

# Neighbourhood working in Derby – Developing a hyperlocal approach.

APSE Regional Event - 18.11.25  
Neil Woodhead



Derby City Council

# Context

Increasing pressures and **demand** on People's directorate  
– recognition that we need to focus on prevention.

**Change the culture** of working within the Council, moving from silo working to taking a place-based, partnership approach.

Desire to **embed a strengths-based approach** into the centre of the Council's way of working.



**People** - Are people able to access the support they need, when they need it?



**Place** - Does the community have the capacity to support itself?

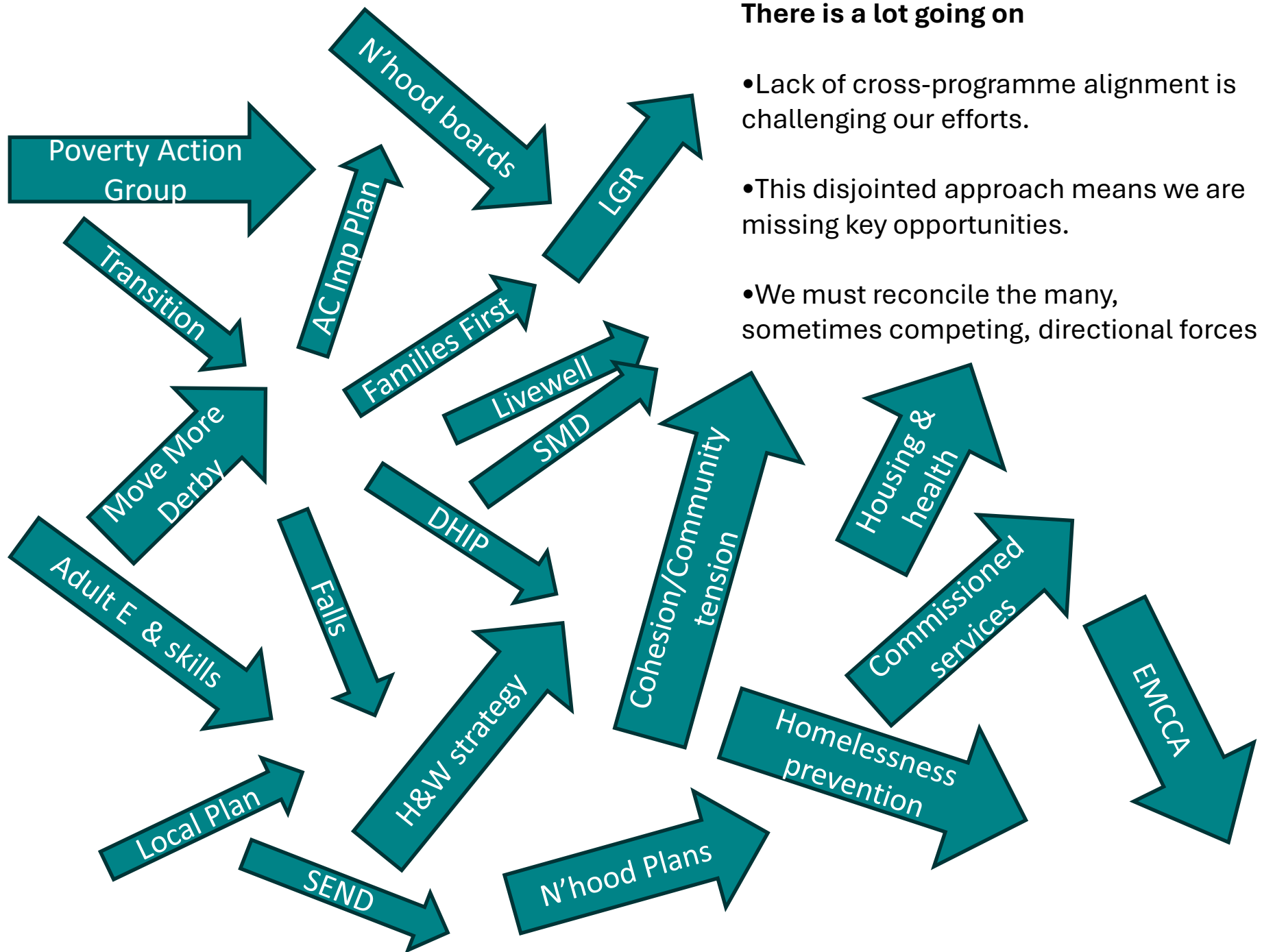


**Partnerships** - Are placed based issues being responded to alongside partners?



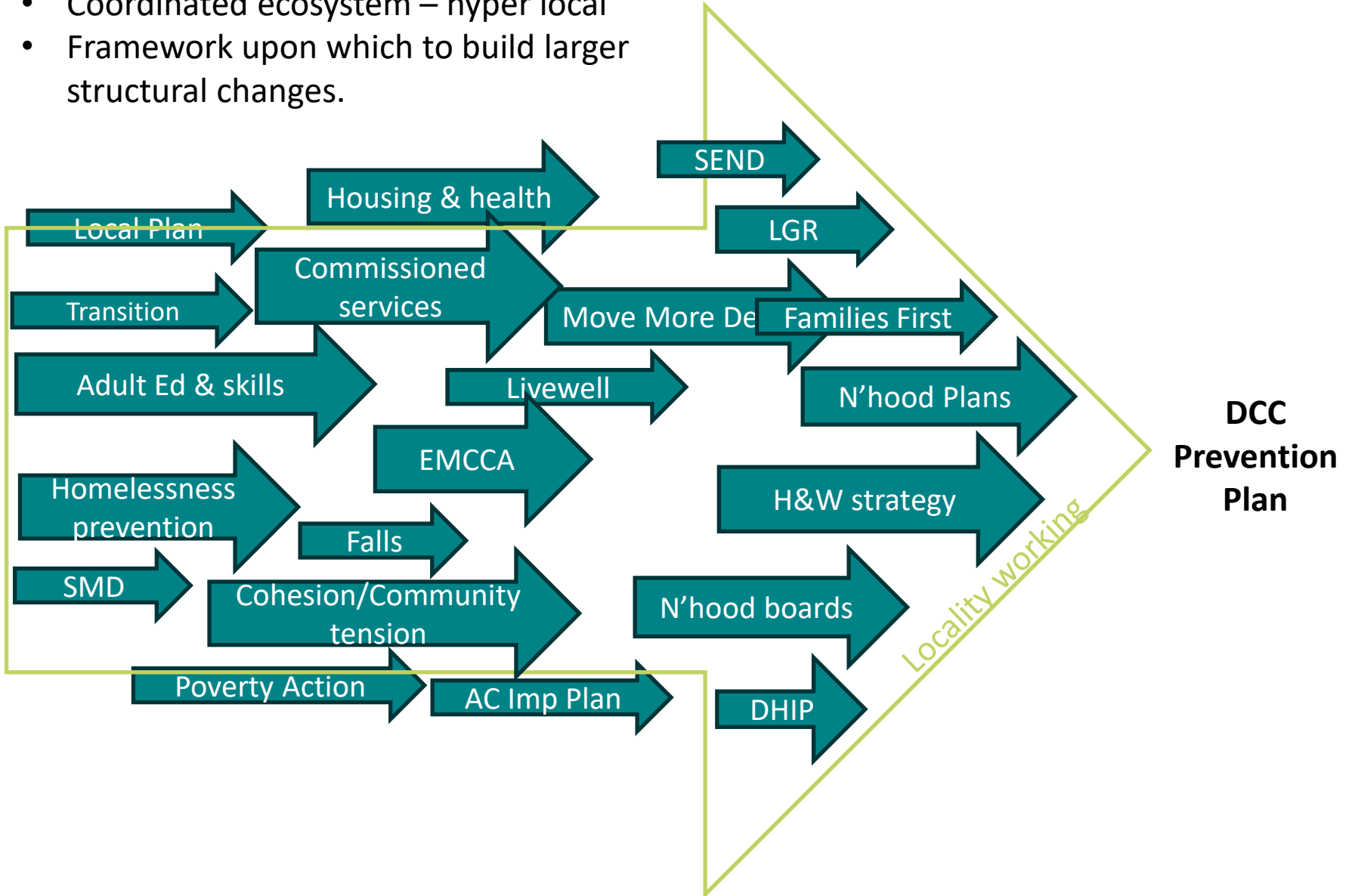
# The challenge....

