

Leicester
City Council

WARDS AFFECTED
All wards

FORWARD TIMETABLE OF CONSULTATION AND MEETINGS:

Neighbourhood Services and Community Involvement Scrutiny Commission

30th June 2014

Community Involvement Portfolio

Report of the Director of Delivery, Communications and Political Governance

1. Purpose of Report

This report provides an overview of the key areas and services related to the Community Involvement element of this scrutiny commission.

2. Summary

The portfolio of the Assistant City Mayor for Community Involvement, Partnerships and Equalities is supported by a range of services which primarily fall under the Director of Delivery, Communications and Political Governance. In addition the Assistant City Mayor for Neighbourhood's portfolio includes Customer Services, which is the remit of the Director of Information and Customer Access.

This report seeks to set out the scope of the Community Involvement element of the Commission's portfolio and the relevant structures and services which support this.

3. Recommendations

The report is presented to the Neighbourhood Services and Community Involvement Scrutiny Commission in order to help inform their work for the coming municipal year.

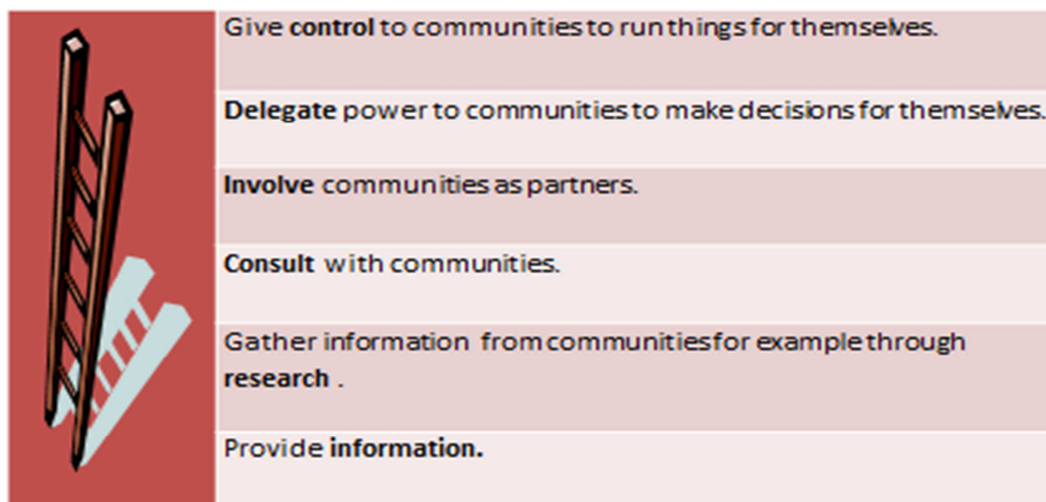
4. Report

Community involvement is seen as encompassing engagement through the voluntary and community sector and directly with residents and service users. Clearly community involvement is important in a democracy and many people want us to engage with them about local issues and services and want to influence the things that affect them in their daily lives. All front line services should engage communities as part of the planning, delivery and review of the services they provide.

There are several levels to community engagement. At a basic level communication is about giving information to the public and others about city council policies and services. As a city with a diverse population and significant levels of deprivation it's

really important that we provide information in a way that is accessible, plain English, easy to understand, and uses different media to suit people's preferences. We also need to gather information about the communities we serve. Our city is constantly changing and people's needs and aspirations change too. So we have to gather information, for example through surveys, to get a full picture of our communities, their needs, experiences and opinions. When there are important decisions to make, such as setting the budget, we will consult with people so that they have the opportunity to feedback on the options that are open to us and be informed about how their views have made a difference. Finally, we often need to work with communities as partners in making decisions, delegate some responsibilities to communities, and in some instances give them some control too. The levels can be summed up in the following diagram:

Ladder of community involvement



In terms of supporting this approach there are a range of services involved which span several Executive portfolios.

The portfolio of the Assistant City Mayor for Community Involvement, Partnerships and Equalities covers the following areas which relate to Community Involvement:

- Equalities including ensuring equalities is embedded in all the work of the Council and championing the work of employee equality groups
- Community involvement and community consultation in the design and deliver of local services
- Ward community meetings and the ward community budgets scheme
- Support to the Voluntary Sector
- Supporting partnership and partnership working

Communications is part of the portfolio of the Deputy City Mayor.

All these areas are supported by services which fall under the remit of the Director of Delivery, Communications and Political Governance.

In addition the Assistant City Mayor for Neighbourhoods' portfolio includes customer service and customer care which falls under the remit of the Director of Information and Customer Access.

The table on the following page sets out details of the relevant portfolio areas for Community Involvement and how these are supported in terms of Director leads and their related services and key officers.

