

Let's get engaged

Willenhall Partnership 27th July 2004

LOCAL NEIGHBOURHOOD PLAN AND CONSULTATION

Brief Summary of Report

The purpose of this report is to advise local neighbourhood partnerships of the approach to be adopted when producing and consulting upon their first local neighbourhood plan.

Recommendations

All partnerships are recommended to:

- Adopt the proposed approach to consultation and producing the first plan, as outlined below.
- Note the timescales for producing, approving and subsequently reviewing the first plan.
- Note the standard template (attached as an appendix) for producing the plan.

Vision 2008

The establishment of local neighbourhood partnerships is the pledge to support priority number 9 – “*Listen to what local people want.*”

Financial and Legal Considerations

Financial considerations – the financial cost of producing local plans, and undertaking consultation events will be met from within existing identified Council budgets.

Legal considerations – there are no legal considerations.

Background

Guidance notes and a template have been produced by the Local Neighbourhood Partnership project team to assist in putting together local neighbourhood plans. The production of a local plan is a key requirement for all LNPs and will need to involve local residents, businesses, voluntary and community groups. Each plan will be consistent with the Vision of the council and the themes of the Walsall Borough Strategic Partnership.

LNPs will act as a vehicle for the delivery of the Vision and the strategic partnership's themes, ensuring a common approach based on locally evidenced need is adopted.

The guidance and template provides a framework with additional associated information around which local neighbourhood plans will be developed. This has been based on researched best practice and consultation with LNP stakeholders.

Producing the first local neighbourhood plan

(a) Issues to consider

- Baseline statistical data such as area profiles, maps and 2001 census information will be made available to LNPs centrally from within the Council. This will help to identify some of the main issues facing the area.
- The initial plan will just begin to identify issues and concerns within local neighbourhoods. It may take some time before the full process of action planning is embedded within the LNPs and a clear understanding of all the issues and priorities is established.
- LNPs should include the views of residents and local service providers on the issues facing their area. The evaluated results need to be incorporated into the action planning process. In some areas, mechanisms already exist that can be used to assist in this, for example local committees, Surestart Partnerships and the New Deal New Horizons team.
- LNPs will need to adopt the protocols for consultation and survey activity and local communications when considering engaging local communities in consultation exercises. These protocols form part of the toolkit for LNPs available from the constitutional services.
- Walsall Voluntary Action and the community empowerment network, in partnership with the Council, are planning to establish local networks and forums in all nine areas over the next 6-12 months. These geographic forums will add value to the work of the Local Neighbourhood Partnership.
- The process and length of time taken to select and recruit the locally appointed partners (LAPs) may vary from area to area.
- A first version of the five-year local plan needs to be produced during October/November 2004, with a final version completed by December and approved by Cabinet in January 2005.
- The plans will inform and link to the revised Community Strategy for Walsall.

(b) Approach to consultation

- The period September to December should be used to promote local neighbourhood partnerships, what they aim to achieve and how people can get involved. Existing forums, networks and groups and linking to proposed events should be used.
- The expertise of Walsall Voluntary Action and the community empowerment network should be utilised by the partnership to maximise the potential to include existing locally based community and voluntary organisations and structures pending the development of geographic forums in all 9 local neighbourhood partnership areas.

- If there are few or no planned events or existing forums/networks, advice and support should be sought from the Head of Neighbourhood Management.
- The process of selecting locally appointed partners should also be used to engage and involve a wide range of local people in producing the first plan.
- A timetable of planned and proposed consultation activities should be drawn up by the partnership in September 2004. This information will be shared centrally in the Council to ensure effective co-ordination and equitable sharing and joining up of resources across the borough.

(c) Approach to producing first plan

- The first version should contain the relevant main key issues (linked to the themes of the 2008 Vision and the strategic partnership) highlighted by the centrally held data and any recent local consultations.
- Priority actions in the first version of the plan should also include development of the local partnership and the plan, for example:
 - Recruiting and engaging locally appointed partners.
 - Developing local forums and consultation mechanisms (where they do not exist); or developing mechanisms to add value to existing local forums to pick up local issues and feed back from the partnership into the community.
 - Developing mechanisms to take forward priority actions. This could be short term task groups or using existing mechanisms, such as Health Action Zone partnerships, New Deal New Horizons.
 - Undertaking further consultation and/or conducting research linked to a specific issue or theme.
 - Establishing and implementing a local development programme for the partners on the LNP core group.
 - Establishing and implementing a local communication and consultation strategy, including a rolling programme of events.
- The plans will cover the period 2005 to 2008 (aligning with the 2008 Vision). The first review should take place in summer 2005, to link into the budget autumn discussions in the Council.

Conclusion

The approach to consultation and producing the first plan outlined above will ensure a transparent process is adopted by all partnerships and allow plans to evolve as the individual partnerships develop.

