



# Bracknell Forest Partnership Community Engagement Strategy 2013/16



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## **Appendix 1:** Action plan: final monitoring 2014

# 1. Introduction

In Bracknell Forest borough, a number of organisations have come together to create Bracknell Forest Partnership. This collaboration brings together agencies that deliver public services (Bracknell Forest Council, Town and Parish Councils, Bracknell Forest Homes, Police, Fire and Rescue Services and health services) with businesses and representatives from local voluntary, community and faith organisations.

We recognise and celebrate the diversity in our communities and want to make sure that everyone in Bracknell Forest has the opportunity to have their voice heard and get involved in shaping our shared future. This is Bracknell Forest Partnership's third Community Engagement Strategy and outlines and guides how partners will work together to ensure local people are informed, involved, consulted and enabled to take action themselves to contribute to the life of the borough.

This is the first annual monitoring report of the Community Engagement Strategy 2013/16 and there have been a number of national and local changes in policy since the Partnership's last Community Engagement Strategy, which affects community engagement in Bracknell Forest.

These include the Health and Social Care Act 2012 which has reformed the health service. Primary Care Trusts have been disbanded and Clinical Commissioning Groups, Health and Wellbeing Boards and Healthwatch are in place to improve the health and wellbeing of the local community and to ensure that residents have a stronger voice to influence and challenge how health and social care services are provided within their locality. The Welfare Reform Act 2012 has also introduced changes in the benefits system which will have a significant impact on local communities.

One of Bracknell Forest Partnership's lasting priorities, set out in our overarching Sustainable Community Strategy 2008/14, is to develop engaged and empowered communities:

'There will be a listening culture in Bracknell Forest, where the community in all its varied voices is heard and understood. People will respect one another and communities will be caring, getting on well together and having a sense of belonging and social responsibility. Community views will shape and influence the very core of public services and everyone will have the opportunity to play their part in how local services are delivered.'

All members of the partnership are strongly committed to ensuring that local communities can take action and participate in whatever way they wish to influence service delivery, decision making and policy development. To make this work well, we take a coordinated and collaborative approach to community engagement.

## 2. Bracknell Forest's communities

Bracknell Forest is home to many diverse and varied communities.

- **Communities of place** – there are many distinct geographical areas in Bracknell Forest, from Sandhurst and Crowthorne in the south of the borough, to the semi-rural communities in Binfield, and Winkfield and Warfield in the north. Bracknell town sits in the centre and is home to most of the borough's commercial and industrial areas.

Each geographical area has its own identity and is served by one of six Parish and Town Councils. Parish and Town Councils provide services for local residents; all engage and communicate with their communities throughout the year; and some celebrate and recognise local people's contribution through annual awards.

- **Communities of interest** – There are a number of communities of need and interest which cut across geographical areas, including (but not exclusively) people with different faiths, people of black and minority ethnic origin, older people, people with disabilities, young people and vulnerable adults.

- **The voluntary and community sector** – There is also a diverse voluntary, community and faith sector in Bracknell Forest, with over 300 groups and organisations providing valuable support and services to our residents. The sector is vital to the borough's cohesion, advocating for, strengthening and meeting the needs of our communities. Involve (formerly Bracknell Forest Voluntary Action) is the central support and development agency for voluntary, community and faith groups in Bracknell Forest.

- **Businesses** – A number of large international companies and small and medium-sized employers have made Bracknell Forest their operations base. Many local businesses, large and small, play an active part in strengthening and supporting our communities, through corporate social responsibility (CSR) programmes and by providing significant numbers of volunteers across the borough.

- **Elected members** – Elected members of Bracknell Forest Council and the Town and Parish Councils play a key role in the borough. They get to know people in their wards and develop a great knowledge of local community issues. Members also meet regularly with residents, represent their communities and bring their views into the decisions Bracknell Forest borough faces.

### 3. What is community engagement?

'Community engagement' has many definitions and covers a huge variety of approaches and methods. For Bracknell Forest Partnership, community engagement is about making sure that local people can get involved and take part in the planning, development and delivery of services, support and activities – to benefit the whole Bracknell Forest community.

There are four ways in which we engage with our communities:

- **Providing information** – we give people information about events, services, policies and decisions which might affect and/or interest them. We make sure the information is easy to find and understand.

- **Consulting** – we offer opportunities for people to have a say about services, support and activities, and provide a genuine opportunity for them to voice their opinions.

- **Involvement in decision making** – we provide opportunities for people to influence and feed back on decisions and become involved in developing and commissioning services.

- **Developing communities** – we support communities and voluntary, community and faith groups to identify their own needs and, within available resources, take action to meet them. We can support communities to build their skills and capacity to deliver services and support for themselves.

Each of the above is important in the community engagement process, but we choose different approaches depending on the context and circumstances.

## 4. Our Community Engagement Strategy 2013/16

Bracknell Forest Partnership's third Community Engagement Strategy 2013/16 has five aims, each underpinned by several objectives.

Aims	Objectives
<p>1. Ensure all people have an equal opportunity to have their voices heard by increasing the accessibility of consultation and engagement activity</p>	<ol style="list-style-type: none"> <li>1. Ensure that all public documents are written in plain English wherever possible</li> <li>2. Address practical access barriers to engagement – venues, timings, documents in alternative formats - including promoting understanding of communications issues and access issues affecting different communities and groups</li> <li>3. Promote digital inclusion</li> <li>4. Implement and launch the Council's Objective UEngage consultation software</li> <li>5. Review BFC customer feedback mechanisms</li> <li>6. Address low uptake of consultation activities by black and minority ethnic (BME) groups</li> <li>7. Greater involvement by more young people in consultation and engagement activity</li> <li>8. Review and refresh Thames Valley Police's (TVP) Equality and Cohesion Forum's membership and activities</li> <li>9. Review and refresh the 'One Community' hate crime campaign group membership and plan</li> </ol>
<p>2. Measure the impact of consultation on service development, commissioning and provision to ensure that it has a genuine influence</p>	<ol style="list-style-type: none"> <li>1. Research and share best practice in measuring impact</li> <li>2. Develop short case studies which demonstrate the impact of consultation under the 'you said: we did' strap line</li> <li>3. Develop processes to involve young people in measuring impact</li> </ol>

