



Bury Out Loud - A new community led and neighbourhood approach in Bury

Background

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 (further details below).

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, coproduce 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.

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.

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 coproduction
3. Holding spaces to build connections and relationships between communities and public services

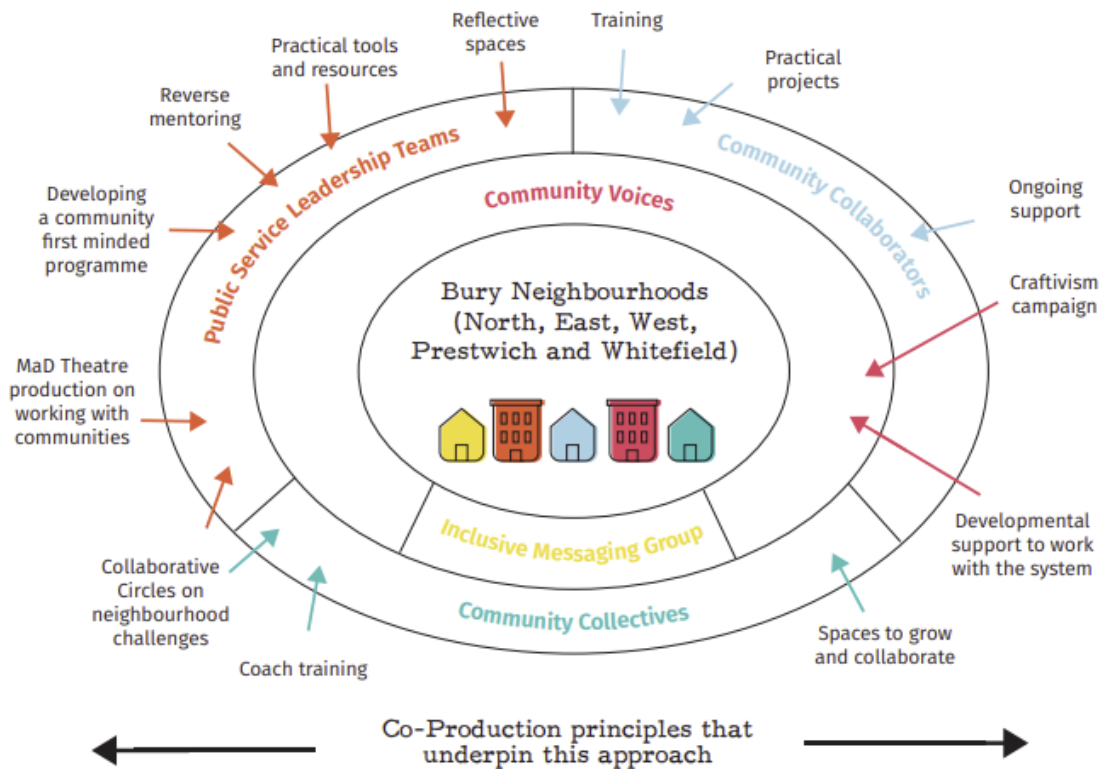
The table below outlines the key activities that we will deliver with system partners in Bury across the next 12 months (July 2022 to June 2023)

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



Inclusion

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
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		





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
- 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

Activity to Date (June to September)

Below is a summary of the work we have done so far organised under the three key areas of focus.

System engagement

We have spent a great deal of time and effort ensuring that we are talking to those in the formal system about this work and what is important. A key part of this work has been establishing the Bury Community Led Approaches Collective (a kind of steering group) that supports this work and is a place for problem solving, connecting and collaboration. Here is a list of the members so that you can see the breadth of who we are involving in this work. We have also met with the majority of the people in this group individually to understand their priorities for this work.

Group Membership:

- Caroline Berne, Assistant Director of Workforce at Bury LCO
- Jon Hobday, Consultant in Public Health at Bury Council
- Phil Cole, Head of Homelessness and Housing Options at Bury Council
- Ian Trafford, Project Lead, LCO PMO
- Chris Woodhouse, Strategic Partnerships Manager at Bury Council
- Matthew Kidd, Director at Creative Inclusion
- Claire Haigh, Director at Collaborate Out Loud
- Helen Tomlinson, VCFA Chief Officer
- Karen Johnson, Head of Comms and Engagement at Bury Council
- Kathy Hoyle, Community Engagement Manager and Armed Forces Lead Officer
- Warren Rafferty, Hub Team Leader at Bury Council



- Michael Phipps, Community Led Approaches to Violence Reduction
- Kimberley Partridge, Partnership Manager, Six Town Housing
- Juliet Eastham, Community Connector at Collaborate Out Loud
- Liam Johnson, Workforce Transformation Lead (OD) at Bury Council
- Lindsay Davies, Children’s Partnership Development Officer at Bury Council
- Annemari Poldkivi, Research and Public Participation Coordinator at HealthWatch Bury
- Hazel Parry, Victims Services Coordinator I Bury for GMP
- Rob Lees, Director at MaD Theatre Company

