

Report To: EXECUTIVE CABINET

Date: 28 June 2017

Reporting Officer: Councillor Kieran Quinn – Executive Leader
Sandra Stewart – Director – Governance, Resources & Pensions
Sarah Dobson – Assistant Director – Policy, Performance and Communications

Subject: TAMESIDE FUTURE 5

Report Summary: A proposal for a 12 month contextual communications and engagement campaign that aims to set out the narrative for a range of public service changes over the period. This report sets out the proposed narrative that would be used for communicating and engaging with partners, citizens and businesses on the work being undertaken to provide a secure and sustainable future for our services and our communities. It also sets out examples of the campaign material. A reformed public sector will support local residents to become resilient, independent and strong communities while engaging with others to help them do the same.

Recommendations: Executive Cabinet are asked to agree the proposed approach for Tameside Future 5 campaign as outlined in this report and at the attached appendices.


Links to Community Strategy: The Community Strategy and the Corporate Plan outline the priorities for improving the borough of Tameside. The Tameside Future 5 proposal sets those priorities in the context of public service reform and resilient communities.

Financial Implications:
(Authorised by the Section 151 Officer) No direct financial implications as a result of this report.

Legal Implications:
(Authorised by the Borough Solicitor) It is important that the Council has a clear narrative with the public explaining clearly what the Council is able to deliver within its budget and what we need to deliver with the community together to make the environment and community thrive.

Risk Management: The risk of failing to explain the context of public service changes could adversely impact upon on the delivery of those changes and the aims and objectives of the Corporate Plan and the Community Strategy.

Background Papers: The background papers relating to this report can be inspected by contacting Simon Brunet – Policy Lead – Policy, Performance & Communications (Governance and Pensions).

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1. BACKGROUND

- 1.1 A proposal is made for a new approach for engaging and communicating with the public with the aim of setting out a narrative that would explain a range of public service changes. This will build upon the work in previous years undertaken through the budget consultation and the Tameside pledges.
- 1.2 This report sets out the narrative that will be used to engage with partners, citizens and businesses on the work being undertaken to provide a secure and sustainable future for our services and communities. The report also sets out a range of events that can be utilised to communicate the messages and sets out options for a campaign name. It is anticipated that a reformed public sector will support local residents to become resilient, independent and strong communities while engaging with others to help them do the same. The name for the campaign is Tameside Future 5.
- 1.3 The core narrative of Tameside Future 5 is:
- Challenge #1 – public services are chronically underfunded by Government and there is rising demand for those services
 - Challenge #2 – Public services cannot do it all, the community needs to help and support
 - Impact – there is a risk of poor outcomes for local people
 - Solution #1 – a sustainable public sector based on a new relationship with residents
 - Solution #2 – move towards the public reducing dependency on public services and making positive lifestyle choices
 - How – move to an enabling public sector and active citizens (not passive consumers)
 - We're changing, and making services more accessible, enabling and sustainable.
 - What can you do to make yourself, family and neighbourhood more resilient?
- 1.4 The financial challenges facing the public sector in Tameside are unprecedented. Over the ten year period 2010-2020 the amount of money the Council has to spend on services will have reduced by £200 million due to the combined impact of Government funding cuts and increased demand for services. This is equivalent to nearly £2,000 per household. By 2020 there is forecast to be a £70 million funding gap in the Tameside & Glossop health and social care economy if we don't deliver major organisational and societal changes.
- 1.5 The challenge to the public sector continues to be to find new ways of delivering public services with less money. In support of this there is a need to establish a new relationship between public services and citizens, communities and businesses that enables shared decision making, democratic accountability and for everyone to have a voice, genuine co-production and joint delivery of services. Increasingly new models of service delivery are based on residents accessing enabling services so they can resolve their own needs. Accordingly local residents need to change the way they interact with public services, moving from being passive consumers to active citizens both for their own needs and for the wider community (e.g. through formal and informal volunteering).

2. THE NARRATIVE

- 2.1 The Tameside Future 5 communication and engagement campaign will cover the key areas of importance to the citizen and the future sustainability of the public sector and local communities. Public services will be the key enabler but citizens, community groups and businesses will need to play their part in successfully delivering the aims set out in paragraph 2.2.