BACKGROUND PAPERS

Report to Cabinet – 24th September 2003 – Consultation on Local Governance Arrangements in Walsall

Report to Council – 12th January 2004 – Leader of the Council's Proposals for the Establishment of Nine Local Neighbourhood Partnerships

Report to Council – 19th April 2004 – Local Neighbourhood Partnerships

Local consultation and survey activity guidance (part of LNP toolkit)

Local neighbourhood plan guidance and template (part of LNP toolkit)

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APPENDIX ONE

(LNP AREA) LOCAL NEIGHBOURHOOD PARTNERSHIP

COVER PAGE

Size - A4 Booklet

- 1) To be based on 'Vision Document' Style Cover including photographs from individual local areas
- 2) Photographs to be inserted within matrix with blanked off areas in-between.
- 3) Text above matrix to clearly show: (LNP area) Local Neighbourhood Partnership
- 4) Text below matrix to clearly show: Local Neighbourhood Action Plan 2004
- 5) Full logo's for Walsall MBC & Walsall Borough Strategic Partnership to go underneath at bottom of page.

LOCAL NEIGHBOURHOOD ACTION PLAN 2004

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Walsall Council – A Vision for Walsall in 2008

In 2008 Walsall will have an established reputation as an ambitious “can-do” place where a civic, economic and cultural renaissance has been made possible by determined and responsible civic leadership, closely engaged with partner organisations and local residents. In 2008, Walsall people are proud of their heritage, proud of what their borough has become and excited about future opportunities. The borough will have maintained and built upon its record as an inclusive place, where all people – our citizens and visitors – are treated fairly and equally and with respect, and where cultural diversity is recognised as one of Walsall’s key strengths.

In 2008 Walsall will be a learning borough that promotes the value of learning and achievement, in our schools and colleges in the home, in the community and at work. Learning will be recognised as a fundamental basis of a flourishing local economy but also as a route to personal fulfilment and achievement. Walsall will be recognised as a place for creativity and innovation – to help us attract investment, support existing employers, and to create wealth.

In 2008 Walsall will have a reputation as a clean, green and safe borough. There will be high standards of maintenance of public areas and a sense of responsibility among local people to care for and protect both their neighbours and their local environment. This reputation will be highlighted by well-maintained and attractive civic gateways at the principal entry points to the borough – to emphasise the established perception of Walsall as a welcoming and caring place. By 2008, real improvement will be evident in the health of our citizens, and the needs of people who care for others will be acknowledged and their work valued.

In 2008 local people will see themselves as residents of the borough as a whole. Local districts and their centres will still have their strong sense of identity – strengthened by local neighbourhood partnerships and better, local access to services. Walsall town centre will be an exciting and vibrant place for culture and business – acting as the economic powerhouse of the borough.

In 2008 Walsall Council will be recognised as a listening organisation, which effectively represents, but also tackles, the concerns of local people. It will be a modern organisation at the leading edge of good practice with a national reputation for excellence. Walsall will be a council which puts citizens first and which strives to provide the highest standards of customer service. The council will provide strong and responsive civic leadership, supporting local communities with the resources and tools to provide local solutions to local problems. Walsall will enjoy high levels of civic involvement in neighbourhood partnerships and in a capable, vibrant voluntary sector.

By 2008 Walsall will have played a full role in transforming the Black Country into a highly successful sub-regional economy. Walsall will be working in close partnership with other local authorities to enhance the international reputation and competitiveness of the Birmingham city region, so we are confident that the Black Country and Walsall will benefit greatly from this work.

As stated above, Walsall Council has agreed its vision and priorities from now to 2008. This has been achieved through much local consultation about what sort of place Walsall could be in the future and what part the council should play in leading the changes ahead. To support this vision the council has identified 10 priorities against which specific actions will be delivered. This was welcomed and approved by cabinet on 21 January 2004. From now until 2008 the council will tackle important issues linked to these 10 priorities to ensure that the vision for Walsall is achieved. The 10 priorities will be to:

- Ensure a Clean and Green borough
- Make it easier to get around
- Ensure all people are safe and secure
- Make our schools great
- Make Walsall a healthy and caring place
- Encourage everyone to feel proud of Walsall MBC
- Make it easier to access local services
- Strengthen the local economy
- Listen to what people want
- Transform Walsall into an excellent local authority.

About Walsall Borough Strategic Partnership

“Walsall will be a prosperous, inclusive and competitive Borough in which its diverse communities feel involved, safer, healthier, and can take pride in its future.”

Walsall Borough Strategic Partnership (WBSP) is Borough-wide and brings together the major service delivery agencies (Police, Health, Local Authority), and the business, community and voluntary sectors, to tackle issues of deprivation within the Borough's most deprived areas.

The WBSP comprises six Theme Groups:

- Improving Community Safety and Crime Reduction
- Improving Health, Well-Being and Social Care
- Regenerating the Economy
- Sustaining a Better Place to Live and Work
- Raising Educational Standards through Lifelong Learning
- Community Engagement (and Equalities)

The Partnership is now commissioning against four strategic objectives:

- Supporting a thriving Economic Community, through supporting existing businesses, encouraging new business and raising the skills base of people in Walsall
- Environment and Improving the Image of Walsall, through raising aspirations, improving liveability, and regenerating the fabric of neighbourhoods
- Opportunities for Children, through a variety of formal and informal activities
- Community Safety and Reclaiming Neighbourhoods and addressing the impact of substance misuse, through education and awareness raising, particularly on young people through diversionary and health promotion activities

With four integral Themes:

- Skills Escalation
- Raising Aspirations
- Community Cohesion
- Improving the Image of Walsall

The WBSP works closely with Walsall Community Empowerment Network to ensure that communities of interest and geography are fully involved with the Partnership and the decisions it makes. This also includes the Local Neighbourhood Partnerships.

