

# A new community led neighbourhood approach to health and care in Bury



## What is this all about?

Collaborate Out Loud CIC and Creative Inclusion are working with system partners across Bury over a 12 month period to develop the foundations for community led approaches at the neighbourhood level across Bury. This work has been funded by the Greater Manchester Workforce Collaborative.

### You might be thinking what is a 'community led approach'?

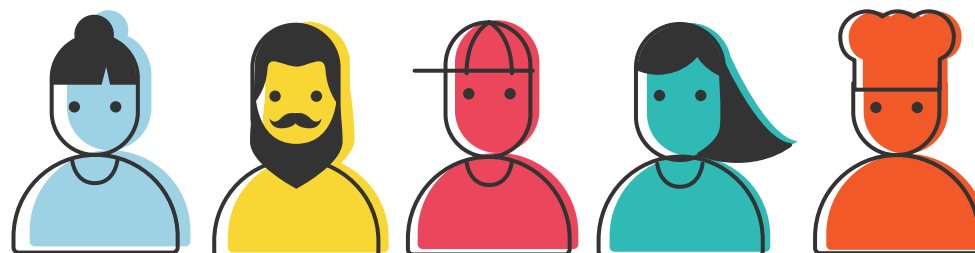
#### Here is what we mean by it:

- Alternatives to traditional 'services' that are led by the communities such as peer support groups and social enterprises
- Spaces where the voices of the many, not the privileged, are heard and no community is excluded
- Having a clear understanding of Bury's community's needs, capabilities, preferences, and which parts of the system supports and responds to which of those preferences (and which do not)
- Co-production and engagement with communities including those who do not access services as easily and regularly as other communities.
- A continuous system of support to help people stay aligned to the shared vision for Bury

We want to build on what is already strong in Bury and the great work that is being done to share power with communities, co-produce and explore different alternatives to traditional services.

### These three questions are at the heart of our work:

- What can communities do for themselves (and therefore public services can step back)?
- What can communities do with support from public services (this could be spaces, funding skills or many other things)?
- What is it that communities need public services to do for them?



## This works supports Bury's Let's Do It Strategy

The Let's Do It! Strategy sets out a clear ambition and delivery plan for the next 10 years. But it is not just a strategy for service improvement, it is a radical new proposition for community power; putting relationships first and creating a borough in which every single person plays their part.

The vision for Bury 2030 is built upon conversations with communities and the goal is simple: to stand out as a place that is achieving faster economic growth than the national average, with lower than national average levels of deprivation.

- Let's... All play our part in local communities; with enterprising spirit; working together in a way that recognises and celebrates the assets and strengths of our communities and our residents
- Do it... by connecting everyone to the plans for economic growth and public service improvement across every township.

## What practical things will we do?

There are three key areas of work that we will deliver to make our vision a reality:

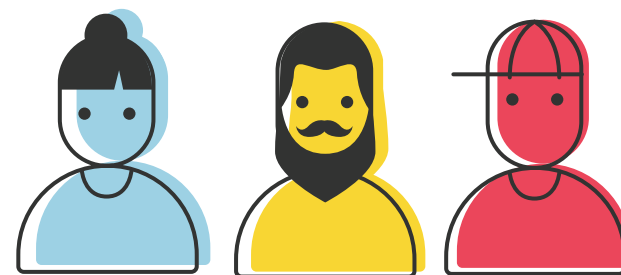
1. Support the public sector workforce to shift how it works with communities
2. Building community capacity for change and co-production
3. Holding spaces to build connections and relationships between communities and public services

## Why are we doing it?

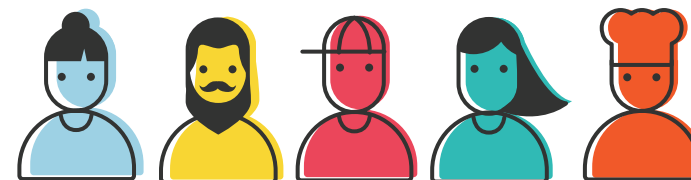
Because we know it's important to work with communities to understand them and their everyday lives and then help them (where possible) find their own solutions with their communities. Too often people are done to rather than with and assumptions are made about the best solutions for people.