<b>Aims</b>	<b>Objectives</b>
<p>3. Ensure that good quality timely feedback is provided to consultees so that they know how their views have made a difference</p>	<ol style="list-style-type: none"> <li>1. BFP Communications Group to identify and promote engagement success stories from All Community Cohesion and Engagement Partnership partners</li> <li>2. Use BFC's Objective UEngage consultation software to feed back to consultees</li> <li>3. Feed back the results of consultations: 'what changed as a result of the consultation?'</li> <li>4. Identify and promote enhanced, preferred ways to feed back to young people effectively</li> </ol>

<b>Aims</b>	<b>Objectives</b>
<p>4. Improve communication between and increase collaboration by partners on engagement activity to make best use of limited resources</p>	<ol style="list-style-type: none"> <li>1. Explore developing an online events diary and BFP Communications Group to monitor partnership events list for engagement opportunities – particularly in terms of overlapping target groups</li> <li>2. Demonstrate the Objective UEngage consultation software to the voluntary and community sector, the Parish and Town Councils and elected members</li> <li>3. Increase collaborative use of Thames Valley Alerts to provide information to residents and businesses</li> <li>4. Consider the feasibility of rolling out the Objective UEngage consultation software to all members of the Bracknell Forest Partnership</li> <li>5. Further develop partnership working with the Parish and Town Councils on neighbourhood engagement through joint activities</li> <li>6. Lead local public engagement activities on matters of key interest to local residents</li> <li>7. Continue to engage with local businesses on developing links with the community and support for community projects</li> <li>8. Develop MECC (Making Every Contact Count) project – using fire safety checks as an opportunity to engage residents on health, wellbeing and welfare issues</li> <li>9. Create a ‘Children, young people and parents steering group’ to plan and develop a way forward for youth engagement</li> </ol>
<p>5. Increase community engagement skills among Bracknell Forest Partnership’s workforces to improve the quality of consultation and engagement activity</p>	<ol style="list-style-type: none"> <li>1. Promote the BFP community engagement toolkit</li> <li>2. Increase skills sharing across the partnership in engagement methods, including increasing facilitation skills, and using the toolkit</li> <li>3. Identify and share expertise across partners in engaging with particular communities and groups using the Community Cohesion and Engagement</li> </ol>

Aims	Objectives
	<p>Partnership and the toolkit</p> <ol style="list-style-type: none"> <li>4. Customer services training/awareness that all encounters with public are opportunities to engage</li> <li>5. Deliver volunteer management training</li> <li>6. Develop a BFC Community of Practice around consultation and engagement</li> <li>7. Roll out Consultation Institute training and Certificates of Professional Development across the Council</li> <li>8. Explore providing engagement awareness/training to neighbourhood wardens and Police Community Support Officers (PCSOs)</li> <li>9. Deliver training to local workforce on MECC (Making Every Contact Count)</li> <li>10. Volunteer training on fire prevention messages and increase in volunteer messages</li> <li>11. Develop of training and events on youth engagement</li> </ol>

When we developed the strategy in 2013, we also agreed a detailed action plan to deliver on each of our shared aims and objectives. It is the first year of the action plan that we are reporting against here (see Appendix 1: Action plan monitoring 2013/14)

#### 4.1 The first year

We have made good progress in starting to achieve the strategy's aims in 2013/14. The following is a selection of case studies which highlight some of Bracknell Forest Partnership's community engagement successes from April 2013 to March 2014.

##### **Meet the new members of the Neighbourhood Policing Team**

PCSO Stewart Gray and PC Daemon Farry from Bracknell police station have been visiting primary schools in Bracknell Forest to introduce two new members of staff. They are Thames Valley Police (TVP) mascots and have been introduced to help promote a positive view of the police to very young children and encourage children to see that the police are there to help them. PC Farry contacted the schools and asked children to take part in a competition to name the mascots which are now called PC Jim and PCSO Rosie. At a visit to St Joseph's Catholic Primary School the mascots



were also used to reinforce positive messages about other issues such as internet and road safety.



**PCSO Rosie and PC Jim introduce themselves to pupils at St Joseph's Catholic Primary School. Photo courtesy of The Bracknell Times**

The mascots have also attended other community events and school carnivals to help public engagement with the police. They have attracted a lot of interest in the TVP stands and helped introduce the local neighbourhood teams to the community. These community events are a good opportunity for local people to raise any concerns they have in their area as well as engaging with their local officers and finding out more about their role in the community.

### **'You Said: We Did' - Waste and Recycling Survey**

In April 2013 the recycling incentive scheme began rewarding residents who recycle by giving them 200 points for each blue bin collection. The points can then be redeemed on rewards that are focused around Council services or a local charity organisation.

To help plan future communications to improve understanding of recycling two groups of incentive scheme members were surveyed in 2013; the first in April and the second in October. The aim was to find out how much knowledge the participants had on recycling and what their attitude was towards recycling.

Ultimately it is hoped the communications messages informed by the survey results will improve the quality of the recycling collected in the blue bins and reduce the amount of recycling being put into the green refuse bins.

The survey was targeted at a specific audience with the link to the survey being sent by email directly to all those scheme members who provided an email address. This targeted approach led to a fantastic response rate of 45%. As a result of the findings there are some actions planned for the waste and recycling plans in 2014/15. These include more extensive messages and information on plastics recycling as this seems to be the area of greatest confusion among incentive scheme members.

## Promoting Digital Inclusion for all

Bracknell Forest Homes ran an event as part of the national Spring Online digital inclusion campaign to train Bracknell Forest residents who have little or no IT skills.



Customers from around Bracknell Forest came along to different sessions held over two days to learn about the basics of using a computer, using the internet, email, word processing and using iPads as well as applying for benefits online.

