#### **What will be achieved during the year in relation to neighbourliness:**

- Explore developing **Be Neighbourly Street Champion** schemes
- Increase the number of active Neighbourhood Watches

#### 3.4 **Why Joint Local Action?**

The priority is about working between services and communities to deliver local action in response to local issues. Joint working between residents and services can lead to the most effective use of public sector resources, as both communities and services can deliver what they each do best. There are many initiatives where service resources deliver jointly with community action to deliver positive outcomes for communities. For example:

- **Dementia Friendly Communities** exist in many neighbourhoods across the District where they increase awareness of dementia and therefore increase the ability of people experiencing dementia to remain in their own homes and communities for longer.
- **Street clean ups/ Litter picks** are frequently undertaken by residents and are supported by the Council's street cleansing service removing collected bags of

rubbish and Council Wardens offering training on appropriate use of equipment. Coordinating these with enforcement action is another dimension of where a service can support communities who are taking action themselves.

- **Winter warmth projects.** Encouraging people to help out during cold spells to ensure vulnerable people do not become isolated. This includes very practical steps like clearing paths and driveways of snow and ice, checking people are OK and in some cases organising shopping trips.
- **Walking and cycling group** that contribute to wider public health outcomes
- **Green dog walkers** are working together to encourage responsible dog owners and cut down on fouling
- **Friends of Parks Groups** right across the District are helping to manage and improve parks, bringing communities together, reducing anti-social behaviour and accessing funding for improvements and events.

The service input to the above examples is very varied and in some cases is no more than providing some basic information and in others involves providing equipment and tools.

**What will be achieved during the year in relation to Joint Local Action:**

- Establish what communities and what services do best
- Develop clearer offers from services on how services can respond to supporting communities
- Explore approaches to community gardening projects, including learning from initiatives like Incredible Edible
- Better use of information technology and particularly social media to support joint local action.

3.5 **Why Formal Volunteering?** Statutory sector organisations need to increasingly consider where volunteers can support the delivery of existing services. Increasingly with reduced public sector funding we will need to further seek to recruit volunteers to run services like for example:

- **Special constables** can provide a quick response and a visible deterrent and make a positive contribution to neighbourhood based policing
- **Libraries** are a Council service that has increasingly recruited volunteers to help keep open community libraries

**What will be achieved during the year in relation to Volunteering:**

- Develop clearer volunteer policies, including in relation to health and safety issues.
- Explore employee volunteering

3.6 **Why fundraising for community activity?** Small grants are vital to support many of the local initiatives and neighbourhood based activities. Over recent years, due to pressures on public sector funding these funds have tended to be significantly

reduced. There are some initiatives that can be further built on during the year, as ways to raise funds for community activities. These include:

- **Lord Mayors' Appeals** – Cllr. Dale Smith's idea of **Spread the Sunshine** has been in different forms picked up by subsequent Lord Mayors including by the current Lord Mayor Cllr Joanne Dodds who splits half the money raised with her **Spread a Smile** appeal.
- Bradford Council transferred some shares (that had been bequeathed to the Council to support the local community) to the **Bradford District Community Fund** in 2011. This fund has developed since then and has now distributed nearly £1 million within the Bradford District.

**What will be achieved during the year in relation to funding community activity:**

- **Crowd funding** is a new way to raise funds for community activity that will be explored as part of **People Can**.
- The Bradford District Community Fund will be further promoted within the business sector.

3.7 The types of activities that will be encouraged to take place in each month will include the following:

- Highlighting existing community activity that demonstrates the existing strengths of the Bradford District
- Networking opportunities that bring people together to share different strengths from both the Bradford District and outside.
- Learning events that will share innovation and creativity from other places that could be taken up within the District
- Pilots to trial different approaches

3.8 **How will People Can Make a Difference?**

- Through events and activities that people can join and participate within
- Social media
- Word of mouth
- Media

3.9 **Supporting children and young people to be active in their community.**

This is important too, to develop future generations of active citizens.