SECTION ONE: INTRODUCTION

Foreword by Partnership Chair

[EXAMPLE]

What is a Local Neighbourhood Partnership?

[EXAMPLE]

(PRE-WRITTEN)

Who is involved?

[EXAMPLE]

List of Key Partners

[EXAMPLE]

Walsall Council:
All Local Councillors from the Wards covered by the Partnership

Council Approved Partners:
West Midlands Police
Walsall Primary Care Trust
Primary Schools
Secondary Schools

Locally Approved Partners:
i.e. voluntary agencies, community groups, housing providers etc

Locally Associated Agencies / Groups

i.e. Any other relevant resident / community group

Linkages and Limitations

{EXAMPLE}

(PRE-WRITTEN)

SECTION TWO: AREA PROFILE

Map of the Area

MAP

About the Area?

[EXAMPLE]

Aldridge South and Streetly is located to the east of the borough and consists of a considerable amount of open countryside. The district centre of Aldridge is one of Walsall's main shopping centres and is located within this area.

The population is 25,518 with 3.6% from black and minority ethnic communities, which is well below the borough average of 13.6%. People aged over 60 make up 28.2% of the population compared to 21.6% in Walsall. The majority of housing in this area is owner occupied (87.1%) which is above the borough average.

One third of the population of 16-74 year olds are economically inactive, the majority of which are retired. Unemployment according to the 2001 Census is 3.7% of the economically active population aged 16-74, which is the lowest rate of all the LNP's.

The proportion of pupils achieving 5 or more A* – C GCSE's is 54.8%, which is above both the borough and national average. Aldridge South and Streetly has an above average proportion of 16-74 years olds with qualifications.

Of the total population, 18.1% consider themselves to have a limiting long term illness or disability which affects their daily activities. Two thirds of the total population consider themselves to be in good health.

The rate of total recorded crime in this area is below the borough and national average. Rates are lower for domestic burglary, vehicle crime and criminal damage (14.9 per 1,000 household, 12.8 and 10.3 per 1,000 population respectively).

Local Factors – Summary of Key Statistic’s for the area

[EXAMPLE]

Key Statistics	Aldridge South & Streetly	Aldridge South & Streetly Percentage	Walsall	Walsall Percentage	England & Wales Percentage
2001 population : All people	25,518	-	253,499	-	-
People aged 0 - 15	4,526	17.7	55,076	21.7	20.2
People aged 16 - 64	15,668	61.4	157,412	62.1	63.9
People aged 65 and over	5,332	20.9	41,011	16.2	16.0
White	24,591	96.4	219,065	86.4	90.92
Black Groups	110	0.4	3500	1.4	2.3
Indian / Pakistani / Bangladeshi	566	2.2	26482	10.5	4.57
Mixed	166	0.7	3551	1.4	1.31
Chinese/Other	75	0.3	901	0.4	0.89
Owner Occupied	9,129	87.1	65,597	64.7	68.86
Rented	1,354	12.9	35,736	35.3	31.13
Households	10,500	-	101,333	-	-
Lone parent households with dependent children	341	3.2	7,042	7.0	6.46
Lone pensioner households	1,724	16.4	14,966	14.8	14.43
Other all pensioner households	54	0.5	392	0.4	0.41
People aged 16-74 - Economically Active	12,513	66.6	114,111	63.2	66.53
Numbers and % claiming Income Support benefit, 2002	336	3.2	11,276	11.1	-
Number and % of pupils achieving 5 or more A*-C GCSEs, 2002	131	54.8	1,210	42.2	51.6
Number and % of pupils achieving L4+ at KS2 English, 2002	260	87.8	2,187	66.8	75.0
Number and % of pupils achieving L4+ at KS2 Maths, 2002	257	86.8	2,202	67.3	73.0
Number and % of pupils achieving L4+ at KS2 Science, 2002	273	92.2	2,608	79.7	86.0
People aged 16-74 with No qualifications	5,641	30.0	77,158	42.7	29.1
% low births weights (under 2,500 grammes), 2001	-	7.0	-	9.8	7.9
Births to teenage mothers under 18 as a % of all births, 1999-2001	-	2.1	-	11.7	3.9
Households with one or more person with a limiting long-term illness	3,591	34.24	39,950	39.42	34.05
		Rate		Rate	Rate
Total crimes (rate per 1,000 population), 2002-2003	1,796	70.4	28,756	113.4	113.4
Burglary dwelling (rate per 1,000 households), 2002-2003	156	14.9	2,124	20.9	20.2
Vehicle Crime (rate per 1,000 population), 2002-2003	327	12.8	4,731	18.7	18.8
Criminal damage (rate per 1,000 population), 2002-2003	262	10.3	5,005	19.7	21.3

Local Facilities

[EXAMPLE]

Community Facilities	Primary Schools	Shopping Centres
Leisure centre	School	Area Town Centre
Bingo Hall	School	Area Town Centre
Community Centre	School	Faith Buildings
community Building	Secondary Schools	church
Advice Shop	School	Church
Post Office	School	Mosque
Post Office	School	Mosque
Leisure Centre	School	Temple
Family Learning centre	Nurseries	Medical Facilities
Youth club	Pre-school nursery	GP Surgery
Meeting Club	Pre-school nursery	Health Centre

NB. Also need to refer to fact that basic information is available on internet.