One participant commented:

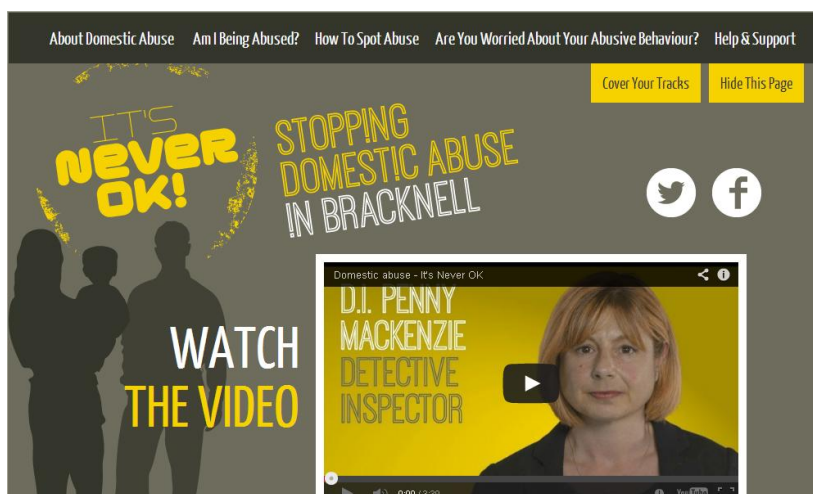
**“Altogether a most informative and enjoyable day spent with a most pleasant group of tutors.”**

Further sessions are planned in the forthcoming year.

Bracknell Forest Council also held events in conjunction with Age Concern and the Council’s Adult and Community Learning team. Weekly sessions were offered at the Council’s Time Square offices with customers bringing in their own device and then being supported in using it to access various public services.

## Online help to prevent domestic abuse

Bracknell Forest Community Safety Partnership in partnership with regional experts from Thames Valley Police, Bracknell Forest Police and Berkshire Women’s Aid, has set up a website to support local victims of domestic abuse. The website [www.itsneverok.co.uk](http://www.itsneverok.co.uk) went live in June 2014 and offers impartial advice, resources and strategies to help stop domestic abuse in the area.



Last year there were nearly 2,000 reports to Thames Valley Police of domestic abuse in Bracknell Forest. As a result, domestic abuse is a local priority for the Bracknell Forest Partnership.

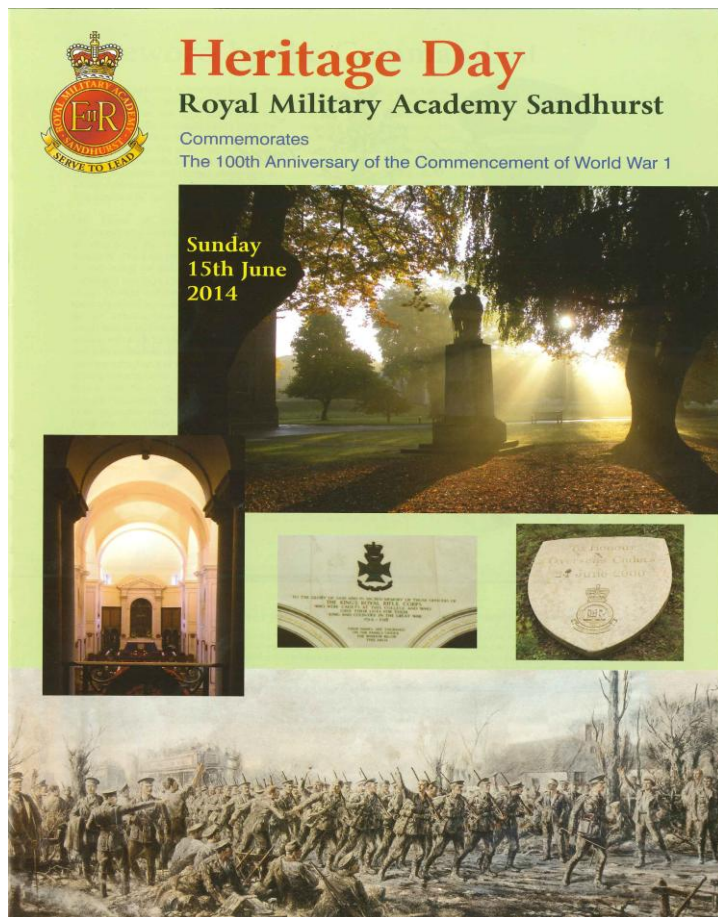
The website provides a comprehensive support network, ranging from the National Domestic

Violence Helpline and Victim Support through to Crimestoppers and Childline.



## The Royal Military Academy Sandhurst (RMAS) Heritage Day 2014

The RMAS annual Heritage Day was held on 15 June 2014 and allows up to 15,000 members of the public free access to the grounds of RMAS, the Library, Chapel and some of the prestige rooms in Old College. This year over 10,000 members of the public were treated to a display of music, military themed re-enactments, cultural displays, gymnastic displays and a military gun run.



The annual Heritage Day has proved incredibly popular with local residents and by opening the gates and allowing members of the public into the grounds; RMAS aims to build community engagement and foster strong relationships with local people in the surrounding communities.

The Heritage Day enabled people of all ages to enjoy a free day of entertainment and cultural interest. In addition the event also hosted some local charities and organisations including Frimley and Camberley Combined Cadet Force and The 3rd Sandhurst Scouts.

## Respect Responsibility and Rights

Sandhurst Town Council has used the three key principles of Respect, Responsibility and Rights to lead on engagement with the public for many years. Working with very limited resources and utilising partnerships with Bracknell Forest Council, local people and community groups; residents have been engaged and encouraged to take ownership of the campaign.

This approach has been evaluated independently by Southampton University and the Institute of Community Cohesion. They reported that the campaign has made a significantly positive impact including reduction in anti-social behaviour particularly around the Memorial Park. This has led Thames Valley Police to declare Sandhurst a low crime and anti-social behaviour area enabling resources to be diverted to other areas. The campaign was recognised by the iESE (Improvement and Efficiency Social Enterprise) who awarded Sandhurst Town council the Gold Award, in the 'Community Matters' category in 2014.



**Respect Responsibility and Rights Campaign – IESE Awards March 2014**

### **Gypsy, Roma and Traveller cultural awareness sessions**

Renowned author and Gypsy Storyteller Richard O'Neill has visited Bracknell Forest over the last few years to work in several schools including College Town Infant and Junior Schools, Owlsmoor Primary, Sandhurst and Brakenhale. His work includes helping to promote literacy and inclusion in schools through storytelling. Richard also covers the topics of prejudice, stereotyping, bullying and racism whilst highlighting the traditions and cultures of the Gypsy Roma Traveller community.



In March 2014 Richard returned to work with Birch Hill Primary and Edgbarrow School and also held a session for Bracknell Forest officers and partners.