Over the years the number of people involved in their communities has probably fallen. The expectation on young people being active in their community has also diminished over the years. Fear often stops activity: People Can will explore how we energise and inspire young people to get involved in their communities and for their contributions to be welcomed whilst making sure children and young people are safeguarded.

Young people bring enthusiasm and often have underused skills that can be better tapped into for the overall benefit of the community. Simple acts of kindness between

young people and the wider community will reduce suspicion and therefore will have a self-perpetuating positive impact. We need to think how best to motivate children and young people to be active. Following the behaviours of parents and other adults in their lives will be important alongside promoting what other young people are doing.

### 3.10 **Faith, voluntary and community groups.**

The involvement of faith organisations, community groups and voluntary organisations will be important to the success of the year. The voluntary sector is being asked to take the lead on some of the months (see table below) and there will be a key role for them in all other months also. The faith sector also has a strong tradition of supporting communities and this will be celebrated during the year.

### 3.11 Resources to draw on to develop the **People Can Make a Difference** year:

There is no dedicated budget for **People Can Make a Difference** campaign

The success of the year will be influenced by the effectiveness of how the following are engaged and the extent that they choose to participate:

- BMDC Councillors, Community, Parish and Town Councillors existing active citizens including volunteers and community groups.
- The Community Star winners will be particularly encouraged to support the year.

The following will be encouraged to support the campaign:

- Community Development workers, Council Wardens, Engagement Officers, Marketing and Communication Officers, PCSOs, Public Health/ Adult Services, VCS Infrastructure Support and Ward Officers.

### 3.12 **Month Area Committee is asked to support**

As part of the Year each Area Committee is being asked to lead on one month. It will be the responsibility for the committee, to coordinate with the support of the Area Coordinator Office a range of suitable activities that work toward the overall goal of **People Can Make a Difference**.

BMDC Councillors can play an instrumental role in leading these months of activities.

Area Committees may choose to highlight different activities within each of their six wards

The success of each month will be determined by the effectiveness of the engagement. Area Committees may also wish to promote **People Can** type activities taking place within other months to the one designated to them.

### 3.13 The campaign will consist of 12 months of activity themed on a month by month basis in which active communities will be celebrated through role models, good news stories and promoting volunteering opportunities. Additionally, each month will have an element that focuses on developing the agenda with both communities and services.

<b>Month</b>	<b>Lead</b>	<b>Area/ Theme</b>	<b>Contact</b>
Jan	VCS Assembly/ Stronger	Area: Launch	Paul Stephens/ Arshad Mahmood
Feb	Public health	Theme: Health & Well- Being	Julie Robinson Joyce/ Sarah Possingham
March	Bradford South Area Committee	Area: Bradford South	Mick Charlton
April	Community Safety Partnership	Theme: Safer	Mike Bonner/ Rebecca Trueman
May	Sport/ HWB	Theme: HWB/ Sport/ Parks	Bob Thorpe
June	Environment Forum	Theme: Cleaner, Greener	Jen White (BCEP)
July	Keighley Area Committee	Area: Keighley	Jonathan Hayes
August	Bradford East Area Committee	Area: Bradford East	Louise Williams
Sept	Shipley Area Committee	Area: Shipley	Damian Fisher
Oct	Community Safety Partnership	Theme: Safer	Mike Bonner/ Rebecca Trueman
Nov	Bradford West Area Committee	Bradford West	Bhulla Singh
Dec	Volunteer Centre	Celebration	Dave Forrest

### 3.14 What the intended impact of **People Can Make a Difference** will be?

- A district where more people behave in a neighbourly way
- Community action is well supported by public services
- Volunteer opportunities developed and more volunteers active
- Increased awareness of Bradford District Community Fund within Bradford's business community. Increased awareness of different approaches to raising funds for community activities.

