

Engagement Framework – Population Health (TMBC)

Engagement sees stakeholders and communities as co-producers of health and wellbeing. It promotes community networks and relationships as a way of providing mutual help and support to empower communities to control their future and create tangible resources for themselves, to reduce inequalities in health and wellbeing. It proposes assessing and building on strengths and resources in a community to collaboratively work with community members, organisations, and stakeholders to address issues, solve problems, make decisions, and keep everyone informed about decisions and actions that affect them.

Working together helps leverage knowledge and resources. It empowers individuals and communities to participate and gives them a sense of ownership and the ability to shape their future in the decision-making process, building long term relationships for sustainability. It allows people to advocate and speak for themselves, to bring about change from a diverse range of voices, ensuring that various demographic groups, perspectives, and opinions are considered to address evolving needs and challenges to work together for the future of Tameside.

This Engagement Framework outlines our approach to engagement and how we will involve a diverse range of people and groups including:

- Tameside residents;
- People who use services in Tameside;
- The VCFSE (Voluntary, Community, Faith, and Social Enterprise) sector;
- Local businesses;
- Networks e.g. the Partnership Engagement Network;
- Public sector partners, e.g. healthcare services, GMP;
- Any other relevant groups and individuals.

This Engagement Framework aims to encourage more local people to shape their neighbourhoods, council services, and the future of the borough. This Framework will complement Tameside Council's Assessments and Strategies including:

- The Tameside Engagement Strategy 2023-2027 (going to consultation soon);
- Building Back Fairer, Stronger, Together: Tameside Joint Health & Wellbeing Strategy and Locality Plan 2023-2028 linking into the six areas of focus, especially "Strengthen our communities" and "Deliver healthy places with accessible and inclusive services";
- Building Resilience: Tackling poverty in Tameside 2023-27.

Engaging in a whole-system, holistic approach will focus on involving all relevant stakeholders in identifying individuals, groups and organisations who have a stake, influence and understanding in the processes and systems to make change. It will outline clear goals and outcomes to contribute to the wellbeing of everyone, ensuring the engagement process incorporates diverse perspectives from different stakeholders.

The Engagement Framework is split into the following areas:

- **Strategic;**
Strategic partnerships provide a platform for influential Tameside individuals and organisations to come together to make decisions. They are an important forum where political, professional, clinical, and community leaders from across organisations meet with the aim to improve health and wellbeing and reduce inequalities. Such forums are important for engagement and buy-in at a high level. Examples of strategic partners include Health partners (e.g. the NHS); Tameside Metropolitan Borough Council; the Health and Wellbeing Board; local partners (e.g. social and private landlords); commissioned services (e.g. Bridges); and Primary Care Networks (PCNs).
- **VCFSE (Voluntary, Community, Faith, and Social Enterprise) groups;**
The VCFSE sector is a large resource of social, health, and wellbeing care and support within Tameside, and the wider country. The organisations and support provided are diverse and have often developed or grown in response to an unmet need within the community, especially within the context of the Coronavirus pandemic. They are often situated within the community, leading to exceptional insight into the needs, aspirations, assets and gaps of the individuals and communities they support. Examples of VCFSE groups include Action Together; CGL; local community groups such as Infinity Initiatives, Dad Matters, The Shed, and Guardian Angels; and some community champions.
- **General public**
The general public encompasses any other engagement not included under the Strategic or VCFSE headings. It is important to ensure the public have been given the opportunity to engage, to enable them to be involved with the theme, corresponding to the level of engagement required. In 2021, it was estimated that just over 231,000 people lived in Tameside; not everyone will be part of a VCFSE group therefore engaging as many relevant people as possible through suitable channels is a priority. This includes opportunistic engagement (e.g. Ashton Market, shopping centres); Public Engagement Network (PEN); the Big Conversation; engagement with individuals not accessed via VCFSE; and some champions (e.g. supermarket champions). It also includes engagement via social media platforms (e.g. local Facebook groups such as 'Ashton Now and Then' and 'Hyde Now and Then').