- Dependency – a good solution is often still seen as a service solution - culture
- Resources not always deployed effectively –unnecessary pressure & duplication
- Lack of clarity - articulating the ask
- Inconsistent approach to community involvement:  
*engagement v consultation v coproduction*
- Current strategies and priorities often unclear and poorly communicated
- “Service” focus – process & outputs, control v complex systems
- Commissioning – price v value
- Much more work needs to be done to understand each others' priorities – in & out
- Culture focussed on immediate demand – reactive
- Prevention doesn't land well in the system...still
- Service of silo over place



## Locality Working

- Service of place rather than silo
- Coordinated ecosystem – hyper local
- Framework upon which to build larger structural changes.



# What, How & Who?

- Prevent reduce delay formal support
- Engaged, connected and independent communities
- Safe communities proud of where they live

*Working Smarter – **hyper local partnerships and plans**,  
underpinned by **data** and **community conversation** – reporting &  
reform*

*Focused on **challenges and opportunities** presented by our  
**residents & partners**, responding to the challenges of the **whole  
system***

# Neighbourhood Areas and Local Area Coordination



# Neighbourhoods Vision

***"Every person in Derby should be able to live in a place they call home, with the people and things that matter to them; as part of a community where they look out for one another."***



# Team Roles



## Neighbourhood Manager

- Responsible for the day-to-day operations of a Neighbourhood team
- Coordination of Partnership Networks, collaborating on complex place-based issues, overview of Partnership Plans & board budgets



## Neighbourhood Officer

- A focus on coordination & delivery of actions identified in partnership plans
- To support elected members in their community leadership role
- Responsible for engaging with the community and partners to review the priorities and update plans – enable not resolve



## Local Area Coordinator

- Key element to the health and social care prevention offer
- Working with individuals to avoid, reduce, delay the need for formal services
- Help people make the most of personal resources & local networks – relationships, connections, resilience

