

# Tower Hamlets Community Engagement Strategy 2017-2020

## Delivery Plan



### Outcome 1: Communities lead the way in making Tower Hamlets a great place to live

We want	We will	When
<b>Focus on working in partnership with local people</b>		
<ul style="list-style-type: none"> <li>Services to be better at delivering improved outcomes and customer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Introduce a 'co-production framework' to help us work together with communities to develop council plans and commission all services, where appropriate.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>Review all our procurement and commissioning policies and processes to ensure they support co-production.</li> </ul>	Year 3
	<ul style="list-style-type: none"> <li>Co-produce new versions of key council plans, such as the Community Plan, Community Safety Partnership Plan and Health and Wellbeing Strategy.</li> </ul>	Year 2, 3
	<ul style="list-style-type: none"> <li>Pilot co-produced commissioning on small-scale cohesion services (which bring people from different backgrounds together) and incorporate learning into the co-production framework.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>Expand the co-production commissioning pilot across adult social care, health and wellbeing and youth services.</li> </ul>	Year 2, 3
	<ul style="list-style-type: none"> <li>Report to our cabinet each year on our progress on co-producing commissioning across the council, and make sure this information is easily accessible on our website.</li> </ul>	Year 1, 2, 3
<b>Develop council plans and commission services in a way that involves community assets and is driven by outcomes</b>		
<ul style="list-style-type: none"> <li>Communities to be recognised and valued as experts and put at the heart of deciding priorities and services</li> </ul>	<ul style="list-style-type: none"> <li>Identify and involve community assets (things like physical spaces and the skills, knowledge, ability, resources, experience or enthusiasm of groups and individuals) to decide local priorities and design services.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>Ensure all our commissioning activity is focused on delivering outcomes.</li> </ul>	Year 1, 2

# Outcome 2: Communities have the power to influence issues that affect them

We want	We will	When
<b>Involve communities through elected representatives</b>		
<ul style="list-style-type: none"> <li>● Information and insight from local communities (community intelligence) to be clearly reflected in the decisions we make</li> </ul>	<ul style="list-style-type: none"> <li>● Improve our 'Ask the Mayor' events by:                             <ul style="list-style-type: none"> <li>– sharing local information relevant to the ward hosting the event;</li> <li>– providing opportunities for communities and partners to be involved; and</li> <li>– using digital tools (such as social media and short films) to improve how people can take part.</li> </ul> </li> </ul>	Year 1, 2, 3
<b>Improve transparency and accountability</b>		
<ul style="list-style-type: none"> <li>● Information to be easily accessible to communities and open to scrutiny</li> </ul>	<ul style="list-style-type: none"> <li>● Improve council and committee meetings by introducing digital tools so that people can take part remotely.</li> </ul>	Year 2
	<ul style="list-style-type: none"> <li>● Introduce new features on our website to report on our performance.</li> </ul>	Year 3
<b>Increase support for people to take part in community life</b>		
<ul style="list-style-type: none"> <li>● Local people to influence issues that affect their communities and be involved in improving their local area</li> </ul>	<ul style="list-style-type: none"> <li>● Establish a Strategic Partnership Board that is responsible for developing a borough-wide vision, and a new Community Plan which sets the priorities and outcomes for the borough.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>● Review partnership delivery groups to ensure their strategies and plans are in line with our new Community Plan vision, priorities and outcomes.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>● Annually host a Partnership Senior Managers Conference and two stakeholder events.</li> </ul>	Year 1, 2, 3
	<ul style="list-style-type: none"> <li>● Encourage and support communities to get involved through schemes such as neighbourhood improvement plans that are locally led.</li> </ul>	Year 2, 3
	<ul style="list-style-type: none"> <li>● Work with active communities to share knowledge and expertise across the borough.</li> </ul>	Year 3
	<ul style="list-style-type: none"> <li>● Work with the voluntary and community sector to make sure there is appropriate support for building people's skills and developing communities.</li> </ul>	Year 3
	<ul style="list-style-type: none"> <li>● Establish a Growth and Economic Development Partnership and ensure the local business community are involved.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>● Offer networking opportunities and events to encourage partnerships between local businesses, communities and the voluntary and community sector.</li> </ul>	Year 2