**Richard O'Neill inspiring pupils at Birch Hill Primary School in March 2014**



## Getting young people on board

More than 1,400 young visitors attended the biggest ever Bracknell Forest careers event in October 2013 to get information and advice about future job prospects from employers, education providers and volunteer organisations. The day-long event, organised by Bracknell Forest Partnership, Learning to Work, and business sponsors also hosted more than 80 exhibitors. One-to-one interview and CV sessions were also held and feedback from visitors was very positive.



**Bracknell Forest school pupils find out about courses available at Bracknell & Wokingham College**

## “Do you know?” training session

In autumn 2011 Bracknell Forest Council had a LILAC (Leading Improvements for Looked after Children) assessment. One of the recommendations was that Bracknell Forest Council offer participation training, developed and delivered in partnership with care experienced young people that can be delivered as part of staff inductions.

Young People from SiLSiP (‘Say it Loud, Say it Proud’), the Bracknell Forest Children in Care Council, expressed an interest in becoming involved in Foster Carer training, in order to communicate the experience of being in care to those caring for them. This led to the development of the “Do you Know?” training session. The key aims were to give looked after young people in Bracknell Forest an opportunity to develop and deliver their own training, which would reflect their own experiences as well as provide the young people who participated with an opportunity for skills and personal development. The young people developed a two hour training session that includes participatory exercises so attendees can experience how it feels to be in care. The young people also created their own publicity including a logo and t-shirts for young trainers.

There is currently a pool of 5 young people able to deliver training and they have delivered 4 sessions to 31 adults including senior officers at Bracknell Forest Council

as well as members of the Corporate Parent Advisory Panel. Participants have commented that they will take away:

**“A better understanding of what it is like to be in care.”**

**“A real picture of young people in care and some of the challenges they face.”**

Training will continue to be offered to Bracknell Forest foster carers (including Independent Foster carers who are currently caring for young people from Bracknell Forest,) staff and councillors so that they are more aware of the issues that directly affect young people and can reflect on their practice in light of the training received.

### **Listening to children and young people**

In partnership with the Children’s Society a survey was undertaken in October 2013 to see what children and young people in Bracknell Forest think about several aspects of their lives. These issues were: their lives as a whole, various aspects of their lives, school, bullying and safety, their local area, health and appearance and alcohol and smoking.

Nearly 2,500 children took part in the survey across 1 special school, 12 primary and 5 secondary schools. Bracknell Forest fell slightly below the national average (in terms of the Good Childhood Index) concerning how children and young people felt about their health and appearance. However, young people in Bracknell Forest had higher overall life satisfaction than national results. More shops, less crime and better parks and playgrounds were suggested as possible ways to improve the area.

The results of the survey have been fed back to Bracknell Forest Council’s Children & Young People Partnership to develop an action plan to address the priority issues raised.

### **Making Every Contact Count**

Royal Berkshire Fire and Rescue Service (RBFRS), working in Partnership with Bracknell Forest Public Health Team, took part in one of seven pilot Making Every Contact Count (MECC) schemes across the Thames Valley. The project approach was for fire crews to deliver brief health promotion advice, to empower healthier choices by individuals, whilst they carried out a Home Fire Safety Check. Each of the crews at Bracknell received training in behaviour change theory and how the giving of health promotion advice fits into their current role. Thanks to the training and support they received, crews have felt confident enough to use some of these opportunities to have "healthy conversations", potentially "nudging" some residents to improve their health and wellbeing. Some residents had even asked crews to make a direct referral to a local service for them, for example to help them stop smoking or for befriending. The pilot was evaluated by Oxford School of Public Health with positive key findings and it is hoped to be rolled out to all other fire stations across Berkshire in the future.

## 5. What difference has the overall strategy made?

We want to find out whether the first year of the Community Engagement Strategy 2013/16 has really made a difference to how we engage with our communities.

### Reviewing our action plan

Appendix 1 highlights the progress made in the first year of the action plan in 2013/14. It should be noted that some of the 36 key actions have several success criteria and therefore currently have more than one status.

Summary of the 36 key actions:

- √ 4 actions have been completed and 25 are green and on target for completion by the agreed date
- √ There are 13 actions that are amber and making satisfactory progress

Although the national indicator set for local authorities was abolished by central government in autumn 2010, Bracknell Forest Partnership decided to continue to monitor the performance of the Community Engagement Strategy against four of the indicators, measured by surveying local residents. Bracknell Forest Council runs a residents' survey every two years, the most recent of which was in autumn 2012. The table below compares the headline results from the Residents' Survey 2012 to comparable results from two previous surveys, the Place Survey 2008 and the Neighbourhood Survey 2009.

Indicator	Percentage of people who...	in 2008 or 2009	in 2012
NI 001	...believe people from different backgrounds get on well together	82%	87%
NI 004	...feel they can influence decisions in their locality	28%	30%
NI 006	...participate in regular (monthly) volunteering	21%	28%
NI 023	...perceive that people in the area ( <i>do not</i> ) treat one another with respect and dignity	30%	14%

Due to differences in question ordering and questions themselves, the above results can only be indicative. However, they demonstrate there have been a number of

significant positive changes in how we engage with our communities during the lifetime of our Community Engagement Strategy 2009/13. The next resident's survey will take place in autumn 2014 and results for the four indicators will be compared with 2012 data to continually monitor the performance of the Community Engagement Strategy and whether it has made a difference in the way we engage with our communities.

## **6. Next steps**

We're proud of the community engagement work we have fostered in Bracknell Forest borough since the first strategy was created in 2009 but we are not complacent. We will continue to use a variety of methods to measure the impact of this strategy and check we are delivering on our commitments.

In light of the economic climate and changes in public sector funding, Bracknell Forest Partnership now, more than ever, needs to involve communities in helping us to make tough decisions about services, spending and investment priorities. We know that involving communities can lead to better decision making and getting services right the first time. We also know that people will get involved if they feel that they can influence change and know that their contribution has made a difference.

Bracknell Forest Partnership's Community Engagement Strategy 2013/16 sets out how we will respond positively to these challenges and opportunities and this is supported by the attached action plan.