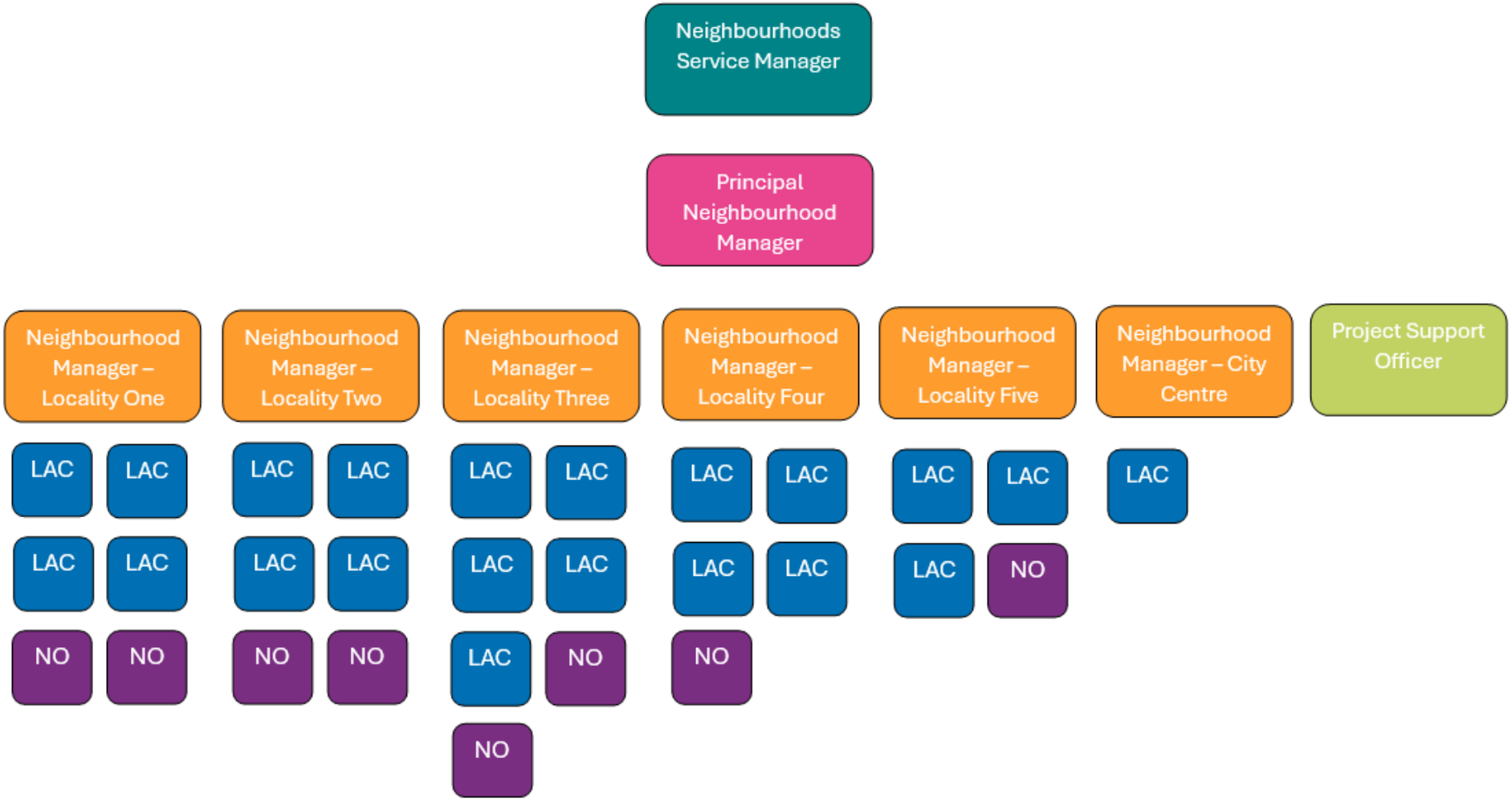


## Neighbourhoods Intelligence & Prevention Analyst

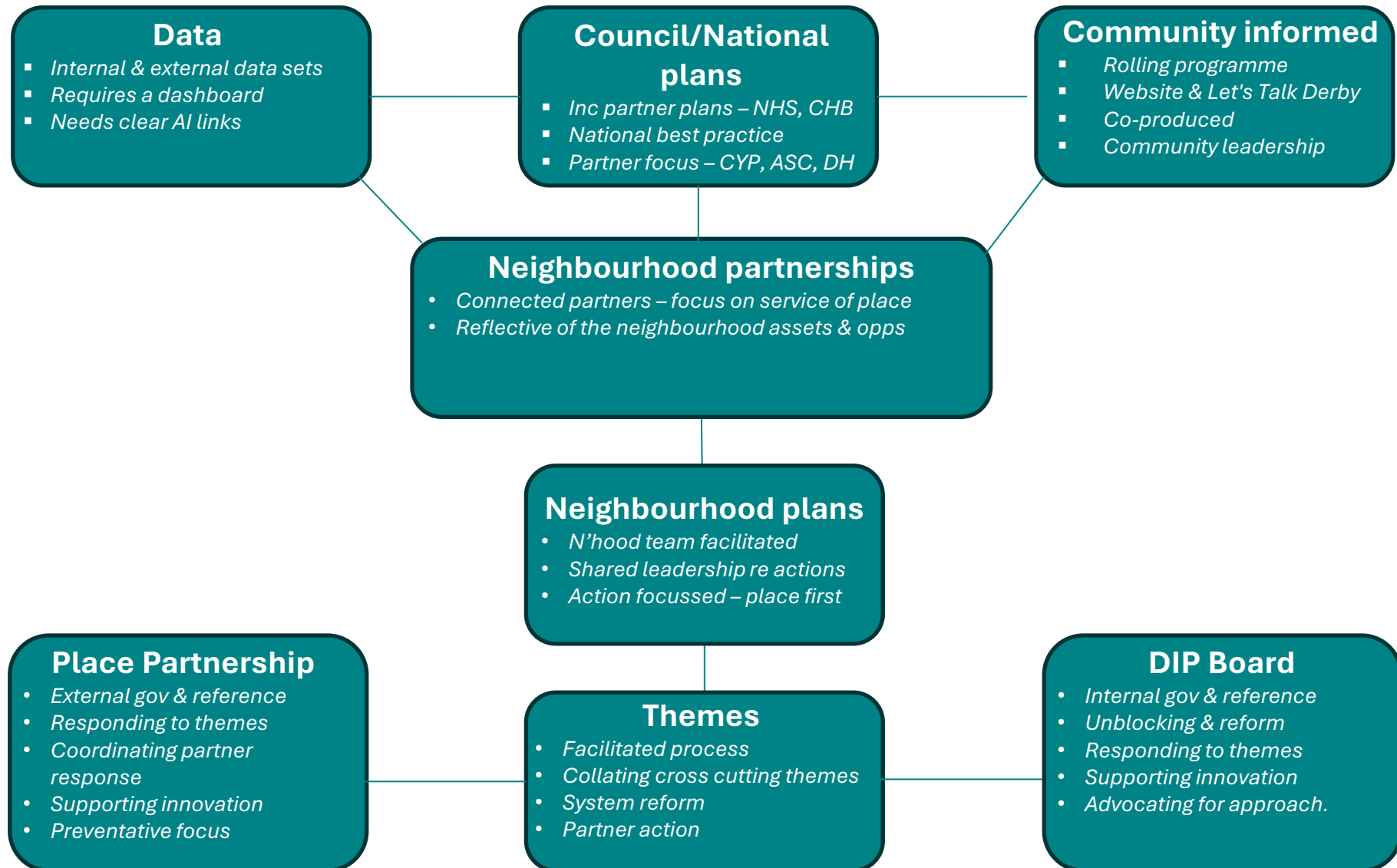
- Analyse a range of data sets to produce insight that informs priorities and partnership plans.
- Evaluate service effectiveness and explore ways of working to continuously improve and develop service delivery



