

**REPORT TO: COMMUNITIES COMMITTEE - 14 MARCH 2005**

**REPORT ON: THE STANDARDS FOR COMMUNITY ENGAGEMENT PILOT PROJECT**

**REPORT BY: HEAD OF COMMUNITIES**

**REPORT NO: 149-2005**

## **1.0 PURPOSE OF REPORT**

- 1.1 This paper reports progress on the development of a Community Engagement strategy for the Dundee North West area using the National Standards for Community Engagement as part of Communities Scotland's pilot programme.

## **2.0 RECOMMENDATIONS**

It is recommended that Committee:

- 2.1 notes the progress made to date on the development of a Community Engagement Strategy for the Dundee North West area using the National Standards for Community Engagement.
- 2.2 notes the positive contribution made to the development of the Community Engagement strategy by Dundee City Council Departments, Partner Agencies and Community Stakeholders.
- 2.3 remits the Communities Department to use the learning gained from the pilot project to roll out the programme into each of Dundee City Councils seven Decentralisation Areas and the Dundee (Community Planning) Partnership.
- 2.4 requests the Head of Communities to report progress on the development of the Community Engagement programme by June 2006

## **3.0 FINANCIAL IMPLICATIONS**

- 3.1 There are no additional costs arising from this pilot. Council Departments and Community Planning Partners will need to be aware of the implications of the National Standards for Community Engagement in future.

## **4.0 LOCAL AGENDA 21 IMPLICATIONS**

- 4.1 The report and its recommendations address the key theme: "All sections of the community are empowered to participate in decision-making."

## **5.0 EQUAL OPPORTUNITIES IMPLICATIONS**

- 5.1 Progress on increasing and extending community representation in Dundee will assist with the process of diversity and will enable a wider range of citizens to become involved in matters affecting their local neighbourhoods or communities of interest.

## **6.0 BACKGROUND**

### **6.1 National Context**

A national project has taken place to develop and pilot a set of national standards for community engagement and supporting guidance. The idea for the standards came from a sub-group of the Scottish Social Inclusion Network to improve the quality and experience of community engagement. The aim of the standards is to enable public bodies and community groups to work effectively together to improve public service provision and policy development.

- 6.2 Dundee citizens participated in the identification of the issues that the Community Engagement Standards needed to address through a focus group discussion involving representatives from the community and voluntary sector at Discovery Point in June 2003. This was part of a programme of events across Scotland.
- 6.3 Dundee was further involved in developing the standards through community involvement in the National Working Groups responsible for producing the standards.
- 6.4 Dundee hosted a consultation event on the draft standards at West Park Conference Centre in November 2003.
- 6.5 Dundee was subsequently included in the programme established to pilot the community engagement standards.
- 6.6 An initial meeting was held in February 2004 to decide how Dundee could contribute to the programme. A short-list of 5 Dundee Projects, which could be included in the programme, were identified and after a lot of discussion, it was decided that the pilot programme would be applied to the development of the Community Engagement Strategy for the Dundee North West Area.

## 7.0 COMMUNITY ENGAGEMENT STANDARDS

- 7.1 The **community engagement standards framework** identifies the principles community planning partners should adopt for effective community engagement and shows how each forms the basis for a group of standards. The standards framework applies to all the participants in the following elements of community engagement and to their shared work.
- 7.2 **Involvement:** Parties with an interest in the engagement are identified and involved.
- 7.3 **Planning:** Evidence of the need to be addressed and resources available to address it is gathered and used to agree the purpose, scope and timescale of the engagement and the actions to be taken.
- 7.4 **Support:** Support needs of the participants are identified and met.
- 7.5 **Methods:** The methods of engagement to be used are identified and agreed.
- 7.6 **Working Together:** Clear procedures for how the parties will work with one another are agreed, approved and implemented by all participants.  
These procedures include:
- Decision making and conflict resolution
  - Progress monitoring and evaluation
  - Recognition of existing agency and community obligations (including statutory requirements)
- 7.7 **Sharing Information:** Agreement is reached and implemented about how information will be communicated between the participants.
- 7.8 **Working with Others:** Agreement is reached and implemented about how the participants will work with others with an interest in the engagement.
- 7.9 **Improvement:** The skills, knowledge and confidence of the participants are actively developed.
- 7.10 **Feedback:** Results of the engagement are fed back to the wider community and agencies affected.