The key service areas are as follows:

- The Marketing and Communications Team covers press and media relations, external communication campaigns, Link production, internal communications, use of the website and social media to support communications, service based marketing, elements of place marketing and public health marketing campaigns. There is no Head of Service role but there are 5 team leaders covering the different key areas of the team (Debra Reynolds – Press and Media Team, David Doherty – Digital Media Team, James Hickford – Marketing Team, Rebecca Oakley – Communications Team and Kevin Vernon – Graphics, Print and Design team) who all report directly to the Director.
- The Research and Intelligence Team managed by Jay Hardman set out the standards expected in relation to consultation activity, manage the corporate consultation platform on the Council's website, and provide support to services across the Council who are conducting consultation with the community. The team also undertakes quantitative and qualitative research to support analysis of need across communities, strategy and policy development, and service re-design. For example they are currently involved in supporting work to research the impact of welfare reform, have provided the data which informs and supports the primary capital programme, and are currently working to support the strategic housing market assessment. The team have also provided detailed analysis of the census 2011 data which has been previously circulated and is on the Council's website, and continue to undertake analysis as appropriate using the census data.
- The Equalities Team managed by Irene Kszyk supports the Council in meeting its statutory equality duties and in delivering its equalities strategy. The team support divisions and services to look at equality implications and impacts, and how negative impacts may be mitigated against, and also works with schools. Specifically the team have provided a lot of support in relation to the equality impacts of the budget proposals and related ongoing savings delivery and spending review programme. In addition they support the employee equality groups and equalities issues related to the Council's workforce, working closely with the HR Service.
- The Community Languages Service managed by Anwar Hoque provide comprehensive linguistic services to city residents whose first language is not English or who have a visual impairment or hearing difficulties, This includes

provision of translation, interpretation, Braille translation and sign language. The service is also used by external private and public sector organisations.

- The Partnerships, Planning and Performance function supports the service departments in relation to strategic planning and partnership working, service planning and performance management. The three lead officers each support one or more departments and are responsible for a small team of officers. A lot of activity includes the need to respond to external demands for information by Government Departments and Inspectorates including the compiling of statutory data returns.
- Within the Division there is a Voluntary and Community Sector Engagement Manager post held by George Ballentyne. This is a relatively new role responsible for supporting good strategic and day-to-day working relationships between Leicester City Council, the voluntary and community sector and key communities in the city.
- Democratic Services managed by John Thorpe provide the clerical and administration support to ward meetings working in conjunction with Community Services
- Customer services managed by Melinda Capewell is the main point of contact for many customers seeking information or a service from the Council. This includes via the Council's website, customer service centre, by phone or via post. The team oversees the Council's policy and standards related to customer service.

Outside of these services there are clearly a range of services across the Council who play a role in providing information and engaging with service users such as Libraries, Revenues and Benefits, Community Services and City Wardens. Many of these fall under the remit of the Neighbourhood Services element of the Commission's remit which is covered separately on the agenda and therefore details on the structures of those services are not included in this report.

Executive Lead	Deputy City Mayor	Assistant City Mayor Community Involvement, Partnerships and Equalities					Assistant City Mayor Neighbourhood Services
Portfolio responsibility	Communications	Equalities	Community Involvement and community consultation	Partnership and partnership working	Ward community meetings/ward budgets	Voluntary Sector	Customer services & customer care policies
Director lead	Director of Delivery, Communications and Political Governance – Miranda Cannon	Director of Delivery, Communications and Political Governance – Miranda Cannon					Director of Information and Customer Access – Jill Craig
Key services	Marketing and Communications	Equalities Community Languages	Research & Intelligence	Partnerships, Planning & Performance	Democratic Services Community Services	VCS Engagement	Customer Services
Lead officers	Media and PR Manager – Debra Reynolds David Doherty – Digital Media Manager, James Hickford – Marketing Manager (Acting) Rebecca Oakley Communications	Corporate Equalities lead – Irene Kszyk Head of Community Languages – Anwar Hoque	Research and Intelligence Manager - Jay Hardman	Partnership, Planning & Performance Lead Officers – Adam Archer, Daxa Patel, Bradley Illiffe	John Thorpe - Democratic Services Manager Head of Community Services – Steve Goddard	VCS Engagement Manager – George Ballentyne	Head of Customer Services – Melinda Capewell

	Manager Kevin Vernon – Graphics, Print and Design Manager						
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5. FINANCIAL, LEGAL AND OTHER IMPLICATIONS

5.1. Financial Implications

There are no financial implications arising directly from this report, as it provides an overview of the community involvement aspect of this Commission's portfolio.

Colin Sharpe, Head of Finance

5.2 Legal Implications

There are no direct legal implications arising from this report.

Kamal Adatia, City Barrister & Head of Standards

5.3 Equality implications

One of the ten equality outcomes in the Equality and Human Rights Commission's equality measurement framework is 'participation, influence and voice'. The above service areas and their activities indicate how the council seeks to facilitate this outcome through its various levels of community engagement. Engaging with communities is a direct way of the council promoting good relations between different groups, one of our public sector equality duties. This in turn contributes to our working with communities to alleviate discrimination and promote equality of opportunity, the other elements of our public sector equality duty.

Irene Kszyk, Corporate Equalities Lead

5.4 Climate change implications

There are no climate change implications associated with this report.

Charlotte Wood, Senior Environmental Consultant

8. Background Papers – Local Government Act 1972

No specific papers.

9. Consultations

Director of Information and Customer Access
Deputy City Mayor

Assistant City Mayors for Neighbourhood Services and Community Involvement, Partnerships and Equalities.

10. Report Author

Miranda Cannon
Director of Delivery, Communications and Political Governance