We believe if we take a neighbourhood approach to working with communities and understanding and tackling the challenges they face alongside them that this will build a stronger borough where all can thrive and have control over their lives and achievements. We want to change perceptions about different groups and communities and help those working within the system to see the human behind the challenges they face and the behaviours they exhibit. We want to create ways that people have choice and control over their lives and their health and care.

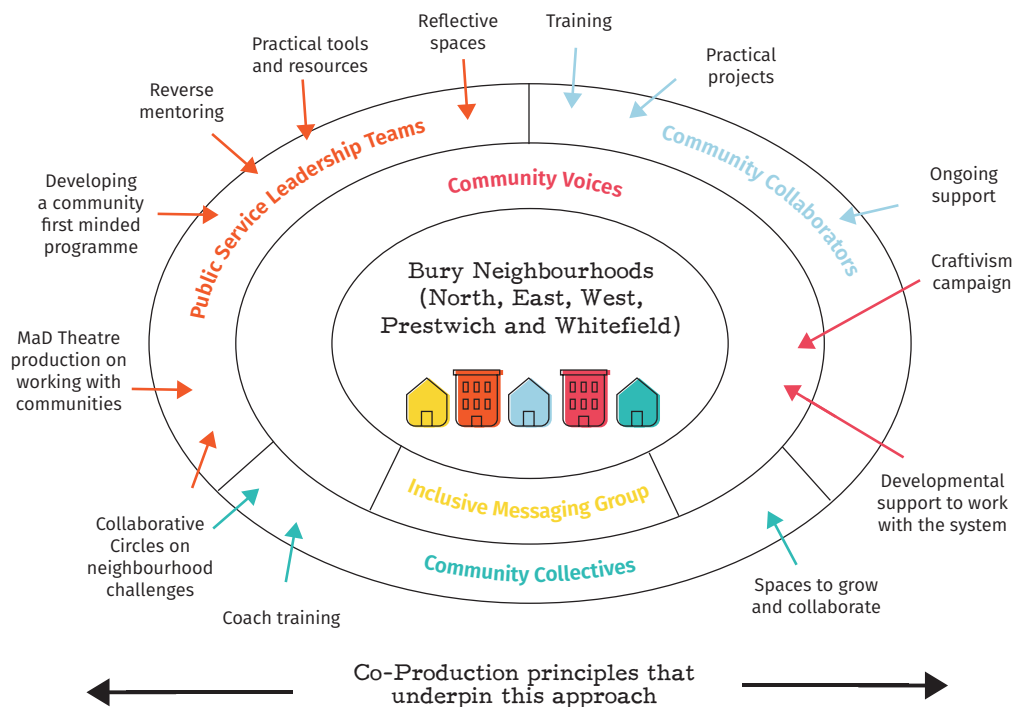
We want to continue to shift the narrative from what is wrong to what is strong and stop describing people as hard to reach and rather spend time understanding why they don't want to or can't access the services they might be being offered.



The table below outlines the key activities that we will deliver with system partners in Bury across the next 12 months (July 2022 to June 2023)



Supporting the public sector workforce to shift how it works with communities	Spaces to build connections and relationships between communities and public services	Building community capacity for change and co-production
A Co-production/design process to sense check the proposed structure and tweak/change elements were necessary		
Visually capture the journey, learning, and themes as we go		
Reverse mentoring – senior leaders committing time to understanding members of communities of place and identity in Bury (A critical friend perspective, providing support and challenge)	Establishing Bury Community Voices that has diverse voices and can help to shape all elements of this work alongside system.	Support emerging community collaboratives in each of the 5 neighbourhoods to develop and work with public services through facilitated development workshops and skills development activities
Developing a community first mindset development programme for neighbourhood teams	Develop an inclusive messaging group	The training of a further group of community collaborators, starting with communities not fully represented in the first cohort (e.g. BAME, Jewish and Polish communities) and working with them on their terms.
MaD Theatre Production to explore the impact of different ways of working with communities	Training and support for everyone entering into shared spaces to enable them to get the most out of them	Developing coaching skills and capacity amongst the community
Practical tools and resources as to support the health and social workforce to co-produce with communities	Collaborative circles on neighbourhood challenges to utilise the strengths of all parties in creating new ways of working (bring people together to problem solve that would not normally be brought together)	Bury Craftivists will work alongside a group of people who don't engage with mainstream services to help them articulate how their trust could be repaired and restored
A reflection space for the senior leadership team to listen to people's experiences of the work and enable changes that will catalyse new ways of working.	A set of principles for co-producing with communities that can be spread beyond the neighbourhood teams	Dedicated community collaborator support in each neighbourhood to help work through the day-to-day challenges that this work will encounter.
Momentum and sustainability of activities beyond the 12 month funding		
Evaluation report and video		
GM Wide learning and sharing spaces (events) and resources		