SECTION THREE: ACTION PLANS EXPLAINED

What is a local Neighbourhood Action Plan?

[EXAMPLE]

(PRE-WRITTEN)

How is it Prepared?

[EXAMPLE]

What will it do?

[EXAMPLE]

Themes for Action

[EXAMPLE]

Brief section to explain theme areas already identified via consultations over the council's vision / WBSP thematic groups and that it is about finding and promoting solutions, rather than identifying further issues.

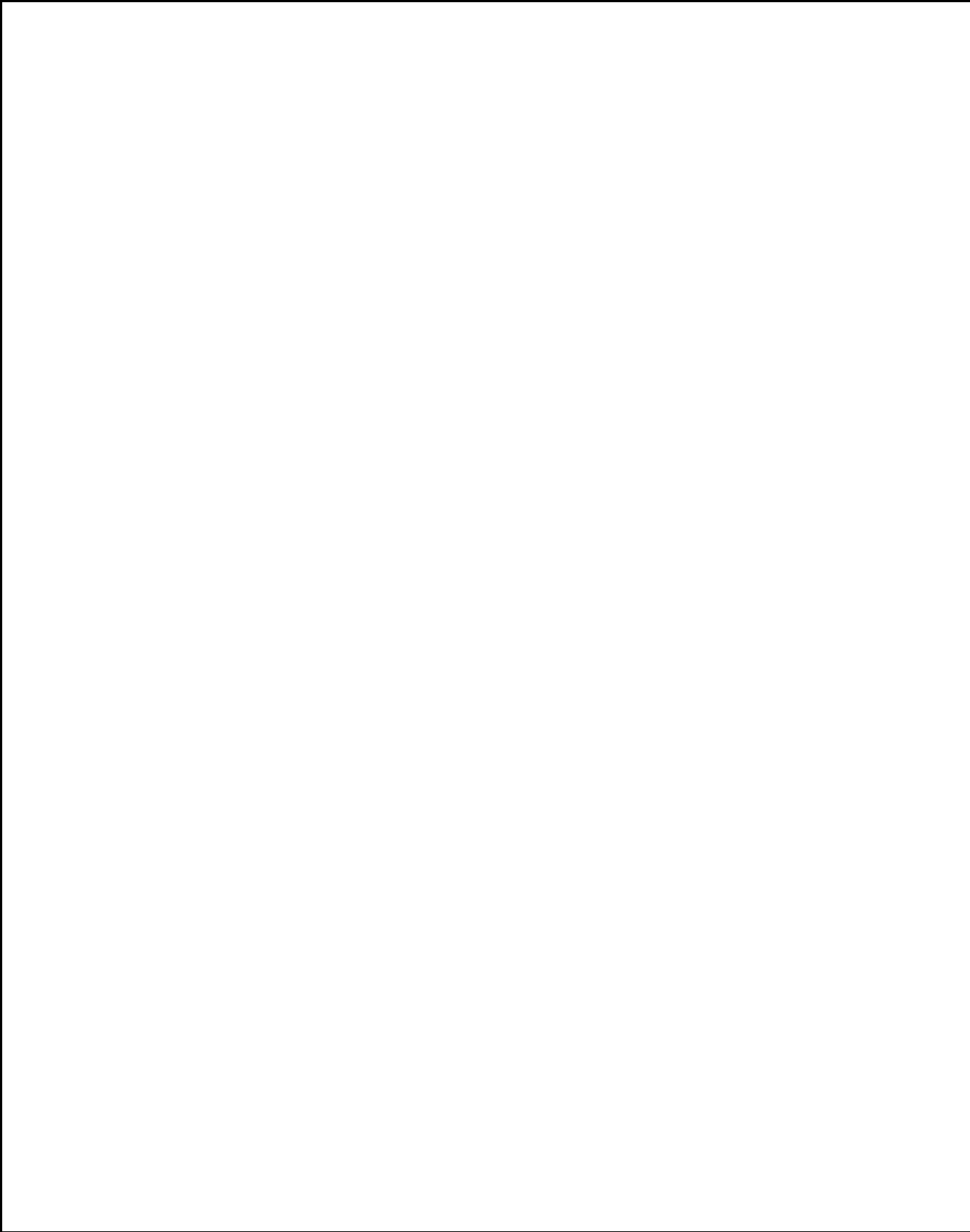
Themes for Action

1. Ensure a Clean & Green Borough
2. Make it easier for people to get around
3. Ensure all people are safe and Secure
4. Make our schools great
5. Make Walsall a Healthy and caring place
6. Encourage everyone to feel proud of Walsall
7. Make it easier to access local services
8. Strengthen the local economy
9. Listen to what local people want

(Basic list, which could also include examples of the types of issues already identified)

SECTION FOUR: AREAS FOR ACTION

Summary of issues
[EXAMPLE]



Ensuring a Clean & Green Borough

[EXAMPLE]

(QUOTE)

(ISSUES SUMMARY)

Action Plan:

[EXAMPLE – QUICK WINS]

ISSUE	ACTION	WHO	WHEN	OUTCOME
Fly-tipping	Increased removal of fly-tipping – increased pick-ups	Street Care	December 2004	
			January 2005	
			March 2005	

ISSUE	ACTION	WHO	WHEN	OUTCOME
Fly-tipping	Education and publicity campaign to raise awareness of the issue	Street Care, Community Groups Environmental pressure groups	Year One	
			Year One	
			Year Two	
			Year Two	
			Year three	