7.11 **Monitoring and Evaluation:** Performance of the engagement is monitored and evaluated against:

- The purposes of engagement
- The standards for community engagement

## 8.0 **COMMUNITY ENGAGEMENT STRATEGY DEVELOPMENT**

### 8.1 **The Framework**

The Community Engagement Strategy Framework (see Appendix 1) is based on four key principles:

#### *Information*

- providing communities with information about local services, projects and initiatives.
- re presenting intelligence about communities to better inform the planning and delivery of local services.

#### *Understanding*

- providing opportunities for stakeholders to exchange perspectives to identify local priorities.
- working in partnerships with communities to achieve workable solutions to local issues.

#### *Dialogue and Debate*

- providing opportunities for interaction between partner agencies and community stakeholders.
- ensuring that local residents views are taken into account in decision-making.

#### *Participation and Collaboration*

- encouraging local residents to participate in community life.
- involving community stakeholders in the development of local community plans.
- developing knowledge, skills and abilities in communities.

### 8.2 **The Process**

Community planning partners and local residents have been fully involved in the strategy development process.

An audit of community engagement activity was performed by the Dundee West Neighbourhood Partnership Network. Community activities were grouped under each of the four key principles. This was then used as a way of setting targets for improvement, using the community engagement standards and the need for collective community engagement as guiding principles. (See Appendix 1)

The next stage in the process will be to identify the key tasks which need to be undertaken to deliver the targets. Lead officers and timescales will be attached to each task.

### 8.3 **Monitoring And Evaluation**

The Community Engagement Standards Framework will be used to monitor the effectiveness of the Dundee North West Community Engagement Strategy on an ongoing basis.

## **9.0 EXTENDING THE PILOT**

- 9.1 The next steps will be informed by the learning derived from the Standards For Community Engagement Pilot Project and any subsequent directives provided by the Scottish Executive.
- 9.2 The recommendation is to use this approach to further develop community engagement strategies for each of Dundee City Council's seven Local Community Planning areas.

## **10.0 CONSULTATION**

- 10.1 Local involvement and consultation has included the North West Neighbourhood Partnership Network, neighbourhood representative structure, local tenants groups, churches and centre management group.
- 10.2 The Chief Executive, Depute Chief Executive (Support Services), Depute Chief Executive (Finance) and Assistant Chief Executive (Community Planning) have been consulted on the contents of this report.

## **11.0 BACKGROUND PAPERS**

- 11.1 None

**Signed: Stewart Murdoch**  
**Head of Communities**

**Date: 4 March 2005**

## DUNDEE NORTH WEST COMMUNITY ENGAGEMENT STRATEGY

## STATEGIC AREA: INFORMATION

Structure/ Mechanism	Current Position	BROAD TARGET
<b>Newsletters</b>	Four newsletters are produced locally quarterly by Sanctuary Housing Scotland, the Baldrigon Early Years & Primary School Cluster Integrated Community School, Ardler Village Trust and St. Mary's Association of Residents and Tenants. They provide information and seek opinion from a varied local readership.	<ul style="list-style-type: none"> <li>▪ Involve more members of the community, including young people in production.</li> <li>▪ Publish production/ deadline dates.</li> <li>▪ Explore potential for the economies of scale, reducing production and delivery costs.</li> <li>▪ Review local residents training and support needs.</li> </ul>
<b><i>E mail and other electronic</i></b>	Email briefings and three websites from Dundee City Council, Ardler Village Trust and Dundee Healthy Living Initiative provide up to date information for the northwest community.	<ul style="list-style-type: none"> <li>▪ Develop electronic Community Profile information.</li> <li>▪ Develop IT/ Web Training programme.</li> <li>▪ Involve more young people in web design and IT training programmes.</li> <li>▪ Develop youth dialogue through text messaging.</li> </ul>
<b><i>Reports, flyers etc.</i></b>	A variety of brochures, flyers, programmes and general information leaflets are distributed to various areas of the northwest as required. This provides information, listings etc at various points throughout the year as necessary. Information about specific pieces of work is also provided through reports and this is disseminated to targeted audiences.	<ul style="list-style-type: none"> <li>▪ Improve co-ordination of delivery/ production through Neighbourhood Partnership Network.</li> <li>▪ Share production and delivery costs.</li> <li>▪ Encourage tenants to make better use of existing facilities.</li> <li>▪ Develop/extend the use of the directory of local services/welcome packs.</li> <li>▪ Further develop and distribute community calendars.</li> </ul>
<b><i>Updates, face-to-face</i></b>	Face-to-face contact with community and in particular young people. Police and youth workers involved in street work and school visits. Other officer inputs through established community groups.	<ul style="list-style-type: none"> <li>▪ Develop a strategy for distributing community information through service departments/agencies in day to day contact with local people.</li> <li>▪ Create community information packs for all tenants in the Dundee west area.</li> <li>▪ Produce and distribute contact/ useful information details about local support agencies and resources available.</li> </ul>