## Appendix 1

# Bracknell Forest Partnership Community Engagement Strategy 2013 – 2016 Action Plan 2013/14

**G = Green** – on target    **B = Blue** – Complete    **A = Amber** – satisfactory progress    **R = Red** – no progress made

### Guide to abbreviations

BFC            Bracknell Forest Council  
 BFH            Bracknell Forest Homes  
 CCEP          Bracknell Forest Partnership’s Community Cohesion and Engagement Partnership  
 TVP            Thames Valley Police

### Note

BFVA            Bracknell Forest Voluntary Action have a new name and are now known as involve

### Objective 1

Ensure all people have an equal opportunity to have their voices heard by increasing the accessibility of consultation and engagement activity

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
1. Ensure that all public documents are written in plain English wherever possible	BFC Head of Communications and Marketing/Head of Community Engagement and Equalities	31 March 2015 and ongoing	Plain English training for all staff involved in consultation/engagement.  BFC communications plan linked to	To be delivered in 2014/15. The Council’s Adult Social Care, Health and Housing Joint Commissioning Team has built a writing and style practice guide based on user feedback and in response to feedback, they now include easy to read glossaries.  Communication plans are	G

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
			each engagement/consultation activity.	produced for consultations. Further promotion of the importance of this is needed on an ongoing basis.	
2. Address practical access barriers to engagement – venues, timings, documents in alternative formats - including promoting understanding of communications issues and access issues affecting different communities and groups	BFC Head of Community Engagement and Equalities/Head of Joint Commissioning	31 March 2015 and ongoing	<p>Training and guidance provided to staff.</p> <p>Clearer understanding of communications and barriers to engagement addressed directly in initial equalities screenings.</p>	<p>To be delivered in 2014/15.</p> <p>Bracknell Forest Council staff have undertaken continuous professional development in consultation. This learning has been shared and incorporated into community engagement action planning arrangements. Issues relating to communication captured in consultations are captured in Equality Impact Assessments.</p>	G
3. Promote digital inclusion	BFC Chief Officer: Customer Services/ involve Chief Officer /involve Community Projects Co-ordinator/BFH Community Investment Manager	Ongoing	Increased use of online participation opportunities.	Digital inclusion events have been held with Age Concern and Community Learning to facilitate access to the internet for older people. Sessions have been offered weekly at the Council's Time Square offices and customers bring in their own device and are supported in	G

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				using it to access public services. Bracknell Forest Homes ran a successful Spring online event to train residents who have little or no IT skills; this included basic computer skills, using I Pads and applying for benefits online. Further sessions are planned for the coming year.	
4. Implement and launch the Council's Objective UEngage consultation software	BFC Head of Community Engagement and Equalities	31 December 2013	Increased consultation participation rates.	The 'Have your say' consultation portal has been launched and publicised. Training and guidance has been rolled out across the Council.	B
5. Review BFC customer feedback mechanisms	BFC Chief Officer: Customer Services	31 December 2013	Customers perceive it is easier to provide feedback on their experience.  Feedback is available whatever channel the customer chooses to use.  Service development reflects customer feedback.	A review of feedback through the website has been completed, and customers enabled to provide feedback on each page. A further review will be undertaken shortly to improve feedback through other channels.	G
6. Address low uptake of consultation activities by black and minority ethnic (BME) groups	BFC Head of Community Engagement and Equalities/All CCEP Partners	31 July 2014	Increased consultation participation rates from BME groups.	The Council's Consultation Steering Group is exploring how the Council-wide Consultation Portal can	G

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				<p>address engagement with particular communities of geography, identity and interest.</p> <p>involve have a database which can be used to target BME groups and ask them how they would like to be engaged.</p> <p>The Council's 2014 Residents survey communications plan will be targeted at improving response rates from BME communities.</p> <p>The Bracknell Forest Faith and Belief Forum meets regularly and can support engagement with BME communities.</p> <p>The Council's Public Health Team's Consultations have made specific attempts to engage BME groups in the borough, particularly in their borough-wide public health survey where a representative sample was achieved from each ward.</p>	

### Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				<p>The Clinical Commissioning Group (CCG) anticipates that Healthwatch and involve will support the CCG in reaching out to individuals, families and communities and their action plan will include some specific actions to demonstrate this.</p> <p>Engagement of diverse communities has taken place via Hate Crime Campaign - Stop Hate Crime Now. Engagement has taken place with the Nepali community at events, committee meetings and through the Nepali Working Group. Presentations have also been made to the Faith and Belief Forum.</p> <p>Police engagement has taken place through the Neighbourhood Policing Team and Independent Advisory Group to Police Area.</p>	
7. Greater involvement by young people in	BFC Youth Engagement	March 2014	School Council links developed, offering consultation days and events	An event was held with schools at Bracknell	B

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
consultation and engagement activity	staff/Targeted Youth Support Manager		for both junior and senior schools.	Leisure Centre to consult around designs for the new Xpresionz website which has been set up by Bracknell Forest Council's Youth Services department in conjunction with the Youth Council.	
			Young people have the opportunity to take part in national events such as National Takeover Day and Local Democracy Week.	7 young people took part in National Takeover Day 2013 which gives children and young people the chance to work with adults for the day and be involved in decision-making. Plans are in hand to increase this for National Takeover Day in November 2014	G
			Youth Council elections to be held in every school.	Youth Council Elections were held in four out of six secondary schools in Bracknell Forest. All schools were encouraged to get involved and support to achieve this was offered. Newsletters promoting the work and involvement of the Youth Council locally and nationally through the UKYP and been sent out for the last 12 months to	A

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
			<p>A Member of the Youth Parliament (MYP) for Bracknell Forest to be elected, supported by two Deputy MYP.</p> <p>Biennial major survey held with children and young people via schools.</p>	<p>all secondary schools and youth provisions in preparations for these elections.</p> <p>An MYP and two Deputy MYPs were elected in March.</p> <p>The Children's Society was commissioned to survey young people and explore how they feel about life in Bracknell Forest. The results have been used to inform the Council's Children and Young People's Plan</p>	<p>B</p> <p>B</p>
<p>8. Review and refresh Thames Valley Police's (TVP) Equality and Cohesion Forum's membership and activities</p>	<p>TVP Deputy LPA Commander</p>	<p>31 March 2014</p>	<p>Increased number of community organisations regularly attending meetings.</p>	<p>Due to the strengthening of the Faith and Belief Forum and other related forums it was decided to dissolve the Equality and Cohesion Forum (ECF). Engagement has continued via the other related forums. Neighbourhood Policing staff continue to hold 'Have Your Say' meetings on each neighbourhood at least once a month. Thames Valley Police staff are also attending</p>	<p>G</p>

### Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				various events in order to increase visibility and engagement.	
9. Review and refresh the 'One Community' hate crime campaign group membership and plan	TVP Deputy LPA Commander	31 March 2014	Increased number of community organisations involved; plan updated.	The campaign plan continues to be reviewed and refreshed. Thames Valley Police are now working with Bracknell and Wokingham College in order to produce short Hate Crime awareness videos.	G



## Appendix 1

### Objective 2

Measure the impact of consultation on service development, commissioning and provision to ensure that it has a genuine influence

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
1. Research and share best practice in measuring impact	BFC Head of Joint Commissioning ASCHH/ BFC Children and Young People Commissioners/BFC Head of Community Engagement and Equalities	31 March 2015	Increased awareness and use across the Partnership of best practice.	The Council's Children, Young People and Learning directorate has developed an evaluation and impact model, working with the National Foundation for Educational Research (NFER). This has been cascaded to managers and is in use where appropriate. The model was used to evaluate the Children and Young People's Plan impact in 2013. Further work needs to be done to disseminate this approach.	A
2. Develop short case studies which demonstrate the impact of consultation under the 'you said: we did' strap line	BFC Head of Joint Commissioning ASCHH/ BFC Children and Young People Commissioners/BFC Head of Communication and Marketing	31 March 2015	Evidence of the impact of consultation communicated to those that participated, communities and partners. Increased belief from residents that they can influence decisions.	To develop commissioning strategies Bracknell Forest Council seek out experiences of care and support, producing case studies which demonstrate the impact of consultation.	A
3. Develop processes to involve young	BFC Youth Service/Targeted	April 2014	Young inspectors' role developed to judge the quality of work.	Young inspectors' pilot undertaken. The youth	A

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
<p>people in measuring impact</p>	<p>Youth Support Manager</p>		<p>What's Changed' measuring toolkit from Hear By Right introduced to measure progress.</p>	<p>council has started inspections of local council run/funded provisions, these inspections were a trial process to make sure they had a model to adopt at all inspections/visits. Following a meeting at the Children Young People and Learning Overview &amp; Scrutiny Panel, the Chairman, Councillor Mrs Birch agreed that completed reports will be available electronically and sent to the scrutiny group as well as a link to the report on the Xpresionz website.</p> <p>Work has progressed during 2013/14 to establish the initiative. Further work is now required to develop this alongside the Youth Scrutiny Group. This will then be used to train the Youth Board to increase the engagement with young people. The training of young people will increase the outcome</p>	<p>A</p>

### Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				and sustainability of the initiative. The final phase of the project will be completed in 2014/15.	

## Appendix 1

### Objective 3

Ensure that good quality timely feedback is provided to consultees so that they know how their views have made a difference

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
1. BFP Communications Group to identify and promote engagement success stories from all partners	BFC Head of Communications and Marketing	31 March 2014 and ongoing	Increased belief from residents that they can influence decisions.	This has not been completed and will need to be promoted in 2014/15.	A
2. Use BFC's Objective UEngage consultation software to feed back to consultees	BFC Head of Community Engagement and Equalities/BFC Consultation Lead Officers	Ongoing	Increased belief from residents that they can influence decisions.	<p>From March 2014 consultation results files (or links) have been added to the consultation portal or an advisory holding statement published whilst results await analysis.</p> <p>Departmental and Team Managers have made a commitment that the results of all consultations will be uploaded to the portal within two weeks of the end of the consultation – this started with effect from 1 April 2014.</p> <p>The results from a borough-wide children and young people's well-being survey were</p>	A

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				<p>posted on the Council's website including a version for young people. Individual versions were sent to participating schools.</p> <p><a href="http://www.bracknell-forest.gov.uk/wellbeingsurvey">http://www.bracknell-forest.gov.uk/wellbeingsurvey</a></p>	
<p>3. Feed back the results of consultations: 'what changed as a result of the consultation?'</p>	<p>BFC Consultation Lead Officers/ BFC Head of Communications and Marketing/All CCEP Partners</p>	<p>31 March 2014 and ongoing</p>	<p>Communications plan linked to each engagement/consultation activity to include feedback Increased belief from residents that they can influence decisions.</p>	<p>An increasing number of consultation lead officers are feeding back through the consultation portal. Further encouragement and guidance is required for 2014/15. Consultation mandates are in place for all consultations and work is ongoing to ensure that communications plans are in place and that feedback is consistent. This will be progressed through the first quarter of 2014-2015.</p> <p>The CCG publish the results of consultations online and to their Governing Body as well as directly to those who participate in consultation. The report</p>	<p>A</p>

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				on the CCG's five year strategy review and the actions taken as a result will be shared with those that took part and will be published.	
4. Identify and promote enhanced, preferred ways to feed back to young people effectively	BFC Youth Service and Service managers/Target ed Youth Support Manager	December 2013	Preferred methods identified and promoted.  Positive stories published regarding children and young people.	Use of social media has improved via Youth Service Facebook, and Xpressionz website redevelopment.  Through Facebook and the Youth Service website there have been examples of good news stories and most recently the Duke of Edinburgh gold expedition. It is expected that the blogs and latest news will be a platform for promoting positive stories and will be prominent on the website.	A  A

## Appendix 1

### Objective 4

Improve communication between and increase collaboration by partners on engagement activity to make best use of limited resources

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
1. Explore developing an online events diary and BFP Communications Group to monitor partnership events list for engagement opportunities – particularly in terms of overlapping target groups	BFC Chief Officer: Customer Services	31 March 2014 and ongoing	Increased collaboration on engagement activity and improved promotion of community events.	The All Services Hub project has been launched to bring together the offer from Adult Social Care and Children's Services. It is expected that this will also provide an opportunity to launch an Events Calendar online, which all organisations will be able to publish their activities on. This project should be in place by September 2014.	G
2. Demonstrate the Objective UEngage consultation software to the voluntary and community sector, the Parish and Town Councils and elected members	BFC Head of Community Engagement and Equalities	31 March 2015	Increased awareness of the software.	To take place in 2014/15.	G
3. Increase collaborative use of Thames Valley Alerts to provide information to residents and businesses	TVP Deputy LPA Commander/ BFC Chief Officer: Customer Services	31 March 2014	Increased numbers of residents sign up to Thames Valley Alerts.	The number of residents signing up to receive alerts has risen by 23% to 3342 in past year (May 2013 - April 2014) .  This is in part due to	G