Ensuring all people are Safe and Secure

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Action Plan:

[EXAMPLE – QUICK WINS]

ISSUE	ACTION	WHO	WHEN	OUTCOME

ISSUE	ACTION	WHO	WHEN	OUTCOME

Making our schools Great

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Action Plan:
[EXAMPLE – QUICK WINS]

ISSUE	ACTION	WHO	WHEN	OUTCOME

ISSUE	ACTION	WHO	WHEN	OUTCOME

Making Walsall a healthy and caring place

Action Plan:
[EXAMPLE – QUICK WINS]

ISSUE	ACTION	WHO	WHEN	OUTCOME

ISSUE	ACTION	WHO	WHEN	OUTCOME

Encouraging everyone to feel proud of Walsall

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Action Plan:
[EXAMPLE – QUICK WINS]

ISSUE	ACTION	WHO	WHEN	OUTCOME

ISSUE	ACTION	WHO	WHEN	OUTCOME

Making it easier to access local services

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Action Plan:

[EXAMPLE – QUICK WINS]

ISSUE	ACTION	WHO	WHEN	OUTCOME

ISSUE	ACTION	WHO	WHEN	OUTCOME

Strengthening the local economy

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Action Plan:

[EXAMPLE – QUICK WINS]

ISSUE	ACTION	WHO	WHEN	OUTCOME

ISSUE	ACTION	WHO	WHEN	OUTCOME

Listening to what people want

Action Plan:

[EXAMPLE – QUICK WINS]

ISSUE	ACTION	WHO	WHEN	OUTCOME

ISSUE	ACTION	WHO	WHEN	OUTCOME

SECTION FIVE: MAKING IT HAPPEN

What happens next?

[EXAMPLE]

When will it be reviewed?

[EXAMPLE]

How will we know it has been successful?

[EXAMPLE]

Useful Contacts:

[EXAMPLE]

Who	Contact Number
Local Councillors – list all Individual Councillors within LNP area	Tel / e-mail / Address
Walsall Metropolitan Borough Council General number + services and other areas	
I.e. Environmental Health	
Waste Management	
Abandoned Cars	
Street lighting	
Dog fouling	
Potholes	
Community Safety Partnership	
Community Development Officer	
Youth Officer	
Housing benefits	
Council tax Benefits etc	
Local housing Providers	
West Midlands Police	
West Midland Fire Service	
GP surgeries	
Drug workers	
Sure start	
Home start	
Voluntary Agencies	
I.e. Age Concern	
Victim support	
Any Community Groups / Associations	

(This section should also include a list of contacts for key utilities within the area i.e. generic gas, electric, water numbers – could also include BT etc)

Local Neighbourhood Partnership Meeting dates and Venues

[EXAMPLE]

<p>All Local Neighbourhood Partnership are open to the public and will be held at Leisure Centre, meeting room one. Meetings will start at 7.00pm. Should you wish to raise a question etc</p> <p>Schedule of Meetings for the Year:</p> <p>Thursday 2nd December 2004</p> <p>Thursday 31st March 2005</p>
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WALSALL METROPOLITAN BOROUGH COUNCIL

GUIDANCE ON LOCAL NEIGHBOURHOOD PARTNERSHIP ACTION PLANS

1. **Background information on Local Neighbourhood Partnerships**
- 1.1 A key recommendation of the Audit Commission's report on corporate governance arrangements within the council (August 2003) was that the council must develop a stronger, more effective community focus. Following extensive consultation on this issue, proposals for the implementation of nine Local Neighbourhood Partnerships (LNP) were put forward and approved at council in January 2004.
- 1.2 LNP are seen as providing a key mechanism for the council to consult with its citizens, establishing a vehicle both for the council and partners to focus service delivery within localities. As many services within the borough are provided by partner organisations in association with the council, LNP will actively involve partners at a local level. Terms of reference approved by council in April 2004, detail this position.
- 1.3 LNP must also be considered an integral component of the Walsall Borough Strategic Partnership (WBSP), providing a mechanism for building upon the current commitment to engage with local communities and facilitating a council led community leadership role.
- 1.4 To facilitate greater social inclusion and to ensure meetings of LNP are relevant to local citizens, members of the public will be entitled to attend partnership meetings and raise issues and ask questions.
- 1.5 A key requirement for all nine LNP will be to produce a local action plan for their area. This will involve extensive consultation with local residents, businesses, voluntary and community groups. Each plan will be consistent with the vision of the council and the themes of the WBSP. LNP will therefore, act as a vehicle for the delivery of the council's vision/WBSP thematic sub-groups within neighbourhoods, and will ensure that a common approach based on locally evidenced needs is adopted.
- 1.6 It is intended that each LNP will manage and monitor its individual local plan within the framework of the council's existing performance management arrangements.
- 1.7 For further Information on LNP, see background papers:
 - Cabinet Report, (24/09/03) – Consultation on Local Governance Arrangements in Walsall MBC
 - Report to Council, (12/01/04) – Leader of the councils proposals for the establishment of Nine Local Neighbourhood Partnerships
 - Report to Council,(19/04/04) – Local Neighbourhood Partnerships

