

SALISBURY
CITY COUNCIL



Community Engagement & Development Strategy

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Distribution

Internal: All SCC Staff

External: Website/Councillors/Partners

Community Engagement & Development Strategy¹

1. What is the overall aim of the Community Engagement & Development Strategy?

1.1. This Community Engagement & Development Strategy aims to support strong, active and inclusive communities, who are informed and involved in decision-making and enable us to improve public services to enhance quality of life across the city of Salisbury. These communities will have the capacity to develop and deliver their own projects.



2. What are our objectives?

2.1. The objectives below show how the Community Engagement & Development Strategy delivers an effective and coordinated approach to community engagement for the benefit of all citizens and the diverse communities of Salisbury. We will:

- **strengthen, develop and sustain opportunities** for local people and groups to influence what happens in their communities and deliver services and projects
- provide opportunities for communities to **shape and influence** the development and delivery of quality services and policies that reflect local needs and priorities

¹ The Strategy has been renamed in July 2011 to show more clearly that this strategy covers both community engagement (making links with the community) and community development (building capacity within the community)

- **manage and coordinate** engagement activities to ensure consistency, quality and partner participation
- ensure that community engagement activities **provide opportunities** for participation for all sections of the community, particularly people and groups that are often missed out of community engagement activities
- listen to communities and ensure **feedback** to participants about the outcomes of consultation and engagement
- provide **variety and flexibility and choice** in community engagement activities
- **listen and learn** from our own and others' experience and share community engagement skills and knowledge of putting the citizen at the heart of decision-making

3. How will we achieve the objectives?

3.1. The City Plan will describe how we will achieve the objectives. The action plan arising from the City Plan will be monitored and reviewed to ensure it is a flexible and evolving plan that responds to the changing needs of our communities.

3.2. Our priorities include:

- Including the Community Engagement Action Plan in the City Plan
- Developing ward plans as appropriate with development of Community Area Plan with SCCAP
- Developing effective relationship between the Council and the Community Area Partnership & Community Area Boards
- Implementing our Grant funding criteria and awarding our community grants
- Continued Fairtrade city status
- Considering the development of Youth council and other youth engagement activities
- Supporting healthy living initiatives
- Considering role of social networking and social media sites as source of community contact for council
- Planning for community events
- Bidding for external funding to support community engagement activity

4. Who is this strategy for?

4.1. We recognise that the council alone cannot achieve the ambitions in this strategy. Everyone has a part to play in making this Community Engagement & Development Strategy work, particularly:

- all Salisbury residents
- elected members, who play a key role in delivering the aims in this strategy
- council staff – everyone is involved in community engagement activity in various forms

- community and voluntary sector organisations, who provide local services, work directly with local groups and organisations and with members of usually excluded groups and represent the views of their sectors
- partners - by working with other organisations and partnerships to make sure that services across the city complement each other.

4.2. Through the Salisbury City Community Area Partnership and the Salisbury Community Area Board, plus other partnerships, we will work with other organisations, such as the police, health service, plus groups and individuals from the community, voluntary and private sectors to make sure that engagement activities support the development of the quality of life for Salisbury residents.

4.3. We also know that we need to work closely with communities to encourage effective community engagement & development and ensure that processes are flexible and can be tailored to different groups and individuals in different areas of the city. We understand that sometimes people are reluctant to get involved and we are working with other partners to ensure that community engagement is as straightforward as possible and targeted appropriately.

5. What is going on at present?

5.1. This strategy builds on these good examples of community engagement & development activity from across the city. Some of these are mentioned below.

- Managing external funding
- Fun days in parks and open spaces
- Supporting volunteers
- Working with friends groups
- Fairtrade City status
- Existing Ward Plan
- Bemerton Heath Centre

6. How will we measure our achievements?

6.1. It is important for us to know whether we are achieving the objectives and we will use a variety of methods to measure this, including:

- monitoring, managing and reporting on the performance of this strategy and action plan regularly in the council and to elected members, partners and the public as part of the council performance reporting
- sharing experience and progress through national and regional networks
- acting on feedback from any inspections and external assessments of performance.
- considering the establishment of a resident's survey to assess how our residents view community engagement and the council's performance

6.2. This strategy will be reviewed bi-annually and a summary of progress and achievements will be published as part of the Council's annual reporting

7. Who is responsible for this Community Engagement & Development Strategy?

7.1. This strategy supports co-ordinated community engagement and consultation activities – the key to successful implementation of the strategy is effective management and governance. The following structure provides a governance framework for this Community Engagement & Development Strategy.