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				<p>Neighbourhood Policing Team raising awareness of Thames Valley Alerts when at meetings, community events or dedicated/focused patrols.</p> <p>The Council's Social Media Action Group will progress this further in 2014/15.</p>	
<p>4. Consider the feasibility of rolling out the Objective UEngage consultation software to all members of the Bracknell Forest Partnership</p>	<p>BFC Head of Community Engagement and Equalities</p>	<p>31 March 2016</p>	<p>Feasibility report shared with partners and decision made.</p>	<p>In progress.</p>	<p>G</p>
<p>5. Further develop partnership working with the Parish and Town Councils on neighbourhood engagement through joint activities</p>	<p>BFC Head of Community Engagement and Equalities</p>	<p>31 March 2014 and ongoing</p>	<p>Increased collaboration on engagement activity.</p>	<p>Bracknell Forest Council and Sandhurst Town Council have worked together with Southampton University and the Institute of Community Cohesion (ICoCo) to evaluate the impact of the 3Rs campaign. The report demonstrates the campaign has made a significant positive impact and the campaign went on to win the 2014</p>	<p>G</p>



## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				Improvement and Efficiency Social Enterprise (IESE) Community Matters award.	
6. Lead local public engagement activities on matters of key interest to local residents	Town and Parish Councils	31 March 2014 and annually	Well-attended annual meetings Increased use of public forums Increased use of electronic forums Attendances at campaign days.	<p><b>Bracknell Town Council</b> recently engaged in consultation with their residents on a number of topics including a Neighbourhood Planning Questionnaire which was included in the Bracknell Matters magazine.</p> <p><b>Warfield Parish Council</b> At Warfield's annual summer fete in June 2013 residents' views were sought on what they liked about Warfield and what was needed as an evidence base for pursuing a Warfield Neighbourhood Plan. Subsequently, residents were invited to attend an open forum in February 2014. A steering group has since been formed to lead on the Plan and as a result the Annual Parish Assembly meeting was better attended this</p>	G

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				<p>year and included a speaker who presented on a topic related to the forthcoming development in Warfield.</p> <p><b>Crowthorne Parish Council.</b> 33 members of the public attended the Crowthorne Annual Parish Meeting and monthly surgeries are now in place. The biennial Crowthorne Carnival takes place this year with activities running from 5 - 12 July.</p> <p><b>Winkfield Parish Council (WPC)</b> carries out many community activities including Allotment User Group Annual Meeting, Footpath Walks, 'Pride in our Parish' Environment Week and Summer Fun Days. Other events include the Ascot Retirement Fair and the Annual Cycle Ride which attracts over 200 cyclists. The Winkfield Annual Parish Meeting is well attended and this year</p>	

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				<p>included a repeat of the very successful 'Winkfield Question Time' with a panel of local Bracknell Forest Council Ward Councillors, WPC Chair and WPC Leisure Chairman and covered a variety of subject of interest to local residents.</p> <p><b>Winkfield, Binfield and Warfield Parish Councils</b> work in partnership to run a very successful Arts Week in October half term which has now been running for 10 years.</p> <p><b>Sandhurst Town Council</b> has used the three key principles of Respect, Responsibility and Rights to lead on engagement with the public for many years. In addition a range of public forums and stakeholder meetings have been used for consulting on matters including: First World War Centenary</p>	

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				<p>preparation, War Memorial enhancements, Sports development and event planning i.e. fireworks. There is a longstanding programme of Neighbourhood Action Group meetings and a Quarterly Liaison meeting between the Town Council and all four Resident Associations currently active. Electronic forums have been used, particularly focusing on those 'owned' by the community itself, such as the popular 'We love Sandhurst' Facebook page. A quarterly newsletter to all households is maintained which carried two public consultations on matters affecting the Memorial Park – gathering thoughts on a Corps of Drums training facility and an overflow car park.</p>	
7. Continue to engage with local businesses on developing links	BFC Business and Enterprise Team	31 March 2015 and ongoing	Business to community network set up.	In progress. Business and community	G

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
with the community and support for community projects	Leader/Head of Community Engagement and Equalities			event held in April 2013. Progress stalled due to reorganisation in Involve and loss of key person from partner organisation.	
8. Develop MECC (Making Every Contact Count) project – using fire safety checks as an opportunity to engage residents on health, wellbeing and welfare issues	RBFRS Safer Communities Coordinator/ BFC Public Health Programme Officer	31 March 2014	Increase in referrals to health, wellbeing and social care services in Bracknell Forest.	<p>There were approximately 25 people trained in the MECC project. The project has had an external evaluation and RBFRS is currently awaiting the final report which is expected June 2014 and then a decision will be made about the future of the project.</p> <p>A small number of referrals have been received by the Public Health team and the information passed on to relevant agencies.</p> <p>A Market Position Statement has been produced which sets out core principles of service delivery to enable and facilitate smaller businesses and community organisations to deliver projects and</p>	G

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
<p>9. Create a 'Children, young people and parents steering group' to plan and develop a way forward for youth engagement.</p>	<p>BFC Youth Engagement staff/Targeted Youth Support Manager</p>	<p>December 2013</p>	<p>Creation of steering group.</p> <p>Youth &amp; community partners work together to create a 'joined up' approach involving children and young people.</p>	<p>contracts.</p> <p>The Youth Board has been created and been meeting quarterly since October 2013, this has involved partners and young people and is the group who receive reports from the Youth Council Scrutiny (Young Inspectors) Group on fitness of provision.</p> <p>The Youth Board membership identifies the development of the joined up working of partners together to develop young people's voices and issues relating to the youth offer and youth provision.</p> <p>Membership includes the Executive Member for Children, Young People and Learning as well as Bracknell Forest Council Officers from the Youth Service and Children's Social Care. Young people are appointed by the Youth Council and nominated by agencies that provide</p>	<p>A</p>

### Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				commissioned services There are also representatives of partnership organisations including involve, the Clinical Commissioning Group, NHS Commissioning Board, Thames Valley Police as well as other agencies that provide commissioned services.	