2. What needs to be done?

- 2.1 Each of the 9 LNP has the task of producing a Local Neighbourhood Action Plan, which is aimed at tackling issues within local neighbourhoods consistent with the council's vision statement and WBSP identified thematic sub-groups. This is important as each local action plan will be used to identify the needs and issues of particular neighbourhoods and inform decision-making and joined-up service delivery within that area, assisting the council and partner agencies to allocate resources.
- 2.2 This guidance note provides a framework and additional associated information around which local neighbourhood action plans should be developed. It is based on researched best practice and extensive consultation with all LNP stakeholders. By using the identified template, each LNP will produce a local neighbourhood action plan which is consistent with both stated strategic principles and action plan content requirements. It will also ensure that an identifiable, universal corporate identity is retained for all nine documents produced.
- 2.3 For the purpose of completing each action plan, it must be noted that this guidance details the basic framework to be adhered to and content requirements for each section, that is, basic information to be presented in which particular paragraph. Where possible, sections have been established to allow either generic answers or generic borough wide information to be used, which will be made available centrally. Clearly however, there will be a need to add to this intelligence by consulting citizens and gathering information at a local level to be subsequently analysed and incorporated into the report within the boundaries of the established template. It is considered that universal sections, such as "What is a Local Neighbourhood Partnership?" will be written centrally and distributed to all nine LNP to ensure consistency of information provided. Where this is the case, an indication is provided on the accompanying pro-forma (see appendix one).
- 2.4 It is considered that a first version of each action plan will be completed by October 2004 with the final plan completed by December 2004. It is anticipated that council approval of the plans will be sought in early January 2005. All LNP thereafter, will have to report separately to council on their activities, providing an update on the delivery of their action plan.
- 2.5 In relation to the content of individual action plans, it must be recognised that it may take several years before the full process of action planning is genuinely embedded within the partnership and a full understanding of the emerging issues and priorities established. The initial action plan will only just begin to identify particular issues within local neighbourhoods and consequently should concentrate on developing action plans which reflect more immediate issues and

potential quick wins. This will build confidence within the partnership and wider community in the LNP ability to deliver improvement and will allow a greater understanding of issues to emerge over time, leading to more specific, targeted actions.

3. Information, consultation and communication

- 3.1 In order to complete the action plans, each LNP needs to gather appropriate information, consult with local residents and evaluate the results, so that issues relevant to the local area can be established and incorporated into action planning processes.
- 3.2 To assist LNP with this process, some information, such as area profiles, maps and baseline statistical data will be made available from the council's strategic intelligence unit. A need will still remain however, to complete further information gathering and undertake focused consultation at a local level.
- 3.3 When considering further options for collecting information and consulting with local residents and stakeholders, due consideration must be given to the ***Protocol and Procedures document for LNP Originated Consultation and Survey Activity***. This will provide guidance on how to plan, co-ordinate and undertake such activity.
- 3.4 In general terms, a variety of engagement processes and techniques should be used to promote as wide a range of opportunities as possible for diverse communities to be engaged and highlight their issues, needs, aspirations and priorities. In some instances, existing structures for involvement may already be in place and it is anticipated that these will be engaged. In others, it may be that new consultation structures need to be established. It must further be recognised however, that levels of participation from local residents will vary from time to time, according to matters of interest, timings of meetings, type of consultation and local needs.
- 3.5 The engagement of local communities in consultation exercises must also be linked to wider publicity requirements and as such, must be seen to go hand in hand with a communication strategy. When considering communicating LNP and their activities, due consideration must be given to the ***LNP Local Communications Protocol***. This will provide guidance as to what information is already available or planned, where and how information can be best communicated and in the long-term, will ensure that a co-ordinated approach is maintained across all nine areas. Using this expertise should assist individual LNP with planning their communication needs, maintaining a clear purpose and focus and avoiding unrealistic expectations.

4. Basic framework of LNP action plans

- 4.1 The basic framework adopted for creating an LNP action plan has been designed to reflect basic principles of action planning; namely to set out clear strategic aims, issues and priorities and to determine how solutions are to be delivered, over what time period, with what resources and detailing who is responsible.
- 4.2 The action plan framework organises information into different sections to plot a clear information path which will detail an overall coherent approach and provide necessary related information. This includes:
- setting out the strategic position - vision statement/WBSP
 - general introductory section – what LNP are about
 - area profile – information on the local area
 - action plans explained – what they are
 - areas for action – theme issues and priorities
 - making it happen – what needs to be done
 - general information – useful contacts, meetings dates and venues
- 4.3 All LNP must adopt this structure to achieve a consistent product across all nine local areas and to achieve a co-ordinated identity.
- 4.4 To assist with implementing the framework, a detailed pro-forma has also been developed to be used in conjunction with this guidance. This provides a tangible guide and visual example as to how action plans should be developed (see appendix one).
- 4.5 While the framework of each of the nine action plans will be the same, content matter will vary according to local issues ensuring that while plans will reflect a co-ordinated approach and image, they will be different in terms of identified issues, objectives and solutions to those issues, dependent upon local conditions. It must also be recognised that there may be a situation whereby, identified issues are concentrated in one or two theme groups whilst other theme groups may only have one.