# Current Team Structure



# Neighbourhood partnerships



# Locality 2 objectives

## Locality 2:

Sinfin and Osmaston  
Alvaston North and South  
Chellaston and Shelton Lock



Locality 2 Manager: Steph Holt

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### Communication and Engagement

To raise awareness of the Community Partnership Network and available funding opportunities.

To increase community engagement and communication across the locality.

Improve access to information for people seeking debt and money advice.

Increased promotion and participation for community events, leading to greater community ownership.

To ensure the delivery of Local Transport Plans.

Increase awareness of Section 106 funding, the allocation process and how communities can contribute.

### Health and Wellbeing

To identify the barriers of accessing mental health support and how these gaps can be minimised.

Maintaining good relationships with GP practices to understand the demands on their surgery and connected services.

Develop provision for people living with particular conditions or at risk of falling.

To increase provision for those experiencing loneliness and isolation and develop networks of support.

To increase development of community groups to support health outcomes of residents, reducing the need for formal services.

### Community Safety

To help determine police priorities and develop support for the people most affected by crime and antisocial behavior.

To collaborate with police to reduce the illegal use of motorbikes and e-scooters in the community.

Improve and raise awareness of Domestic Abuse and the support available.

To improve safety on Parks / route 66 canal path.

Improve and raise awareness of fraud and scams.

### Street Scene, Parks and Open Spaces

Helping people make best use of outdoor community spaces.

Raise awareness of the voluntary 'Friends of' Groups who actively look after Parks.

Delivery of 'Take Pride' events across the locality.

Improve district centres, making them more accessible and welcoming.

Tackling street scene complaints / concerns raised by residents.

# Partnership Plans Overview

## Communication and Engagement

**Establish and promote Partnership Networks:** To further establish and raise awareness of Partnership Networks to promote community provision and support its sustainability.

•**Improve Communication Channels:** To increase awareness by distributing information through trusted local partners, such as schools and GP surgeries, alongside creating accessible resources such as community guides and online directories.

**Community-Led Initiatives:** Fostering a greater sense of community ownership by supporting and empowering residents/community groups to develop and deliver their own projects and events.

•**Community Conversations:** To continuously proactively engage with residents to understand their needs and preferences. This process will ensure that all projects are shaped by local priorities and are reflective of the community.

•**Utilize Local Assets as Community Hubs:** Local assets, such as community buildings and libraries, will be greater utilized as community hubs to increase footfall, better inform residents and provide essential spaces for collaboration among local groups.

## Health and Wellbeing

•**Improving Access to Health and Wellbeing Support:** To map existing services available alongside analysing resident feedback to identify gaps in provision and reduce barriers to accessing services.

•**Hosting Health Events:** To host health/wellbeing themed events alongside relevant colleagues and partners across the city.

•**Community Provision:** To engage with warm hubs, community assets and community groups to find out what they offer and what opportunities there are to provide further support.