Supporting the public sector workforce to shift how it works with communities

Output	Update
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)	We have designed the process and workshops for reverse mentoring and now moving into the awareness raising and recruitment phase of this offer.
Developing a community first mindset development programme for neighbourhood teams	We have done an awareness raising session wit the public health team at their way day where we discussed how we could work with them at a neighbourhood level and as part of the public service leadership teams at each neighbourhood. We are also meeting the INTs soon to share this offer and agree how they can be part of this. The outline of this support offer has been designed ready to do some codesign work with the neighbourhoods on.
MaD Theatre Production to explore the impact of different ways of working with communities	We are exploring how this offer links with some of the INT priorities and a meeting is taking place with the Whitefield INT lead for dual diagnosis to look at how this offer could link in with this work.
Practical tools and resources as to support the health and social workforce to co-produce with communities	We have developed a glossary of terms that are often used that need to be demystified with simple to understand definitions
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.	We have met with Lynne Ridsdale to discuss this work and how we can create these spaces and are going to meet regularly to continue to report back on this work and create a space for senior leaders to respect and respond further along the process of this work.



Spaces to build connections and relationships between communities and public services

Output	Update
Establishing Bury Community Voices that has diverse voices and can help to shape all elements of this work alongside system.	The outline narrative has been developed for this work and this will be established in January. Community conversations are currently taking place to shape this further and to ground community voices in the neighbourhood priorities.
Develop an inclusive messaging group	This will flow out of the community voices work in the new year
Training and support for everyone entering into shared spaces to enable them to get the most out of them	We are testing and developing this process through bringing together Bury Council, Achieve and people who have accessed Achieve services to reflect and respond to the feedback. This will give us a process to use in other areas.
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)	We have identified the following themes as areas for collaborative circles through our work: <ul style="list-style-type: none"> • Dual diagnosis • The future neighbourhood model • Early years and supporting families • Homelessness and health and care
A set of principles for co-producing with communities that can be spread beyond the neighbourhood teams	The first draft of these has been created and will be shared at the next Community Led Approaches Collective for system feedback. the intention is this draft is based on the work that has already happened in Bury and they are developed and adopted over the course of this work by the neighbourhood teams we are working with.




Building community capacity for change and co-production

Output	Update
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	Work has been undertaken to understand how communities are collaborating at present. Juliet who is the Community Connector for this work has been out and about meeting with people in preparation for hosting some community collaboration meetings in late November and early December.
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.	10 Community Collaborators have been recruited with a wide breadth of lived experience. The training is ongoing and many of them are already work on their community led approaches test and learn prototypes (these



	are designed alongside this work to demonstrate the impact that community le approaches can have when given support)
Developing coaching skills and capacity amongst the community	This programme has been designed and we have discussed offering this to a more formal part of the VCSE infrastructure e.g., the Community Support Network early in the new year.
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	Design work has begun on developing a craftivist idea that can run through this work. This will be a simple craft activity that can help communities to share the difference they can make to people's lives through their actions. The working title for this work is 'A World of difference';
Dedicated community collaborator support in each neighbourhood to help work through the day-to-day challenges that this work will encounter.	Juliet in her community Connector role has been providing support at a neighbourhood level and will continue tot do this with additional support from the Community Collaborators as they finish their training programme.

Project Documentation

<p>The following Gant Chart has been updated to show the timescales for the remaining activities.</p>  <p>Bury GM Workforce Collaborative Gant C</p>	<p>This is a copy of the draft logic model for this work that is being reviewed and updated through the 12 month period</p>  <p>Logic Model v0.3.pdf</p>	<p>This is a copy of the equality impact questionnaire that has been completed for this work and returned to the GM Workforce Collaborative.</p>  <p>EIA initial screen document CoL Augu</p>
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Budget Breakdown and Spend

Below is a breakdown of the spend so far against the key budget headings.

Category	Allocation	Spend
Programme Management and support <ul style="list-style-type: none">• HEE reporting and programme requirements• Hosting and managing the contract and programme (Insurance, payroll, invoice payment etc.)• Programme support	£9,000	£9,000
Staff costs <ul style="list-style-type: none">• Full time Community Connector• Additional capacity for specific elements	£46,800	£12,666.67
Consultancy support <ul style="list-style-type: none">• Matt Kidd• Claire Haigh• Karen Vine (Craftivism)• Graphic design support• Graphic recording support• MaD Theatre• Evaluation	£40,500	£17,750
Ring fenced pots <ul style="list-style-type: none">• Inclusion support• Venues and refreshments• Printing• Learning and sharing activities	£8,250	£1014
	£99,550	£40,430.67

Get in Touch

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