5. Section guide to creating a LNP action plan

- 5.1 This section of the guidance notes should be read in conjunction with appendix one as a step by step guide to each section of the framework pro-forma, detailing headings, suggested layout and required content.
- 5.2 For the purpose of completing the action plan, the basic structure as identified in appendix one must be followed. Whilst it is clear that there will be variations to the basic example in terms of length of sections (particularly action areas) and that the pro-forma overall may need to be tailored to meet these requirements, it is suggested that where possible this is kept to a minimum and that the example pro-forma is followed as closely as possible.

5.3 Pro-forma framework and content guidelines:

Cover Page

Contents Page

Walsall Council - A Vision of Walsall in 2008

Vision aims in full, basic information about what it is and future intentions.

About Walsall Borough Strategic Partnership

Details about the WBSP, aims & objectives and main themes.

SECTION ONE - INTRODUCTION

Forward by Partnership Chair

General introduction from the LNP Chair. This should set out the general context and local scene for the partnership and subsequent plan. Clear links should also be made to the council vision and WBSP thematic sub-groups. It could include a welcome note, aims & aspirations, commitment to LNP principles, encouragement for local residents and stakeholders to get involved and general positive promotion.

What is a Local Neighbourhood Partnership?

This could cover what they are/are about, where and why they came about, how they have been set up and what they intend to do. Importance should be placed on ensuring that it is clear that LNP will be a vehicle for delivering council vision/WBSP themes and that they will be establishing local priorities for the LNP, based on identified issues and areas of concern within these boundaries.

Who is involved?

Information should be provided to detail the basic make-up and structure of the partnership, namely council members, council approved partners and locally approved partners. This section should also confirm that LNP are about community engagement/community leadership role and detail how individuals can get involved; meetings, wider events, consultation. It should also re-affirm the need for local residents to become involved to help drive forward improvements in identified areas.

List of Partners

To follow on from above, this should provide a basic list of all key organisations, agencies and community groups directly involved with the partnership. This should be split into council members, council approved partners and locally approved partners, specifically identifying (where appropriate) nominated individuals for accountability, for instance councillors and police representatives.

Linkages and Limitations

It is important to further indicate the general context within which LNP are operating, that is, not in policy isolation, and that there will also be limitations to what they can do. The intention within this section is to clearly align LNP with central functions such as the council vision/WBSP themes and the planning committee/unitary development plan. Financial implications may also be touched on including influence on spending decisions and priorities. Links to the impact plans will have on national Neighbourhood Renewal floor targets should also be made. In this way it is clearly anticipated that a strong link will be made between local issues and the strategic approach for resolving them.

SECTION TWO – AREA PROFILE

Map of the Area

Map of area to show boundaries of the LNP area, plus key sites of interest for example, schools faith buildings and community centres.

About the area

General written information about the socio-economic and geographical nature of the area, detailing a baseline position.

Local factors - Summary of key statistics for the area

Breakdown of key statistical information relevant to the area from 2001 Census and other associated information. This should cover what are the key main indicators of deprivation and what are the issues within the area.

Local Facilities

Breakdown of facilities within the area in tabled form. This should include community facilities, primary schools, secondary schools, shopping areas/centres, faith buildings, libraries. This could also include “Just outside of the Area”, if a significant venue is on or by the LNP boundary.

SECTION THREE – ACTION PLANS EXPLAINED

What is a Local Neighbourhood Action Plan?

Need to explain briefly what an action plan is and what it will do, that is, identification of issues and proposals to tackle those issues important to the local neighbourhood. This could also include how it will be used, and its overall significance. It also needs to be clearly stated that the action plan is not a statutory document, but that it nevertheless reinforces commitment to partnership working and community engagement, and will be subject to performance measurement and management.

How is it prepared?

Basic methodology on how the plan was prepared, where the information came from, how it was collected, what consultation was undertaken, when, and how decisions on main themes and priorities for action were identified.

What will it do?

Need to provide information on how work will be undertaken to meet identified priorities, such as informing budget consultation and resource sharing/identification amongst partners, promotion of joined up working.

Themes for Action

Brief section to explain theme areas already identified through consultations on the council's vision and where the WBSP thematic sub-groups link into this. It should also be noted that this is about finding and promoting solutions, rather than identifying further issues.

This should be followed by all the priority areas identified from the vision being listed, that is, a basic list of areas involved. This could possibly include brief examples of types of issues within these areas i.e. Clean and Green Borough - environmental issues, open spaces, streets and pavements, litter and rubbish, recycling, quality of life, graffiti, attractive gateways to the borough.

SECTION FOUR – AREAS FOR ACTION

Summary of Main Issues

Main issues from all of the different vision/theme areas should be highlighted together in this section. This could involve a series of headlines or quotes/anecdotal evidence to illustrate the issue. This could also be combined with a general summary to offer further explanation.

Areas for Action (Individual Vision Statement Headlines)

This should include summary information about individual identified issues such as clean and green borough, ensure all people are safe and secure and the issues highlighted within each of these areas. A last section should provide a basic action plan providing solutions, related to the identified issues. All information should be presented in the same format for each area and provide a consistent read. For this purpose, the format is as follows:

Headline

Headline text – suggested quote/anecdotal evidence

Summary of issues - main body of text providing details of the issues

Action Plan – actions to address the issue

Each area for action should be a sub-chapter dedicated to providing information on each of the vision priorities and created using the format above. This should be presented in such a way so as to set the scene by starting with a quote or anecdotal evidence related to the topic, followed by a summary of the main issues expressed within the identified area (including evidence), followed by a brief action plan detailing solutions to address those issues. For example, within the “A Clean and Green Borough” section, a quote on rubbish being left by fly-tippers may start the section, followed by a summary of the main concerns, such as particular areas and times taken to remove the rubbish, followed by a section within the action plan to address this issue.

