User participation in improving service delivery

Your main aim!

Education and behaviour change - working with communities is no longer a luxury

What would success look like?

- Better reporting
- More responsible and responsive communities
- Better feedback
- The community playing a role

How could it happen?

- Departments and directorates joining up
- Community engagement being seen as something that is needed by all
- Better understanding of the needs of all communities - no more one size fits all

Tools to consider

Community Agreements - old concept with a new twist

Neighbourhood Agreement
HOME SWEET HOME
For a safe, happy home and community
Neighbourhood Agreement
PEACE AND QUIET
Keeping your streets safe and secure
Neighbourhood Agreement
GREEN AND CLEAN
for clean streets
POLICE
clean safe & green

The Deal

Wigan Council

Our part

- Keep your Council Tax as one of the lowest
- Help communities to support each other
- Cut red tape and provide value for money
- Build services around you and your family
- Create opportunities for young people
- Support the local economy to grow
- Listen, be open, honest and friendly
- Believe in our borough

Signed .....

Councillor David Molyneux, Leader of Wigan Council

Your part

- Recycle more, recycle right
- Get involved in your community
- Get online
- Be healthy and be active
- Help protect children and the vulnerable
- Support your local businesses
- Have your say and tell us if we get it wrong
- Believe in our borough

Signed .....

WiganCouncilOnline wigancouncil @wigancouncil wigan.gov.uk

What is an agreement ?

- A method of highlighting minimum standards and base line services
- A way of working with the community to agree on their roles and responsibilities in the community and look at behaviour change
- A method of empowering the community to be able to monitor and oversee local services
- Marketing service to increase awareness of how to use a public services and the role the resident can play

What shouldn’t happen

- Lip-service and tokenism
- A rushed process
- A policy paper with no substance
- Involving the community after the decisions are made
- Not owned or valued by services
- No open channels of communication- the middle management plug

What an agreement isn’t

- Enforceable
- A wish list for the community
- A means of raising expectations
- A stick to hit services with
- A piece of paper or leaflet
- A partner led initiative
- A mission statement

Breaking the culture

Partnerships, Policies and Politics working together!

Working with and developing the community!- Community engagement needs to include all services with a public face-

we don't have the luxury to do it any other way anymore

Consulting the community- they own the outcomes by helping to solve their own issues

“i don’t know how or where to report’

‘What is there out there that helps me?’

“I don’t get involved because no one else does’

“There needs to be more bins”

Sick of people and their dogs

Not Just For The Community

Services who regularly go into people's home can sign post- fire service, district nurses

Encourage reporting

Organisations that sign-post can add the agreement/ deal areas to their information

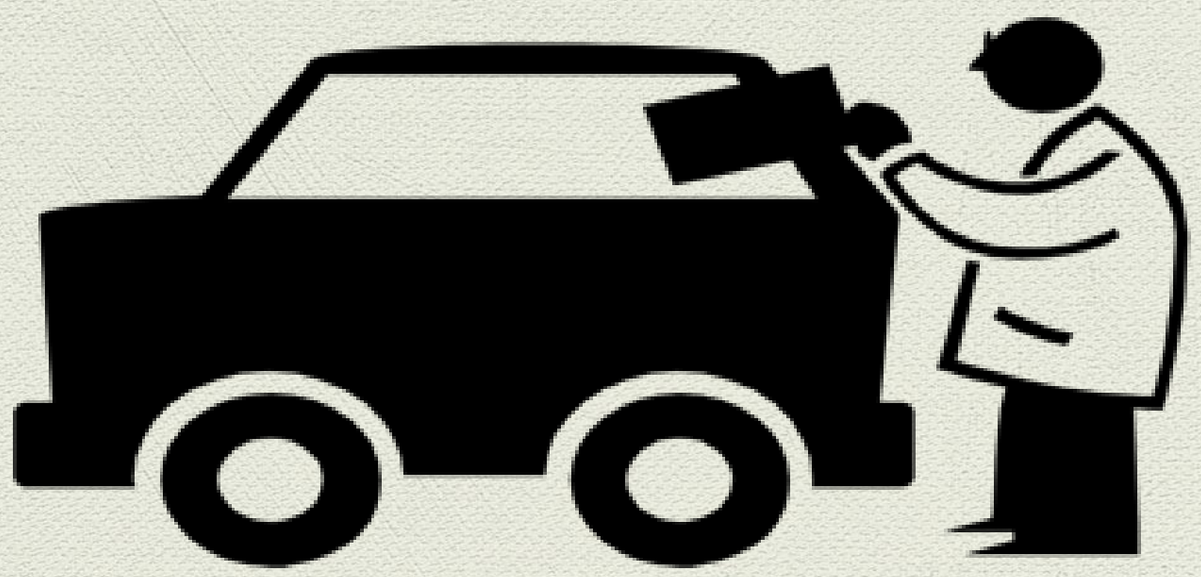
Helps to stop duplication across organisations