2.2 The key aims for reformed public services and active citizens that will be articulated by the Tameside Future 5 are:

- Access and utilisation of digital services;
- Better skills, better jobs and higher wages;
- Successful families where all children have the opportunity to reach their potential;
- Resilient, engaged and supportive communities; and
- Longer and healthier lives.

2.3 Under each of the five aims there are a range of projects and services that articulate the vision of enabling public services that are the catalyst for active citizens and how residents can use these services to improve their lives. The Tameside Future 5 campaign would explain the general approach to delivering services and enabling active citizens using existing and emerging models. **Appendix 1** provides an overview of the campaign narrative and content. Under-pinning the Tameside Future 5 campaign is a range of supporting projects, each of which will in many cases have their own communications campaign and/or engagement activity which would continue – but have reference back to Tameside Future 5. These include:

- Devolution and the Greater Manchester Mayor
- Care Together
- Social Prescribing
- Self-Care
- Vision Tameside
- Integrated Neighbourhood working
- Digital Tameside
- Tameside Economic Strategy
- Greater Manchester Plan for Homes and Jobs
- Greater Manchester Strategy
- Greater Manchester 2040: The Way Ahead (TFGM's transport plan)

2.4 At the core of the Tameside Future 5 approach is a challenge to our communities:

- We're changing, and making services more accessible, enabling and sustainable.
- What can you do to make yourself, family and neighbourhood more resilient?

2.5 The narrative will clearly set out what the council is doing to make accessing services easier, helping residents to make the right choices and providing them with the opportunities to lead successful lives. In addition it will also set-out what residents need to do to help themselves, become more resilient and lead long, fulfilling and healthier lives.

3.0 CAMPAIGN APPROACH

3.1 In order to effectively engage with the public the following approach will be developed:

- A campaign logo and branding has been designed. See **Appendix 1**. The logo and branding will be used on publicity material, web pages, Twitter, Facebook and infographics associated with the campaign.
- Dedicated webpages will be created which are clearly branded and will provide the public with clear information about the public service changes, how they can play their part and prompt citizens to become more digitally engaged with the council. It will be **important** that these web pages can be easily accessed from the home page of the council's website.

- Communications plan will be developed detailing the communications channels, material and key messages that will be used. Agreed messages will be particularly useful on social media to ensure consistent messages are being used.
- Posters, leaflets and flyers will be produced promoting the campaign and directing citizens to the dedicated webpages for further information and promoting the key messages.
- A 'pull-out and keep' centre page spread in the Citizen explaining the changes and how residents can become active citizens will be produced.

3.2 Attached at **Appendix 2** is the communication plan including a summary of the type of groups and networks that will be used for engagement activity and events. The events will be a mixture of presentations to existing meetings (e.g. Town Councils and Town Teams); attendance at community groups and events. It is proposed to utilise any opportunities to have stands at any cultural events or sporting events that take place in the borough to promote the messages. The purpose of attending different events is to explain the public services changes and encourage people to take an active part in the reforms and become an active citizen.

3.3 Elected Members are at the heart of Tameside's communities and have an extensive network of community contacts within their ward areas. Elected members will play a key role in promoting the messages and encouraging citizens to become more resilient, play an active part in their community and look out for their neighbours. Promotion of the key messages through these networks by councillors will be invaluable in engaging the community. Town Councils are key to leading and delivering these messages in the community.

3.4 The public would have the opportunity to feed in views, comments and suggestions via the online Big Conversation tool. (Note: this will **not** be a formal consultation on proposed changes to services but a mechanism for collecting further ideas).

3.5 Alongside the engagement with the public a number of themed sector events would be run including key public sector and community leaders following the model used two years ago in the budget consultation.

4. **APPENDICES**

4.1 The following appendices are attached:

- Appendix 1 – example of Tameside Future 5 campaign narrative material (draft)
- Appendix 2 – Communications Plan

5. **RECOMMENDATIONS**

5.1 As set out on the front of the report.