## 4. FINANCIAL & RESOURCE APPRAISAL

4.1 There is no dedicated budget for the year. See 3.11 above

## 5. RISK MANAGEMENT AND GOVERNANCE ISSUES

5.1 There are no significant risks arising out of the proposed recommendations in this report.

5.2 Development of a volunteering policy

## **6. LEGAL APPRAISAL**

6.1 There are no specific legal implications.

## **7. OTHER IMPLICATIONS**

### **7.1 EQUALITY & DIVERSITY**

7.1.1 Equality groups will be encouraged to participate in People Can.

7.1.2 The campaign should have a positive impact on community cohesion by promoting the value and contribution of different groups within the District.

### **7.2 SUSTAINABILITY IMPLICATIONS**

7.2.1 The campaign should contribute to the sustainability of the District's community sector

### **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

7.3.1 No impact

### **7.4 COMMUNITY SAFETY IMPLICATIONS**

7.4.1 If successful the campaign should make a significant contribution to community safety. The Campaign will include two months that are coordinated by community safety staff.

### **7.5 HUMAN RIGHTS ACT**

7.5.1 No direct implications arising from the Human Rights Act.

### **7.6 TRADE UNION**

7.6.1 No issues related to trade unions

### **7.7 WARD IMPLICATIONS**

7.7.1 The year should impact positively on all 30 Wards within the District

## **8. NOT FOR PUBLICATION DOCUMENTS**

8.1 None.

## **9. OPTIONS**

9.1 To agree the recommendations

9.2 To propose different recommendations



## **10. RECOMMENDATION**

- 10.1 That the Area Committee supports the **People Can Make a Difference** campaign
- 10.2 The Area Committee, with the support of the Area Coordinator, develops a good offer during their designated month and where appropriate makes a contribution to other months.
- 10.3 The Area Committee members encourage all elected Members to get involved in the campaign

## **11. APPENDICES**

- 11.1 Appendix 1 – What a month may look like and dates during the year that activities could be linked to

## **12. BACKGROUND DOCUMENTS**

- 12.1 Stronger Communities Partnership Delivery Report 2015-16 Corporate Overview and Scrutiny Committee, Wednesday 7<sup>th</sup> October 2015

**What a month may look like promoting the four themes (Examples of what could do):**

	<b>Encouraging neighbourliness</b>	<b>Supporting Joint local action</b>	<b>Promoting &amp; Developing Volunteering opportunities</b>	<b>Fundraising for community activities</b>
<b>Spotlight on successful actions from within the Area.</b>	Ward A: Neighbourhood Watch Seek out within a Ward where a Neighbourhood Watch has been working successfully. Highlight a Watch coordinator and what their role has been and their impact. Make a short video clip that can be shared on social media	Ward D: Neighbourhood Clean up  Identify a local grot spot that is a local concern. Wardens to do a door knock and find residents that who are willing to be actively involved in the clean up.	Ward C: Promote volunteers at the local library	Ward F: Highlight achievements of a group that has successfully raised money for a community project.
	Ward C: Winter warmth. Discuss with residents involved as snow wardens how this had an impact in a street			
<b>Networking opportunity</b>	Ward F: Invite all Neighbourhood Watch Co-ordinators to a networking session. Explore what is working effectively?		Ward A: Volunteering Bradford invited to have a volunteer recruitment day at a local supermarket. Match volunteers to local services seeking volunteers.	
<b>Sharing good practice from other Areas and Districts</b>		Area wide: Get some community members from Todmorden to come and talk about Incredible Edible and how this could be introduced in this Area.		Ward C: Identify a local concern and interest. Seek to part fund through crowd funding. E.g. something with broad appeal that local people care about
<b>Marketing and promotion of the above activities</b>	- Promote video extensively through social media. - Promote as Good News Story - Police Owl website	- Promote as a good news story - Invites to people who may be interested in other parts of the District	- Promote as a good news story	- Promote as a good news story - Write a press release about the initiative.

**List of dates during the year to consider linking to:**

Community clean-up day - March

Safeguarding Week – October

International women's day - March

Dementia Awareness Week - May

Walk to Work Week - May

World Health Day - April

Big Lunch – June 5<sup>th</sup>

Bike Week – June

Recycling Week – June

Volunteering Week – June

National Allotment Week – July/August

Older People's week – October

Domestic Violence Awareness – 16 days of action – November/December