

WORKING WITH CITIZENS AND COMMUNITIES

Your Plymouth Scrutiny Update



A Framework for Working with Citizens and Communities - 'Where I live' is now an integral aspect of the CCO Transformation Programme.

- 1.1. Business Analysts are supporting officers in Policy, Performance and Partnerships to create a structure and implementation plan for this work, setting clear actions to start turning the vision outlined in the document into a functioning framework which will roll out a new way of working with our partners, communities and citizens.
- 1.2. The first step is working through the document to better understand what PCC needs to do internally, with its partners, communities and with citizens, to deliver against the promises and realise the vision.
- 1.3. CMT have set some parameters to focus our efforts on. This includes: co-ordinating our existing initiatives and projects among the many service areas who are already actively working with our citizens and communities; and identifying ways to better join up to have greater impact and understand of the overall effort from within PCC services.
- 1.4. We need to analyse and refine roles and responsibilities in relation to the new framework. Taking into consideration the feedback received at the Cllr. Workshops late last year, this will include an exploration of the role of the councillor as community leaders and to support them, citizens and communities to:
 - be engaged in local decision making with Councillors;
 - use pooled budgets to solve local problems;
 - work with Councillors to influence strategic decision making;
 - have access to a wide range of community activities and to improve their neighbourhood;
 - have pride in Plymouth and contribute to creating a vibrant, welcoming waterfront city;
 - commission local services;
 - be supported to find ways to fund and run local services for themselves;
 - influence improvements to PCC and Partner-run services;
 - be better able to access PCC and Partner-run services through the most efficient channels and are satisfied with the service response first time; and
 - be able to communicate through the most efficient range of channels which meet their needs and are efficiently resourced.

In addition, we need to enable PCC and our partners to form effective partnerships, sharing resources, information and expertise to form one approach to working with citizens and communities across the city.

- 1.5. Once we clearly understand the detail of what we need to achieve, we can develop the necessary work streams, processes and competencies to deliver the above objectives and realise the benefits.
- 1.6. Benefits are:
 - Citizens enjoy living and working in Plymouth;
 - Citizens are taking control of their communities;
 - Children, young people and adults are safe and confident in their communities;
 - The council is providing and enabling brilliant services which strive to exceed customers' expectations;
 - The council is using resources wisely;

- Plymouth is a fairer and more inclusive city with citizens at the heart of decision making;
- Citizens and Communities are actively able to reduce health and social inequality; and
- Through sound partnerships, we provide strong community leadership and work together to deliver a common ambition.

I.7. The Communications and Engagement Strategy for Transformation was presented at co-operative scrutiny on 27th February. The document acknowledges that recent public engagement tells us that citizens are aware of the financial problems the Council is facing and that transforming is based entirely on need.

The Council needs to transform to ensure a future for local services. What our citizens want to know is how we are improving services through the transformation work and what impact it will have on them.

The citizens of Plymouth want to know what is being done to make streets cleaner and safer, how we are creating more and better jobs for local people and developing quality homes. They also want us to convey more humility in what we say and accept that more needs to be done.

Political engagement aims to ensure that:

- Cabinet members are informed of, and able to engage with, the development of the transformation projects and programmes;
- New ways of engaging with councillors and members are considered – looking at new approaches, trialling and testing where appropriate;
- Councillors need to work co-operatively through their connections and community relationships, sharing ideas, problems and solutions at a local level. To fulfil this they will also need to work alongside other key agencies in the private, public and voluntary sectors, with community groups and citizens; and
- we need to support elected members to be effective and relevant in a co-operative and digital world – when citizens can do more for themselves, and councillors interact directly with individual citizens via social media, they will be able to focus on other areas of local leadership such as city growth.