## DUNDEE NORTH WEST COMMUNITY ENGAGEMENT STRATEGY

### STRATEGIC AREA: INFORMATION

Structure/ Mechanism	Current Position	BROAD TARGET
<b>Information Points</b>	Information points including notice boards are in place or planned (Ardler Village Trust) giving a variety of information, opportunities to the whole community. Based at Central Points.	<ul style="list-style-type: none"> <li>▪ Establish information points in St Mary's.</li> <li>▪ Explore opportunities for establishing new information points eg bus shelters/Stops.</li> <li>▪ Expand range of information provided by information points. e.g. make information about volunteering opportunities available through the Job Centre.</li> <li>▪ Organise information under themes.</li> <li>▪ Develop mobile information points.</li> </ul>
<b>Media Coverage</b>	Press coverage of local activity and achievement in the northwest community.	<ul style="list-style-type: none"> <li>▪ Identify a local press officer and create liaison system with other agencies for local area.</li> <li>▪ Develop a pro-active media strategy for promoting the positive image of the local area.</li> <li>▪ Explore the possibility of developing a community radio station.</li> <li>▪ Invite press to attend community events.</li> <li>▪ Further develop the role of the libraries in providing community information</li> </ul>
<b>Other</b>	Other information is provided through contact details and community calendar.	<ul style="list-style-type: none"> <li>▪ Create distribution strategy for the community calendar including Radio Tay.</li> <li>▪ Hold briefings with incoming workers regarding local groups/initiatives.</li> <li>▪ Arrange seminars and events to encourage information sharing.</li> <li>▪ Share information between the community engagement pilot areas.</li> <li>▪ Learn from good practice elsewhere (study visits)</li> </ul>

## DUNDEE NORTH WEST COMMUNITY ENGAGEMENT STRATEGY

### STRATEGIC AREA: UNDERSTANDING

<b>Structure/ Mechanism</b>	<b>Current Position</b>	<b>BROAD TARGET</b>
<b>Meetings</b>	A variety of local meetings take place on different frequencies called by agencies to provide understanding for the community for the roll out of programmes and to update on plans etc.	<ul style="list-style-type: none"> <li>▪ Hold community meetings explaining planned change in services or new initiatives/projects.</li> <li>▪ Increase membership at round tables.</li> <li>▪ Develop new ways of consulting with non-participants, excluded groups and young people.</li> <li>▪ Develop existing forums and groups.</li> </ul>
<b>Other consultation</b>	Agencies and departments consult service users on service provision. Seeking opinions from anyone affected by any service or project development as to need, desirability, best value & priority. Methods include questionnaires and focus groups.	<ul style="list-style-type: none"> <li>▪ Re-enforce Dundee Partnership Protocol For Consultation at a local area level.</li> <li>▪ Develop community led methods of consultation.</li> <li>▪ Find ways to promote understanding of services.</li> <li>▪ Develop understanding about the mechanisms used to identify strategic priorities.</li> <li>▪ Feedback information and celebrate success.</li> <li>▪ Develop training opportunities for local residents.</li> <li>▪ Identify gaps in services /area in need of attention.</li> <li>▪ Develop a common understanding of what the important issues are.</li> <li>▪ Encourage dialogue/debate around the differences between the needs/ issues identified by communities on what the analysis of neighbourhood statistics tell us.</li> <li>▪ Promote use of community engagement standards.</li> </ul>
<b>Plans</b>	Individuals and organisations asked to contribute to the formation of agency and departmental action plans.	<ul style="list-style-type: none"> <li>▪ Further local community planning/ community engagement strategies.</li> <li>▪ Align services, projects and initiatives to local needs.</li> </ul>