- A strong understanding at each neighbourhood level of the strengths of that community, and where they need to help, and where they need to step back
- An increased confidence and understanding around engaging with diverse groups across the neighbourhood workforce
- The workforce knowing clearly when they need to step back and ask or allow others to lead activities
- The workforce feeling empowered to act on the issues communities want them to lead on and to make decisions in the teams who are closest to people and communities
- Service provision which better reflects the needs of the communities they serve and is fit for purpose

## How you can get involved

- Share your stories and insights with us to help us shape this work
- Talk to us about the changes you want to make and how this work could help
- Challenge yourself and those in your team to take small steps towards a different way of working with communities
- Join our distribution list to receive regular updates on what we are doing

## What are we hoping to achieve?

We know that in 12 months we can't change everything. We can though build on the great work that has already done and work towards a different way of communities and those in formal power working together.

Here are the outcomes we are working towards:

- Increased awareness, capability, confidence, and capacity with the health and social workforce to co-produce with communities
- Stronger connections and relationships between communities and public services which are based on trust
- Ongoing accessible spaces for dialogue and change between the workforce and communities
- Increased community capacity to co-produce what is needed with public services

## About Collaborate Out Loud CIC

Collaborate Out Loud CIC (COL) is a small social enterprise based in Greater Manchester. We are all about 'creating surprising simple and social spaces for social change and innovation'. We work with communities and public services to create spaces where diverse voices can shape the future of a place together. Our methodology for undertaking this work is underpinned by the 11 Principles of Collaborating Out Loud. These are fundamental to how we work and how we will undertake this work in a simple, surprising and social way to signal change and transformation to the Bury Council and CCG workforce.

## Our values:

**Surprising** - we do the unexpected. This might be bringing in practice and thinking from unusual places or helping people to connect across unusual boundaries.

**Social** - we work out loud, share, work with others and connect with existing agendas and ideas. We lead with generosity, openness and trust

**Simple** - we know the world is complicated enough so we are easy to work with, straightforward and keep things as simple as we can, believing that less can be more

## The eleven principles of Collaborate Out Loud



### Difference

embrace and harness the energy and magic of difference and the crowd.



### Spaces

Create surprising, simple, and social spaces between the formal structures and informal networks.



### Community

Spend time building a community, trust, empathy and a shared intent where people bring their wholeselves.



### Democracy

Be radically transparent, democratic, and open in everything you do.



### Kindness

Be social, share with generosity and kindness.



### Make it real

Work on real and often complex challenges collaboratively, sense making through meaningful conversations and power sharing.



### Learning

Borrow learning and thinking from anywhere and everywhere to learn collectively.



### Create

Co-create solutions and ideas to tackle collective challenge.



### Test

Rapidly test ideas and iterate them together using technology to enable collaboration.



### Out loud

Work out loud as you go—attributing ideas and inspirations.



### Spread

Spread the best ideas and encourage adoption (as well as the learning from what didn't work) far and wide.

We exist to serve those delivering, participating and accessing public services to:

- Challenge thinking, practice and leadership
- Connect the unusual suspects across different boundaries
- Create capacity and capability for change
- Co-curate our collective wisdom and nurture communities to thrive
- Co-create novel solutions that break all the rules and make a difference

## About Creative Inclusion

Creative Inclusion's vision is one of local government working alongside communities to develop simple and effective ways of helping and supporting those who face exclusion, disadvantage or difficulties. We do this by:

- Engaging with communities, understanding what they want and need
- Developing an 'offer' to meet people's needs and wishes (with public services, VCSE, friends, families and carers working together)
- Co-designing the experience of accessing support and creating a community-focused mindset
- Measuring and assessing success from the point of view of service users and communities

## Get in touch

Please get in touch with us if you have any questions about this work on

[Hello@CollaborateOutLoud.org](mailto:Hello@CollaborateOutLoud.org)



[@CollaborateOutLoud](https://twitter.com/CollaborateOutLoud)

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