

Translating Community Plans to Local Agreements with Communities



Your main aim!

What's the
difference?

Community Plan

Community Agreement

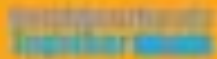
Community Plan

- ❖ A long term vision for an area
- ❖ Developed in consultation with the community
- ❖ Highlights priorities
- ❖ A strategy for the future

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 services to increase awareness of how to use a public services and the role the resident can play
- ◆ A working practical document

Neighbourhood Agreement



HOME SWEET HOME

For a safe, happy home and community

Welcome to the new Neighbourhood Agreement 'Home Sweet Home'

Working together we can make our neighbourhoods safer, happier and more enjoyable places to live in. We can do this by working together to improve our homes and communities.

What is a Neighbourhood Agreement?

A Neighbourhood Agreement is a set of promises that you and your neighbours make together to improve your neighbourhood. It is a way of working together to make your neighbourhood a better place to live in.

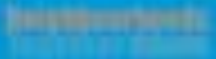
What is the purpose of the agreement?

The purpose of the agreement is to improve the safety, happiness and enjoyment of our homes and communities. It is a way of working together to make our neighbourhood a better place to live in.

- To improve the safety of our homes and communities
- To improve the happiness and enjoyment of our homes and communities
- To improve the quality of our homes and communities
- To improve the appearance of our homes and communities
- To improve the environment of our homes and communities
- To improve the health and well-being of our homes and communities
- To improve the social cohesion of our homes and communities
- To improve the economic vitality of our homes and communities
- To improve the cultural richness of our homes and communities
- To improve the historical significance of our homes and communities
- To improve the natural beauty of our homes and communities
- To improve the overall quality of life in our homes and communities



Neighbourhood Agreement



PEACE AND QUIET

Keeping your streets safe and secure

Welcome to the new Neighbourhood Agreement 'Peace and Quiet'

Working together we can make our streets safer and more secure. We can do this by working together to improve our streets and communities.

What is a Neighbourhood Agreement?

A Neighbourhood Agreement is a set of promises that you and your neighbours make together to improve your neighbourhood. It is a way of working together to make your neighbourhood a better place to live in.

What is the purpose of the agreement?

The purpose of the agreement is to improve the safety and security of our streets and communities. It is a way of working together to make our streets a better place to live in.

- To improve the safety and security of our streets and communities
- To improve the appearance of our streets and communities
- To improve the environment of our streets and communities
- To improve the health and well-being of our streets and communities
- To improve the social cohesion of our streets and communities
- To improve the economic vitality of our streets and communities
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- To improve the historical significance of our streets and communities
- To improve the natural beauty of our streets and communities
- To improve the overall quality of life in our streets and communities



Neighbourhood Agreement



GREEN AND CLEAN

for clean streets

Welcome to the new Neighbourhood Agreement 'Green and Clean'

Working together we can make our streets cleaner and greener. We can do this by working together to improve our streets and communities.

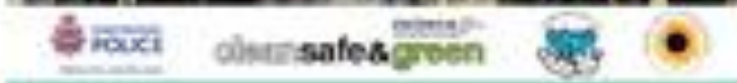
What is a Neighbourhood Agreement?

A Neighbourhood Agreement is a set of promises that you and your neighbours make together to improve your neighbourhood. It is a way of working together to make your neighbourhood a better place to live in.

What is the purpose of the agreement?

The purpose of the agreement is to improve the cleanliness and greenery of our streets and communities. It is a way of working together to make our streets a better place to live in.

- To improve the cleanliness and greenery of our streets and communities
- To improve the appearance of our streets and communities
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What does this mean to the public and partners

- ❖ Transparency
- ❖ Joined up working
- ❖ Community involvement on the ground and with services
- ❖ A role for all

Education and behaviour change

An active role for residents and
communities

What is needed to make agreements work?

- ❖ Genuine ownership by the partnerships that does not die with staff or council leadership change
- ❖ True ownership by residents
- ❖ Worked into the partners plans and processes
- ❖ More than one owner

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

Engaging residents, communities and
partnerships
to work together

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



Developing a robust agreement and service offers

A well written agreement must :-

- ❖ Be a series of 'actions' that the community can 'react' to
- ❖ Have agreed actions that can be monitored
- ❖ Be plain English
- ❖ Be achievable
- ❖ Be up-to-date. Partners need to be mindful of the ever changing policy world. If you are not sure, don't put it in.
- ❖ Be co-written by the community. It's not a partner wish-list.

The community's role





Breaking the culture

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

Monitoring performance - 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

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 use of the agreements
- ❖ Give a public face
- ❖ Help to consult their peers
- ❖ Help with recruitment and social media

People don't fit into our policies



An opportunity to all work together from the beginning

- ❖ Offer the community the training and tools to work alongside services
- ❖ Tighten partnerships
- ❖ Build agreements into the operational workings of the Community Plan
- ❖ Offer something for all, not just the handful of residents involved in a community plan

Not Just For The Community

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

Organisations that sign-post i.e. healthwatch will have wider information

Helps to stop duplication across organisations

A document that supports Councillors during Surgeries

Giving public services the transparency the community needs

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 services and what that means to them

Final thoughts



Thank You

[To Book Training Courses with Maxine Moar contact Jan Kennedy on jkennedy@apse.org.uk](mailto:jkennedy@apse.org.uk)