

URGENT DECISION FORM



TO BE UPLOADED ON TO THE INTERNET BY DEMOCRATIC SERVICES

Date:		Ref No:	
Type of Decision:			
Cabinet Decision		Council Decision	
Key		Non-Key	X
Subject matter:			
Community Champions Fund			
Reason for Urgency:			
The grant has been made available to the Council to reduce transmission of Covid 19 and mitigate the social impacts of the pandemic. All funding is to be committed in the period to 31 March 2021. Delivery of activities can extend beyond 31 March 2021.			
Freedom of Information Status: In public domain			
Equality Impact Assessment			
[Does this decision change policy, procedure or working practice or negatively impact on a group of people? If yes – complete EIA and summarise issues identified and recommendations – forward EIA to Corporate HR]		An EIA has previously been undertaken in relation to the Community Hubs and this work will contribute to refreshing that EIA In addition, the social research proposed will ensure a better understanding of the impact on communities	
Decision taken:			
Approve the utilisation of the Community Champions funding as set out in the report and note the funding made available to Bury.			
Decision taken by:	Signature:	Date:	
Chief/Senior Officer/Cabinet Chair			
After consultation with:			
Cabinet Member (if a Key Decision) or Chair or Lead Member (as appropriate)			

If it is a Key Decision, the Chair of Scrutiny Committee to agree that the decision cannot be deferred		
Opposition Leader or nominated spokesperson (Council Decision) or Leader or Majority Group Member on Overview and Scrutiny Committee (if a Key Decision) to agree that the decision cannot be deferred		
Leader of second largest Opposition Group (if a Key/Council Decision) to agree that the decision cannot be deferred		

Introduction

Bury has been awarded £467,000 by MHCLG to deliver the Community Champions scheme. An additional £25,000 has been provided to GMCA to form a central pot for GM Authorities to access translation and production of materials in alternative formats. The purpose of the funding is to support our work with residents impacted by the coronavirus (Covid-19) pandemic. This paper sets out the overall approach and plan for the investment.

Background

In January 2021 Bury was awarded £467,000 by MHCLG to invest in a network of community champions. The purpose of the funding is to work with communities in a targeted way to reduce transmission of Covid 19 and mitigate the social impacts of the pandemic. The delivery of this work will form part of the wider Council response.

Approach

It is proposed that the funding is used to:

- Engage and mobilise existing community leaders to enable better understanding and dissemination of key messages and meaningful engagement on issues and support requirements. Through this funding we will ensure we have a connection with at least one champion for all our geographical communities and communities of interest
- Target communities on a risk basis, for example, prioritised engagement with BAME communities in the context of known risks around vulnerability to Covid and vaccine take up
- Resource gaps in community engagement with groups where public service relationships are currently absent or weak
- Develop the tools and techniques for the longer-term community engagement, which will be based on a 'champion' approach
- Collate real-time qualitative feedback across all community groups for inclusion within the weekly dashboard to inform Gold strategy

The proposal

It is proposed that the funding is targeted as follows:

Theme & Lead	Specifics	£ Funding allocation
Social research: Lead: CIO	Commission independent community engagement 'design' work, to include: <ul style="list-style-type: none"> • Research support to help us understand our current and emerging communities in real time and at a granular level • Design of the 'Community Champion' role and wider 'Community Connector' including an induction / skills development offer • Specific intelligence and evidence to support the role of Ward Councillors as community connectors 	50k
Community champion network: Lead: Head Communications & Engagement	Develop and invest in materials for a network of c.250 Community Champions across the Borough, to be managed by the Communications & Engagement team. The opportunity and first round of information will be shared through a household leaflet drop during March 2021. Resident Community Champions will be a networking comprised of: <ul style="list-style-type: none"> • Self-selecting interested residents • Targeted contacts from known networks including all councillors; key community leaders and Team Bury network/chairs Effort will be made to ensure the champions are representative across all community groups, to include champions who represent: <ul style="list-style-type: none"> • All geographical locations • All equalities protected characteristics (age; race; disability; sexuality; caring responsibilities; socio-economically vulnerable; military veterans; marriage etc.) • Faith groups This network of champions will receive regular covid information directly and in a format that suits them. As well as having regular Q&A session with the Director of Public Health and Head of Communications.	60k (including the 25k funding at a GM level)
Community Champions by Hub Lead: Director Transformation (Hubs)	As part of the forthcoming Community Hub structure a dedicated Community Champion post will be established in each Hub, to: <ul style="list-style-type: none"> • Support the wider community network • Co-ordinate wider community engagement e.g. establishing resident fora • Take responsibility for understanding issues and needs 	200k

Theme & Lead	Specifics	£ Funding allocation
	<p>in a place and respond with the support and materials required</p> <ul style="list-style-type: none"> • Close gaps in community relationships and networks. 	
<p>Investing in existing community networks</p> <p>Lead: AD PSR</p>	<p>Resources will be passed to existing community networks where appropriate, to allow them to extend their work. This will include:</p> <ul style="list-style-type: none"> • The Jewish Community through targeted work with local groups and on a tri-borough basis • Potential partners in the Muslim faith community to be identified through the new Council of Mosques and local groups • Other known community groups to be identified by VCFA and public sector partners • Groups identified through the social research proposed • Collaboration with Healthwatch. 	125k
Wider participatory funds	<p>The balance of funds will be retained for the development of a scheme to resource local activity in relation to mitigating the impacts of Covid. For example:</p> <ul style="list-style-type: none"> • Local groups which are establishing walking and talking networks • A bereavement support group opening in the North of the Borough • The Bury Community Support network which operates largely in the south 	Up to 57k

Financial implications

The cost of the proposal will be met from the grant funding that has been made available.

Legal implications

Any legal implications associated with the report should be detailed in this part – seeking advice from legal colleagues as appropriate.

Associated Risks

There are no associated risk from the proposal. Not making arrangement for the utilisation of the grant may mean less targeted and bespoke communication and engagement with the communities more vulnerable to being affected by Covid.

Conclusion

To:

Approve the utilisation of the Community Champions grant as set out in the report and note the funding made available to Bury.

Report Author: Vicky Clark

April 2015

Job Title: Assistant Director – Public Service Reform
Date: 5th February 2021