

# **Update Report on the Approach to the Transforming Neighbourhood Services Programme**

## **APPENDIX 2 – Draft engagement plan for south neighbourhood**

### **Transforming neighbourhood services: SOUTH**

#### **Communications plan**

- 1 Background
- 2 Timing
- 3 Objectives
- 4 Audiences
- 5 Messages
- 6 Channels
- 7 Roles and responsibilities
- 8 Communications activity time-line

#### **1. Background**

Neighbourhood services are key services that people interact with across the city. The government is making substantial cuts to funding for local councils. By 2017/18, the Council will be required to have reduced spending by over £50m per year. In order to meet this challenge, the council has chosen to undertake a participatory review of neighbourhood-based services, rather than imposing damaging, last minute cuts.

The programme covers libraries, community centres, adult skills and learning, and neighbourhood based customer services (not currently housing or other local services). The city will be divided into six geographical areas.

This area – South – will be the first area to be looked at. It covers Eyres Monsell, Freeman, Aylestone and Knighton wards.

A multi-step approach is being taken to the engagement process and this will involve ward members, community leaders, groups and associations.

This work builds upon a previous engagement with citizens of Leicester that was held between April and July 2013, which asked high level opinions that people hold on the neighbourhood services in scope.

The purpose of this engagement exercise is to arrive at a number of options, developed with council staff and local communities, that could become individual projects aimed at transforming the method in which neighbourhood services are delivered, dependant on approval to proceed.

## **2. Timing**

The city-wide programme was announced in April and since then council staff have been gathering information on buildings across the whole city.

From August 2013 we will start to review the South area, aiming to complete by 2014.

## **3. Objectives**

The programme aims to transform the way neighbourhood services are delivered. In communications terms the objectives are to:

- Raise awareness of the programme to transform neighbourhood services.
- Get local people involved in shaping proposals for services and their delivery in their local area.
- Find out what people want in their local services and what they are prepared to travel to use.
- To encourage more staff to get involved.

## **4. Audiences**

Audiences can be split into six distinct groups

- Staff.
- Trade unions.
- Councillors.
- Service users & residents
- Non-service users
- Groups and associations. For the south area this has been further split into four smaller areas
  - Saffron
  - Eyres Monsell
  - Aylestone
  - Knighton

## **5. Messages**

- This is an opportunity for local people to understand what buildings are in their area and say how they want to use them.
- There are no proposals yet. We want people to get involved early on and tell us what they think.

- This programme is not only about making budget savings. It's about developing services that people want in their local area – protecting local services.
- There is no one-size-fits-all approach – at the end of the process services will look differently across the city.
- It's an opportunity to make the best use of resources we have and do things a bit differently – as we have already done in Brite Centre and other locations.
- The council recognises that it will need to invest in some buildings to make them fit for purpose.
- Programmes like this are happening all over the country as councils struggle with shrinking budgets.

## **6. Channels**

### Internal

- Insite
- Libraries' newsletter
- Face all staff email
- Face magazine
- Members' bulletin

### External

- Leicester.gov.uk
- Posters
- Press releases
- Display materials
- Emails to users (based on responses provided to initial consultation)
- Ward community meetings
- Neighbourhood Board / Community Association Meetings
- Information stands in community buildings

## 7. Roles and responsibilities

Officer	Role within TNS Programme	Responsibilities
Communications officer & Press Officer	Coordination of communications, media and PR activity	Provide communications advice  Make use of all available channels identified  Coordination production of communications materials
Head of libraries and information services		Identify databases/ mechanisms for communicating with users  Identify all relevant buildings  Support the delivery of communications and engagement activity
Director of Culture and neighbourhood services	Lead Director	Support the delivery of communications and engagement activity  Lead on internal approval processes  Brief relevant members
Head of community services		Identify databases/ mechanisms for communicating with users  Support the delivery of communications and engagement activity

<b>Officer</b>	<b>Role within TNS Programme</b>	<b>Responsibilities</b>
Interim head of adult skills and learning services		Identify databases/ mechanisms for communicating with users  Support the delivery of communications and engagement activity
Head of customer services		Identify databases/ mechanisms for communicating with users  Support the delivery of communications and engagement activity
Research and intelligence manager		Supply data as context for overall programme and decisions
Project Manager		Co-ordination of activities  Support the production of materials and delivery of communication and engagement activity
Strategic Director – City Development and Neighbourhoods	Programme Director	Overall responsibility for delivery of the programme.  Decision making capacity as chair of the programme board
Lead Member	Programme sponsor	Agreeing overall direction of the programme in consultation with the director. Providing political steer and approval for final communication content

## 8. Timeline of activity

Activity	Who organising?	By when?	Comments
<b>Ongoing development</b>			
Informal briefings with key stakeholders	Heads of service	On-going	
Build a stakeholder list	Heads of service	August	
<b>Preparing the case</b>			
Information on buildings/options	PM	August	
Develop options and business case for South area / brief Frank & Cllr Russell	PM and Heads of Service	August	
Draft materials for public meetings: map, presentation	Whole Team	August	
Trial sessions with DMU researchers	R & I Manager	August	
<b>Internal approvals</b>			
Meeting with scrutiny	Lead Member, Lead Director	Sept	
Papers and consultation materials to executive	Project Manager	Sept	
Briefing to Operations Board and Senior Management Board	Lead Director / Programme Sponsor	Mid – end Sept	
Briefing councillors	Lead Member	Mid-end Sept	
<b>Phase 2 of engagement</b>			

<b>Activity</b>	<b>Who organising?</b>	<b>By when?</b>	<b>Comments</b>
Press release	Media team	Late Sept / early Oct	
Local media	Media Team	Late Sept / early Oct	
Email stakeholders	Media / Communications Team	Late Sept / early Oct	
Posters/flyers	Media / Communications Team	Late Sept / early Oct	
Update website	Media / Communications Team	Late Sept / early Oct	
Face email/insite	Media / Communications Team	Late Sept / early Oct	
Libraries newsletter	Head of Libraries	Late Sept / early Oct	
Staff & Union briefings	Lead Director / Heads of Service	On-going but specifically Late Sept	
Finalise presentation and other materials	Whole Team	Late Sept	
Public meetings / Stakeholder group meetings	Lead Director / Heads of Service	October	Potential 4 groups in South area
Update website	Media / Communications Team	Immediately after public meetings	
Develop proposals based on all discussions and feedback	Project Manager, Heads of Service, Lead Director	November	

<b>Activity</b>	<b>Who organising?</b>	<b>By when?</b>	<b>Comments</b>
Full consultation on proposals		TBC	Once proposals are known this can be planned