For the purpose of establishing this information, issues should be established by examining existing collected evidence, that is, baseline information and statistics, and consulting on issues to provide supplementary anecdotal evidence, survey results and focus group opinions.

Sub –chapters within the section should reflect the following Vision statement headlines (with suggested topic’s).

1. Ensure a Clean & Green Borough

Environmental issues - open spaces, streets and pavements, litter and rubbish, re-cycling, quality of life, graffiti, gateways attractive.

2. Make it easier for people to get around

Transport and infrastructure – integrated transport systems, better roads, better accessibility, well maintained transport.

3. Ensure all people are safe and secure

Crime & community safety issues - safe environment in which to live & work, improvements to make safer communities.

4. Make our schools great

Educational issues – providing top quality education, increasing exam results both for the individual and school, learning community.

5. Make Walsall a healthy and caring place

Health care issues – better lifestyles, good levels of health, Walsall caring communities, tackling local health needs.

6. Encourage everyone to feel proud of Walsall MBC

Pride in community – tackling poor image, developing high aspirations, value traditions, encourage innovations.

7. Make it easier to access local services

Diversity and community cohesion - services available in the right way for all, services provided simply and easily.

8. Strengthen the local economy

Business issues – employment opportunities, vibrant economies, working with the business sector.

9. Listen to what local people want

Investment in local groups - communication issues, easier access to information and services, consultation, views heard, involvement.

All action plans should follow the following standard format:

Issue – what it is?

Action – what is going to be done about it?

Who – by whom; list of those to be involved?

When – timescale in which it is going to be tackled?

Outcome – this should identify what residents would see as a successful response to the identified issue

All action plans should be aligned to the council vision of 2008 and in effect will reflect a three-year approach (with the initial start-up of activity accounting for a 15 month period up to September 2005). It is anticipated that the initial work on actions within the LNP areas will concentrate more on quick win (or short-term) solutions, realising that these will mature as partnerships become more accustomed to the

action planning process. This does not necessarily mean that actions identified have to be one off unsustainable projects, as quick wins could also reflect partnership development and involvement. For the purpose of action planning and presentation it is considered that initial quick win activities should be clearly identified within a separate action plan to ensure they are clear and unambiguous to residents and local citizens. Later activities should be identified within a second action plan and given a timescale appropriate to the plan, for instance, year one, two or three.

SECTION FIVE – MAKING IT HAPPEN

What happens next?

Information within this section should indicate what will happen with the plans once they have been developed. Information should also be provided into the role of the partnership, including how resources will be aligned to make priorities happen, meetings, reporting back, forthcoming community events, opportunities to get involved.

When will Plans be reviewed?

Need to confirm that plans will be reviewed on an annual basis and that will be reporting on progress of action plans and repeating the process each year, updating the plans and carrying out consultation.

How do we know it has been successful?

Information should be provided relating to feedback and performance management of the process.

Useful contacts

General information relevant to area should be provided, including councillors, local police, housing, voluntary agencies, advocates and community groups. A universal section should also be included for information on key utility services.

Local Neighbourhood Partnership Meeting Dates & Venues

Basic information as to meetings throughout year, dates, venues and times

6. What should a Local Neighbourhood Action Plan look like?

- 6.1 This section of the guidance looks at the approach to be adopted for ensuring that a common identity and universal identifiable set of action plans is produced for all of the nine areas, rather than just a uniform approach to content, as in the previous section.

- 6.2 It is important that a consistency in style and presentation is achieved in the development of all nine of the LNP action plans so that they are not only clearly linked to the council's corporate identity, but also to each other as part of a wider approach to consultation and engagement. The plans need to be both a working document for each area and collectively a vehicle for delivery improvements against the council's vision/WBSP themes.
- 6.3 To establish a clear identity both corporately and locally for the plans it is proposed that each action plan has a similar cover design based on the council's current vision document. It is further proposed that links to local areas are strengthened by incorporating photographs of local area land marks into the design. It is proposed that a portfolio of pictures will be held by the communications team for this purpose, which may be supplemented by images identified by individual LNP. Full logos from both the council and WBSP must also be on the front cover.
- 6.4 The plan developed through this process will be the main document for making each LNP accountable for implementing actions to impact on local issues (and subsequently the council vision) and as such will be the main printed document. It is considered necessary however that a summary leaflet should be produced in consultation with local people to simply highlight actions planned. This should again use the prescribed cover but reflect only proposed actions.
- 6.5 Both documents produced will need to take account of the communications tool kit, published on the in-house intranet site and which will provide guidance in terms of overall presentation, style and use of the plain language dictionary. This will include guidance on font, type and wording. Further consideration must also be given to the re-branding of the council due for unveiling later this year.
- 6.6 All documents produced will also need to be available to all sections of the community and as such, consideration should be given within each area to producing documents in:
- plain English
 - in appropriate community languages
 - in appropriate formats i.e. braille/audio
- This should be determined locally by individual LNP in consultation with the communications team.
- 6.7 All information relating to individual LNP should be placed on the councils web site and reflect on-going communication issues as identified with the ***LNP Local Communications Protocol***.