A document that supports Councillors during Surgeries

People don’t fit into our policies

…and what do residents want!!

- Plain English only- speak one language
- Make others realise they are part of the problem
- Make and keep things simple
- Working together
- Solve problems don’t just respond to them



The Community's role

- Local champions
- Monitoring the agreements
- Developing the agreements with partners
- Street reps
- Helping to consult
- Spreading the word

Monitoring proformance- let the community take the lead

- Mystery shoppers
- Community champions
- Reporting
- Street reps
- Measure customer satisfaction - more positive feedback shows the community are understanding what services offer and how they can use the service more productively

Roles for all

- Senior teams- champions, unblockers and signing off the offers
- Middle management - support and drive
- Front line staff- recruitment and spreading the word
- Councillors- encouraging the community to take part and helping to support it

No just a leaflet

Aim of St. Rep Monitoring

- Allow local residents to paint a picture of standards and service delivery in their area
- Provide partners with an indication of priority areas and issues to target
- To build trust and allow more residents to take part in the running your service
- Provide information to partnerships and aid long term problem solving and feedback
- Educate residents

Street Reps

NEIGHBOURHOOD AGREEMENT MONITORING FORM

Site Location:		Date of monitoring:	
Person conducting monitoring:		Time of monitoring:	

Please place a X in the correct box (only one X per line)

Issue/problem	Scaling			
	A	B	C	D
	No problem at all	A bit of an issue but level is acceptable	Problem becoming unacceptable	There is a really big issue which is unacceptable
Peace & Quiet				
Groups Loitering and/or disorderly behaviour (NI 17)	No disorderly behaviour or groups gathering	Small groups gathering but acceptable behaviour	Large groups gathering regularly engaging in rowdy and noisy behaviour	Substantial disturbance including violence, rowdy, noisy and criminal behaviour

Lots of activists out there

- Neighbourhood Watch
- Community Crime Fighters
- Tenant and Residents Groups
- Faith groups
- Interest groups

- They all have something to contribute and to learn - no one person knows best

The community's role

Breaking the culture

Monitoring proformance- let the community take the lead

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Social media

- Helps to get people on line
- Helps to include those they don't normally get involved
- Links to more places than a leaflet
- Spread the word, Twitter, Facebook
- Helps to share the load
- It’s free and used by millions of service users every day

Other community roles

- Drop-in to offer peer support
- Monitor the partners role
- Encourage others to take part
- Give a public face
- Help to consult their peers
- Help with recruitment and social media

People don’t fit into our policies

The future- what could it look like?

- Better reporting by residents
- Residents ‘policing’ their own community to keep it clean and tidy
- Street Reps
- Mystery Shopping and evaluating when agreements are used
- Public meetings run by the residents as advocates for local services
- Community Champions
- Joined up use of reporting methods and a community who understands how to report small issues before they become a problem
- Staff on the ground keeping it alive and running
- A community who understand cuts and what that means to them

Final thoughts

- If you want co-production you have to develop it, it will not just happen.
- It has to be holistic and coordinated
- Get the right people around the table
- Start with the vision of what you want and work backwards

Thank You

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