•**Collaborate with Health Partners:** To continue to build and maintain relationships with key partners, to understand demands on services and facilitate more effective signposting, alongside the creation of partnerships networks to devise and deliver projects.

•**Fall Prevention Initiatives:** Localities 1, 2, and 4 specifically mention the Derby Falls Ambassador Network as a means of training residents and professionals to identify people at risk of falls and provide prevention advice and guidance.

•**Debt and Money Advice:** Localities 1, 2, and 3 aim to improve access to information and support for people seeking debt and money advice.

## Crime and Anti-Social Behaviour

•**Reporting Issues and Concerns:** Raising awareness of the importance of reporting incidents, where to best report them, and how to do so anonymously.

•**Identifying Hotspot Locations:** Contributing to identifying and addressing specific locations with high levels of crime and ASB based on resident feedback.

•**Collaborating with Key Partners:** Actions include increasing communication between the community and the local Safer Neighbourhood Team (SNT), assisting with police operations, and receiving updates on enforcement actions.

•**Engaging with Youth:** Localities 1, 2, and 3 are specifically focused on understanding existing youth provision, identifying gaps, and creating a "youth voice" to address youth crime and ASB.

•**Illegal Vehicles:** Localities 1 and 2 specifically address the issue of illegal use of motorbikes and e-scooters.

## Infrastructure and Investment

•**Promoting Available Funding:** To raise awareness about available funding, particularly Section 106 and Neighbourhood Board funding, providing support and guidance for groups who want to apply.

•**Strategic Allocation of Funds:** To ensure that residents and community leaders contribute to yearly priority settings to influence how these funds are allocated to benefit the community.

•**Supporting "Friends of" Groups:** To support existing volunteer-led groups that look after local parks and green spaces, alongside helping to establish new ones.

•**Seasonal Clean-up Campaigns:** Localities 1, 2, and 3 specifically mention participation in events such as the Great British Spring Clean and Great Big Green Week.

•**Parks and Open Spaces:** To support the development of accessible and safe parks which are well-used and managed, ensuring communities are consulted with during developments and feedback is taken into consideration (Locality 1,2,3 & 4).

•**Traffic & Transport:** To communicate relevant information on traffic and transport priorities and to ensure the delivery of Local Transport Plans alongside relevant teams.

# Stories....

- ✓ Community led summer skin health event, 100+ attendees
- ✓ Youth Partnership Plan alongside local secondary schools
- ✓ Recruitment event for residents at Hello Fresh new site
- ✓ Supported the renovation of– Safe & Sound Derby
- ✓ Healthy cook & eat sessions
- ✓ **Citywide approach to supporting vulnerable people access bulky waste collections**
- ✓ Establishment of mini youth alliances in the locality alongside CAD
- ✓ Development of Slovak Health Collaborative to support Primary Care
- ✓ **Development and roll out of Community Guides - information for residents looking for community connection**

- ✓ Great British Spring clean development – 1000 residents engaged
- ✓ Blagreaves Cares – To date over 150 residents have connected with over 15 preventative health partners - preventing, reducing & delaying the need for GP appointments
- ✓ Collaborating with residents on the deployment of environmental enforcement activity
- ✓ Delivering Fraud awareness sessions alongside partners in targeted areas – older people
- ✓ Leading the Pre-op project – supporting vulnerable residents prepare successfully for secondary health interventions – operations etc
- ✓ **And many more!**

# The hypothesis...

- **A move to Locality focussed working, underpinned by a Prevention plan will:**
  - ✓ Improve outcomes for Derby residents
  - ✓ Help us measure what matters
  - ✓ Dovetail with NHS Neighbourhood working and can influence that process
  - ✓ Enables a smoother transition in LGR
  - ✓ Reduce/reprioritise demand on services to meet need
- **A corporate approach will facilitate internal co-ordination and enable us to be cohesive when working externally with partners**

## Our assumptions:

The current system supports the status quo. To change how we work we will need to change the resource around it.

Openness and willingness to change how we work, what we measure, what outcomes we value.

# What next...

- ✓ An increased focus on prevention
- ✓ Pilot a self assessment for internal teams
- ✓ Oversight, governance & advocacy – DIP Board & Place Group
- ✓ Widen & strengthen partnerships – NHS Integrated N'hood Teams
- ✓ Strengthening co-production

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**Thank you**