## Appendix 1

### Objective 5

Increase community engagement skills among Bracknell Forest Partnership's workforces to improve the quality of consultation and engagement activity

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
1. Promote the BFP community engagement toolkit	BFC Head of Community Engagement and Equalities/All CCEP Partners	30 September 2015 and ongoing	Increased staff awareness.	In progress.  Engagement has been promoted at CCEP meetings and at training courses for Council consultation officers.  The use of the community engagement toolkit is integrated into the Council's Joint Commissioning engagement planning action plan checklist.	A
2. Increase skills sharing across the partnership in engagement methods, including increasing facilitation skills, and using the toolkit	BFC Head of Community Engagement and Equalities	31 March 2016	Number of opportunities to share skills.  Production of facilitation guidance.  Number of staff trained in facilitation skills.	In progress.	G
3. Identify and share expertise across partners in engaging with particular communities and groups using the Community Cohesion	BFC Head of Community Engagement and Equalities/All CCEP Partners	31 March 2014 and ongoing	Increased quality of consultation and engagement activity.	A training session was organised in March 2014 on engaging the Gypsy Roma Traveller community. Courses are delivered by the Consultation Institute	G



## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
<p>and Engagement Partnership and the toolkit</p>				<p>including stakeholder analysis and selecting the appropriate consultation method.</p> <p>There is a high level of joint working of officers across the Council. E.g. the Community Engagement Team supporting Children's social care consultation and ICT consultation.</p> <p>The Council's Consultation Steering Group is looking to explore how the council-wide Consultation Portal can address engagement with particular communities of geography, identity and interest.</p> <p>The Council's Community Safety Manager and the Head of Service of the Youth Offending Service have represented the Bracknell Forest Domestic Abuse Forum at meetings with Nepali women's groups to</p>	

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				<p>promote and outline services available to address domestic abuse within the Borough. A leaflet setting out local domestic abuse services has been translated into Nepali and was distributed to the groups.</p> <p>The CCG is a member of the Bracknell Forest Partnership Board Communications and Engagement Group and participates actively in that group. The CCG have participated in self-care week with partners, benefitting from the wide publicity and engagement created. The recent data shared about communication preferences of local households is being used to inform the communications action plan.</p> <p>Involve have a database of BME, small faith and Travellers group which is used to support this work.</p>	

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
<p>4. Customer services training/awareness that all encounters with public are opportunities to engage</p>	<p>BFC Chief Officer Customer Services/Parish and Town Councils</p>	<p>31 March 2015</p>	<p>Increased customer feedback captured.</p>	<p>Additional training has been provided to the Council's Customer Services and Communications and Marketing teams to ensure clear messages around the Town Centre Regeneration project are shared. Council staff have also been encouraged to ask customers for feedback at every opportunity.</p> <p>Parish and town councils continue to hold monthly surgeries attended by both parish and borough councillors with queries fed back to relevant Borough Council departments as necessary. They also hold town/parish meetings and seek feedback from residents via their websites and Facebook pages.</p> <p>Sandhurst Town Council's Mayor and Executive Officer attended external training courses on community</p>	<p>G</p>

### Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				engagement, specifically related to the creation of a Neighbourhood Development Plan. The Executive Officer and several Councillors have also attended Social Media training, to develop understanding of electronic engagement tools.	
5. Deliver volunteer management training	Involve Volunteer Services Manager	31 March 2014	Increased volunteer management skills across the partnership.	involve ran a series of Volunteer Management training sessions in February – June 2013.  19 delegates attended the sessions, ranging from small to large voluntary organisations plus staff from departments within Bracknell Forest Council and Bracknell Forest Homes responsible for volunteers. Topics included volunteer recruitment, induction and legal requirements together with how to retain and build a volunteer team.	G

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
6. Develop a BFC Community of Practice around consultation and engagement	BFC Head of Community Engagement and Equalities	30 September 2013	<p>Increased sharing of best practice and cross departmental working.</p> <p>Develop BFC-wide consultation mandate, template and other shared tools.</p>	<p>A consultation steering group has been established made up of the Council's departmental lead consultation officers to share best practice.</p> <p>A consultation best practice guide has been launched and all Department Management Teams have agreed to the completion of a consultation mandate on all new consultations.</p>	G
7. Roll out Consultation Institute training and Certificates of Professional Development across the Council	BFC Head of Community Engagement and Equalities	31 March 2014	<p>Number of staff trained in consultation and engagement skills.</p> <p>Number of certificates of professional development attained.</p>	<p>18 staff attended three Consultation Institute training courses and 17 staff have completed their Certificate of Professional Development. Further training courses will be delivered in-house by the Consultation Institute in 2014/15.</p>	G
8. Explore providing engagement awareness/ training to	TVP Deputy LPA Commander	31 March 2014	<p>Number of staff trained in engagement skills.</p>	<p>All Neighbourhood Policing Team staff have received extra training</p>	A

## Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
neighbourhood wardens and PCSOs (Police Community Support Officers)			Number of opportunities to share skills.	with regards to child sexual exploitation, cybercrime and have used these skills when on patrol, responding to incidents and attending schools for talks.	
9. Deliver training to local workforce on MECC (Making Every Contact Count)	RBFRS Safer Communities Coordinator/ BFC Public Health Programme Officer	31 March 2014	Number of employees trained in MECC (Making Every Contact Count).	Ongoing  There were approximately 25 people trained in the MECC project. The project has had an external evaluation and RBFRS is currently awaiting the report. A decision will then be made about the future of the project.	G
10. Volunteer training on fire prevention messages and increase in volunteer messages	RBFRS Safer Communities Coordinator	31 March 2014 and ongoing	Number of volunteers trained and increase in volunteer activities.	Ongoing  Since 1 <sup>st</sup> April 2013 volunteers have attended 57 fire prevention activities in Bracknell Forest totalling 243.5 hours. There are currently 2 volunteers residing in Bracknell, but there is a lot of cross border movement between all volunteers	G

### Appendix 1

Key Actions	Responsibility	Timescales	Success Criteria	Progress 2013-14	Status
				and unitary authorities.	
11. Development of training and events on youth engagement.	BFC Youth Engagement staff/Targeted Youth Support Manager	March 2015	<p>Young people trained to deliver training to BFC staff.</p> <p>Events arranged for children, young people and staff to work together as equals.</p> <p>Training on youth engagement offered to elected members.</p> <p>Parents and staff consultation days arranged.</p>	<p>Training planned and delivered by BFC Looked after Children.</p> <p>Future days planned and fully booked.</p> <p>Further training will be developed around other youth issues</p>	G