Community Engagement and Development Workers Network

The Community Engagement and Development Workers Network will be a vehicle to drive the work of the Framework, enabling collaboration between the Council and other Community Engagement practitioners within Tameside from a range of backgrounds. The Network will enable relationships between the Council and colleagues from strategic partners, the VCFSE community, and the general public. It will provide opportunities for relevant insight, co-production, and consultation.

It is being explored as to whether a Network that previously existed could be revived, or whether a new Network should be started. The Framework will be updated to reflect this once it has been clarified.

**Engagement Framework
key**

Heading	Explanation	Notes
Who	People and groups planned to communicate or engage with	Add the area covered by the group if applicable
Rationale	Why we are engaging with these people or group	This could include information on protected characteristics, LSOA or neighbourhood
Level of engagement	Purpose of our communication or engagement	Inform, consult, involve, collaborate, and empower. The aim is to enable people to advocate and speak for themselves and provide opportunities to be involved in projects as early as possible through co-production, however it is understood that this might not be possible for all projects.
Life course theme	How does this map to the three life course themes within Tameside	Starting well, living well, ageing well, or a combination
Work programme(s)	How does this map to the work programme(s) with the Population Health team at TMBC	If there are multiple work programmes this engagement work relates to, please add them alphabetically to ensure this can be filtered appropriately
Lead	Person responsible for the engagement and collecting the feedback	This could be a member of the Population Health team or it could be delegated to a community leader
Contact details	Contact details for the person responsible for the engagement and collecting the feedback	
When	Date(s) communication or engagement will take place	
How	Methods used to communicate or engage with people	
Number of people engaged with	The number of people engaged with (proposed or actual)	It should be clear whether this is proposed numbers or actual numbers engaged with
Notes	A brief overview of the findings that has come out of this engagement work	Raw data and findings will be recorded elsewhere; this is to be used as an overview

Who	Rationale	Level of engagement	Life course theme	Work programme	Lead	Contact details	When	How	Number of people engaged with	Notes
Health and Wellbeing Board Members	The HP framework supports the HWB strategy and the HWB provide the governance for the framework. Members are champions for the work and are in a position to help drive the work forward	Consult	ALL	Healthy Place Strategic Framework	ALL	Debbie Watson	16/11/23	Development Session - workshops	15	Full report available - Key messages include: Ø Taking a whole system approach is key to tackling complex issues which impact on health and wellbeing. Ø Poverty is a key driver which affects people's ability to make healthier choices or have the resources they need to prepare nutritious food. Ø There are some 'quick wins' that could be implemented which could have a big

										<p>impact.</p> <ul style="list-style-type: none">Ø Being guided by data and intelligence is important in targeting activity.Ø The Board and its members have role in championing the Healthy Places strategic framework, having conversations across the system to help win 'hearts and minds' and take a leadership role in ensuring this approach is embedded in all policies.Ø The Board member organisations have role, as employers, in adopting the framework, promoting the
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										Healthy Places work, and embedding the key delivery plans within their own organisational practice.
Tameside Active Alliance	Increasing PA levels across the lifecourse is a key objective of the strategic framework. Attendees were consulted on the framework and the specific PA objectives	Consult	ALL	HP Framework and supporting PA Framework	ALL	Beth Wolfenden	20/11/23	Workshop discussion		
Tobacco-free Partnership	Making smoking history in Tameside is a key objective of the strategic framework. Attendees were consulted on the framework and the specific objectives in the tobacco plan	Consult	ALL	HP Framework and supporting tobacco-free plan	ALL	Liz Harris	14/12/23	Workshop discussion		

Healthy weight workshop	Ensuring Tameside is a healthy weight promoting place is a key objective of the strategic framework. Attendees to be consulted on the framework and the 7 pillars for action in the HP strategic framework	Consult	ALL	HP Framework and supporting healthy weight pillars for action	ALL	Beth Wolfenden	10/01/24	Workshop discussion		
Food Network	Working with partners to create a food environment, system and culture that promotes health, stimulates the local economy, benefits communities and reduces environmental impact is a key objective of the strategic framework. Attendees to be consulted on the	Consult	ALL	HP Framework and supporting food plan	ALL	Liz Harris	25/01/24	Workshop discussion		