## Outcome 3: Activities to involve communities are focused and purposeful

We want	We will	When
<b>Improve people's experience of involvement</b>		
<ul style="list-style-type: none"> <li>Local people to find it easy to be involved with us and feel that they make a difference</li> </ul>	<ul style="list-style-type: none"> <li>Set out minimum standards for all of our involvement activities and make sure that people are aware of opportunities to get involved.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>Pilot the use of a range of involvement techniques, such as participatory appraisal, peer research, appreciative enquiry and others.</li> </ul>	Year 2
	<ul style="list-style-type: none"> <li>Develop our understanding of the role time banking could play in Tower Hamlets.</li> </ul>	Year 2
	<ul style="list-style-type: none"> <li>Introduce an online involvement tracker to provide information on how feedback from consultation has shaped outcomes.</li> </ul>	Year 3
<b>Promote opportunities for people to get involved</b>		
<ul style="list-style-type: none"> <li>Local people to be more aware of how and when to get involved</li> </ul>	<ul style="list-style-type: none"> <li>Introduce a consultation and involvement calendar that lists all opportunities to get involved in our consultation and involvement activity.</li> </ul>	Year 3
	<ul style="list-style-type: none"> <li>Support councillors to promote opportunities to get involved in local activities and decision-making, and work with the Young Mayor and the Youth Council to encourage young people to take part.</li> </ul>	Year 2
	<ul style="list-style-type: none"> <li>Set up permanent guidance and information points online, in the borough's Idea Stores and other key locations to promote the opportunities available to get involved.</li> </ul>	Year 2
	<ul style="list-style-type: none"> <li>Adopt consistent campaign themes for all our consultation and involvement activity to increase recognition and encourage participation.</li> </ul>	Year 3



# Outcome 4: Tower Hamlets is digitally active

We want	We will	When
<b>Increase the use of digital technology to connect with people in the borough</b>		
<ul style="list-style-type: none"> <li>Local people to be able to contact us through a range of digital methods that meet their needs</li> </ul>	<ul style="list-style-type: none"> <li>Widen use of social media across key council services such as Community Safety and Public Health to offer new ways to interact and involve residents.</li> </ul>	Year 2, 3
	<ul style="list-style-type: none"> <li>Introduce a smart e-newsletter to provide residents information on services based on their preferences.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>Gain the London Government Association's Social Media Friendly Mark.</li> </ul>	Year 3
	<ul style="list-style-type: none"> <li>Introduce an online 'My Tower Hamlets' hub to deliver a personalised and single point of access to key council services.</li> </ul>	Year 3
	<ul style="list-style-type: none"> <li>Encourage communities to use digital platforms such as Spacehive by promoting them through our website and social media.</li> </ul>	Year 2, 3
<b>Promote ways that people can get involved with digital technology</b>		
<ul style="list-style-type: none"> <li>Local people to be aware of digital services and supported to use them</li> </ul>	<ul style="list-style-type: none"> <li>Promote our digital services across all our key communication mediums (such as letters, emails and promotional material).</li> </ul>	Year 2
	<ul style="list-style-type: none"> <li>Work with our partners to deliver initiatives to increase people's digital skills and confidence.</li> </ul>	Year 1, 2
	<ul style="list-style-type: none"> <li>Look at opportunities to increase access to the internet for vulnerable people and other priority groups.</li> </ul>	Year 3



# Enabling Objective: Staff are supported to involve communities effectively in everything that we do

We want	We will	When
<b>Introduce tools and frameworks to help staff involve communities effectively</b>		
<ul style="list-style-type: none"> <li>● Our staff to have access to the tools and support they need to design and deliver involvement which is effective and inclusive</li> </ul>	<ul style="list-style-type: none"> <li>● Develop and promote a 'community engagement toolkit' to support our staff and the wider community to design and deliver involvement activities that are effective and inclusive.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>● Publish online resources to help our staff and partners to identify the range of voluntary and community groups operating in the borough and involve community assets.</li> </ul>	Year 3
	<ul style="list-style-type: none"> <li>● Establish a Consultation and Involvement Forum to enable our staff and partners to network and co-ordinate involvement activities.</li> </ul>	Year 3
<b>Provide training to support skills and build ability</b>		
<ul style="list-style-type: none"> <li>● Our staff to have the skills and confidence to involve communities and understand their needs</li> </ul>	<ul style="list-style-type: none"> <li>● Develop a comprehensive learning and development programme to help improve the quality of our involvement activity and promote an understanding of co-production.</li> </ul>	Year 1
	<ul style="list-style-type: none"> <li>● Deliver co-production and community involvement training to a wide range of our staff, elected members and members of the wider community.</li> </ul>	Year 1, 2, 3
	<ul style="list-style-type: none"> <li>● Improve our training and development programme to include more training and professional networking opportunities for our staff.</li> </ul>	Year 2

