

## **Appendix 3: Our Manchester Engagement Leads**

**Ambition: For Manchester City Council to be exemplars in community and resident engagement demonstrating coordinated, high quality, meaningful engagement that has the Our Manchester approach woven through.**

**Aim:** Over the next 12 months, we will undertake some intensive work (at scale and pace) to

- understand how, where, when and why we are engaging with residents and communities
- develop the frameworks, tools and skills development that underpin meaningful and high-quality engagement
- try out new models of engagement and practice, and influence their use in mainstream engagement
- support the coordination of engagement to reduce duplication and increase quality, trust and reputation of the organisation.
- support the connecting of 'connector roles' - join the dots

### **We will do this by:**

- Supporting services to be able to embed this engagement into their everyday. Not doing the work but enabling staff to do it themselves, promoting and supporting them in delivering the 4 objectives of the Campaigning Engagement Framework above whilst embedding this way of working into the mainstream, ensuring connections across services within the Council and across the wider system. The areas of focus would be thematic, covering:
  - Environment and place, including climate change / zero carbon
  - Healthy lifestyles and well being
  - Understanding what matters to people in places.
- Provide dedicated capacity and support to drive forward the project at scale and pace, working with the mainstream to get the buy-in and commitment that is needed to create sustainability beyond the lifetime of the project.

### **What we have:**

- Lots of staff doing engagement across the council
- Evidence of the OM principles demonstrated in the way that staff are engaging
- A variety of tools and toolkits, and best practise
- Inconsistency in the way we engage
- Differences in levels of skills and experience

### **What is missing - areas of focus for this role:**

1. Consistency of messaging around Our Manchester, what it is and what it means in communities (resident focused message)
2. Framework against which engagement can be assessed/challenged (why, how and with whom we are engaging, who benefits, what's the purpose, is it meaningful)
3. Consistency (and knowledge/confidence) in coproduction and how do this well. Default is to coproduce everything - need a Co-production Framework for the council so everyone knows what to do and when
4. Clearly articulated engagement development and training offer at two levels –

practitioner and specialist. Practitioner, for general engagement and supportive OM engagement; and specialist, for community capacity-building engagement. Work with services/thematic areas/OD to embed this.

5. Updated (where required) guidance, training and tools that is aligned to OM to allow staff/teams working in neighbourhoods, with residents and communities, and councillors, if required, to best promote their local services, events and activities and to encourage more local people to get involved in local activity.
6. Influence: how to influence good/better, more up-to-date/current and meaningful engagement
7. Consistency, creativity and innovation in the way that we engage with people across the city that reflects equality, diversity and inclusion across the city
8. Understanding of EIA being a key factor in engagement and co-production
9. Understand how we engage our diverse communities across the city, recognising that communities are changing all the time, and what support staff need to be able to engage in this way
10. Support and facilitate embedding into mainstream work how we increase trust and reputation. Universal approach and follows the 'getting the basics right' theme in the Our Manchester three-way push. Help to make the three-way push real for residents – what can I do at home, what can I do on my street, and what can I do in my community. This would include transactional campaigning potentially linked to basic themes (waste/litter, be active, good neighbours or home, street, community/neighbourhood). We would share the tools and offer people support to get started.
11. Enable activity that demonstrate that we are listening, and so this will also include effective and engaging consultation. This would lead to a "you said, WE (all of us) did". To support this, a new model of Our Manchester consultation will be developed and need to be embedded.
12. Connection of the 'connector roles' and knowledge in a place/across a geography, ensuring they all add value and not duplicate
13. Ensuring better/best use of existing resources such as: **MCC Employee volunteering days, MCR VIP, Hour Manchester** and existing MCC working groups such as The Neighbourhood Service Our Manchester group (TNS OM)
14. Support to OM Funds team about how to engage more widely with groups that are working in the city. Develop some engagement that leads into a much wider event where the groups and other stakeholders get to refine some of the key areas and proposals and then possibly vote/agree on the main ones that they want to go forward to be considered for investment. The types of things that some of the groups have mentioned to date are: Supporting leadership and mentoring, comms, networks that capacity build the smaller groups, and small grants.
15. Simple and engaging models of crowdfunding to help top up or deliver local action. Previous models haven't had the support and engagement they could have had, as they were often done in isolation, without engagement activity wrapped around them, and with platforms too complicated for residents to want to participate in.
16. Identify where there may be a lack of expertise or understanding in engagement required in tendering processes. Develop support/toolkit if required.