7.2. **The Services Committee** will direct community engagement activity

7.3. **The Deputy City Clerk** is responsible for overseeing the development and implementation of the strategy with partners as appropriate.

7.4. **The Community Development Officer** is responsible for delivery of the strategy with partners as appropriate

7.5. **The Bemerton Heath Centre Manager** is responsible for the community engagement & development activities primarily at Bemerton Heath but also at other city locations

8. What resources are available?

8.1. There is funding available to support core community engagement & development activity as follows

Budget	What does this pay for?	Lead Officer
Bemerton Heath Centre	Utilities, cleaning, building maintenance, grants, hospitality, equipment, staff cost	BHC Manager
Community Development	Community Development & Engagement activities	Community Development Officer
Community Grants	Community Grants	Deputy City Clerk, Community Development Officer

A Child
Deputy City Clerk
July 2011

To be reviewed July 2013

Community Development Policy

This policy supports the implementation of the Community Engagement & Development Strategy and provides further details on how community development will be promoted in the City. This policy forms the strategic framework & guidance for the Community Development Officer.

1. Introduction

- 1.1. Salisbury City Council aims to work in partnership with local people to encourage groups and individuals to participate in tackling local problems and needs, promoting self help and sustainability. This will ensure that the Community Development Budget resource is used most effectively.
- 1.2. In order to effectively target Council resources, in particular the Community Development Budget, a Community Development Policy has been developed.

2. Community development

2.1. Community development is crucially concerned with:

- enabling local communities to identify those issues which affect their lives and offering them assistance in tackling them with a view to making their lives better
- enabling individuals, groups and communities to grow and change according to their own needs
- the opportunity of using limited resources in the most effective way to unlock the voluntary energy of the community

3. Goals for Community Development by SCC

3.1. The table below sets out the goals, objective and priorities for community development for SCC

Goal 1	
Community Infrastructure	
To identify and develop an infrastructure of organisations required to provide services to meet the needs of the community. To encourage the networking of these organisations, particularly with a view to joint funding applications	
Objectives	<ul style="list-style-type: none">• to support the development of the Salisbury City Community Area Partnership• to provide a wide range of cultural, environmental, leisure, tourism and other participatory opportunities for the community
Priorities and	<ul style="list-style-type: none">• to support the development of the Area Partnership as a key organisation that local communities can approach for

Action	<ul style="list-style-type: none"> support, help and funding to work in partnership with individuals and groups in the planning, organisation and delivery of a broad range of cultural, environmental, leisure, tourism and other activities, events and opportunities
Goal 2	
Council Infrastructure	
To seek to ensure that an effective mechanism exists within the Council for issues of community development to be addressed and to ensure the continuous review and development of Salisbury City Council's Community Development & Engagement Strategy.	
Objectives	<ul style="list-style-type: none"> to continuously seek to improve the Council's ability and capacity through policy, service and partnership development, to apply the values, principles and practices of community development. to provide clear guidance and support for staff to feed in their perceptions of community needs and issues into the policy making and service delivery processes.
Priorities and Action	<ul style="list-style-type: none"> to share strategic development thinking with partner agencies and the local community and work in partnership with the same, especially Wiltshire Council to develop Community Development as an important element of corporate policy to establish an appropriate network of contacts within the Council which can be utilised by the community
Goal 3	
Community Development Grant Fund Scheme	
To administer the Community Development Grant Fund Scheme	
Objectives	<ul style="list-style-type: none"> to encourage communities in Salisbury to maintain and develop their own facilities, services and activities to ensure all recipients of grants offer equal opportunities to all residents of the city without distinction of age, sex, sexual orientation, race or political, religious or other opinions groups to fundraise actively and to apply for grants from other sources.
Priorities and Action	<ul style="list-style-type: none"> to support local communities in identifying needs and issues within the community to support local groups in creating and adopting sustainable and appropriate governance documents as required Offer assistance, advice and information about other sources of grant funding

Annie Scadden
Community Development Officer
July 2011