## DUNDEE NORTH WEST COMMUNITY ENGAGEMENT STRATEGY

### STRATEGIC AREA: UNDERSTANDING (CONTINUED)

Structure/ Mechanism	Current Position	BROAD TARGET
<b>Surveys</b>	Surveys used by a wide range of service providers throughout the year to help identify priority needs and issues of the community.	<ul style="list-style-type: none"> <li>▪ Co-ordinate community consultation activities.</li> </ul>
<b>Other consultation</b>	Consultation activities and events for various sections of the community help to identify priorities and shape service provision.	<ul style="list-style-type: none"> <li>▪ Encourage Round table meetings – a good example of how we get local resources round the table with services providers to create mutual understanding.</li> <li>▪ Use the community engagement standards to monitor the effectiveness of the community engagement standards.</li> </ul>



## DUNDEE NORTH WEST COMMUNITY ENGAGEMENT STRATEGY

### STRATEGIC AREA: DIALOGUE AND DEBATE

<b>Structure/ Mechanism</b>	<b>Current Position</b>	<b>BROAD TARGET</b>
<b>Forums and working groups</b>	A variety of forums, meetings and groupings allow for dialogue and debate between community groups and service providers. Particular input with young people, also Health groups and regeneration forums.	<ul style="list-style-type: none"> <li>▪ Engage new people, non-participants, excluded groups and young people through social events.</li> <li>▪ Hold stakeholder events deal with expectations raised through dialogue and debate.</li> </ul>
<b>Consultation</b>	Consultation also provides opportunity for dialogue and debate.	<ul style="list-style-type: none"> <li>▪ Develop inter-agency strategies to target the involvement of socially isolated individuals and groups.</li> <li>▪ Neighbourhood Representative Structures.</li> <li>▪ Local Community Regeneration Forums.</li> <li>▪ Task Groups/ Single Issue Groups.</li> <li>▪ Round Tables Events.</li> </ul>
<b>Conferences</b>	Sanctuary provides a tenants conference annually.	<ul style="list-style-type: none"> <li>▪ Action Research Events.</li> </ul>
<b>Other</b>	<p>Other activity such as festivals and gala days can provide opportunity for dialogue and debate.</p> <p>The dialogue youth unit provides weekly sessions in both secondary schools.</p> <p>Police foot patrols and input through local groups provides opportunity for dialogue and debate between police and community.</p>	<ul style="list-style-type: none"> <li>▪ Encourage all departments /agencies to use the social inclusion checklist.</li> <li>▪ Language - consider the use of single, clear language.</li> </ul>

## DUNDEE NORTH WEST COMMUNITY ENGAGEMENT STRATEGY

### STRATEGIC AREA: COLLABORATION AND PARTICIPATION

Structure/ Mechanism	Current Position	BROAD TARGET
<b>Working groups and forums</b>	Local people are actively involved in working groups to make local decisions. Examples include Sanctuary's design work group, Ardler Village Housing Committee, Youth Action, Neighbourhood representative Structures safety groups and the northwest Community Regeneration Forum.	<ul style="list-style-type: none"> <li>▪ Monitor/ evaluate the quality of Dundee partnerships.</li> <li>▪ Encourage community engagement using the coming engagement standards.</li> <li>▪ Promote use of local coming research forums.</li> <li>▪ Hold bi-annual Stakeholder events.</li> <li>▪ Develop Neighbourhood Representative Structures.</li> <li>▪ Encourage collaboration between Community Councils, Neighbourhood Representative Structures and Local Community Regeneration Forums.</li> </ul>
<b>Other</b>	Other activity locally that enables participation in community decision making. Role for support and capacity building in this. Mechanism for recognising community achievement, training.	<ul style="list-style-type: none"> <li>▪ Review training and accreditation for community groups.</li> <li>▪ Identify banners to participation and develop inter-agency strategies to address these</li> <li>▪ Work with community stakeholders to develop "bottom-up" community engagement methods</li> </ul>