



Trafford VCSE Strategic Engagement Event – 5th February 2020

A VCSE Led Model of Co-production for Delivery of the Trafford Together Locality Plan

Event Workshop Sessions Write Up Summary

Q1 – Are we happy with the aspirations of the Trafford Together Locality Plan?

- Broadly agree with the principles – and it is difficult to argue with the aspirations
- Does the term vulnerable suggest specific groups of people? – everybody is at risk of vulnerability
- Principles sound, however, some agencies/organisations might feel out of the loop
- People will want to feel connected – needs a human element
- Plan needs to be value driven
- The proof will be in the delivery
- The plan will require proper resourcing if it is to succeed
- Prevention is essential to delivery. If you can get that right the other strands follow
- Prevention is really important, as are the wider determinants of health
- VCSE sector can deliver prevention agenda
- VCSE can lead on the delivery of the person-centred agenda
- Should engagement have come before the Plan (although accept have to start somewhere)
- VCSE sector needs to fully understand the Plan prior to engaging on it
- Estates include all community assets
- Focus on engagement/co-production rather than consultation needs a change in culture
- If you want to shift services into communities and have VCSE delivery - that requires coordination and resource (like other areas of GM)
- Service development requires understanding of transport infrastructure and capacity
- Plan and principles need ongoing review

Q2 – How can we make the Trafford Together Locality Plan “real” for individuals, families and communities in Trafford?

- VCSE sector has a leadership role to play in delivery of comms and engagement on the Plan
- Through the communications group VCSE sector needs to agree the key messages and develop materials that can be used consistently across all organisation
- VCSE sector can bring our knowledge and experience of working with individuals, families and communities to ensure the materials reflect the diversity of the Trafford population
- Make sure co-production takes place at a local level
- Make the most of lived experience
- Use different methods to communicate the Plan
- Can get the information out through establishing Community Partnerships
- Make the most of existing resources and organisations (e.g. Trafford Directory and Citizens Advice) and place additional resource with existing organisations
- Develop One Directory to support engagement and delivery
- Digital is only one way of communicating. Messaging could include text messaging, social media, face to face opportunities

- VCSE sector and PCN's have good reach
- Consider what is currently relevant to people (climate change/air pollution)
- Needs to link to other issues people are facing (e.g. lack of buses)
- A joined up VCSE sector creates opportunities to coordinate co-production with communities not only now but in the future
- Neighbourhoods are different – the Plan needs to listen to the different neighbourhoods
- The messages must be simple
- Communication of the plan needs to be flexible – the VCSE sector can provide the flexibility
- Social prescribing is a good way of reaching people
- We can build on the concepts of No Wrong Door/Making Every Contact Count/Do it Once – Do it Right to build simple and accessible pathways for individuals, families and communities
- We can develop accessible training programmes for everyone – we can make these accessible to our staff, volunteers and Trafford residents
- We can support individuals, families and communities to tell their stories that will influence and shape the Locality Plan
- Need to consider where people go (e.g. supermarkets, doctors, e.g. info on a screen)
- We can develop case studies to highlight the engagement over the year
- Need to consider how to feed information back to people
- Communication with young people is an important part of the plan. The plan needs to relate to them.
- People have to believe their views will reach commissioners
- Can we show stories about the people we help?

Q3 – By what methods and actions can the VCSE sector deliver the key messages of the Trafford Together Locality Plan in our Communities?

- Need to be confident we understand the Plan
- Identify key assets in our communities
- Listen to people about their issues
- Learn from community organisations who have been successful with engagement previously (e.g. Stretford Public Hall)
- Use the Collective model outlined today
- VCSE sector can use the events and activities it currently holds to market the key messages in the Locality Plan
- Use the Trafford Workforce to get the message out
- Develop a simple version of the plan that people can understand
- Organisations need to think about their own role and how they fit in?
- Creation of community networks can ensure the plan reaches as many people as possible
- Active neighbourhood events can help deliver the messages
- Peer to peer engagement is an effective mechanism
- Define communities that are trying to reach
- Different communities need different actions (e.g. BAME, Jewish Community)
- VCSE is a great vehicle to get message out however needs support with coordination and resources
- Different neighbourhoods have different issues
- Remember different methods of communication are required for different communities
- Use existing community structures in place (e.g. Old Trafford Youth Partnership)
- Remember where communities go (e.g. supermarkets, libraries, info in GPs)
- Develop articles in charities/services magazines
- Consider digitisation but remember not all communities are digital

- Simplicity is best
- VCSE sector can ensure the feedback is acted on and support our partners in developing the model of coproduction that we are all aiming to achieve
- VCSE sector can build ways of collecting data that demonstrates both the reach and the quality of the work it does – this will involve working as a system to collect numbers centrally
- VCSE sector can build a storybook over the next 12 months that will tell the stories of individuals, families and communities in Trafford

Q4 – What actions/ support is needed to ensure co-production between the VCSE sector and Public Sector drives the process of delivery?

- Establish a definition of co-production
- System leadership
- Change in culture
- Define the scale of engagement
- Develop a plan based around service users and residents
- An understanding of resource available
- Acceptance from commissioners that VCSE is not a “free volunteer” service for them
- Acceptance that the VCSE is made up of experienced professionals who reach “hard to reach communities”
- VCSE sector needs to be accepted as an equal partner with resource – this is not about box ticking
- Development of a common language of understanding between the VCSE sector and partners
- The diversity of the VCSE sector needs to be recognised
- Development of a simple version of the Locality Plan
- Identification of key areas/“communities of interest”
- Resource to support engagement in key communities
- Incentivise people/organisations to take a lead
- Support smaller groups to be involved
- There needs to be a clear way to feedback information
- Engagement is resource intense. Unless it is paid for, opportunities are limited.
- Can we afford the engagement you want?
- In the long term we need to demonstrate investment in the VCSE sector can lead to a more efficient use of resources

Emerging Key Themes





Other Questions Raised

- Engagement Plan needs to be clear – how it all fits together?
- How will the Trafford Together Locality Plan and the Engagement Plan be resourced?
- Clarification in particular needed about resource for the VCSE sector both the carry out engagement and delivery of the Trafford Together Locality Plan in the future (including the resourcing of The Collective and Community Partnerships)

Next Steps

- Information from the session to be sent out (including slides, write up, link to Trafford Together Locality Plan)
- Development of One Page Plan as a simple version of the Plan
- One Page Plan to be tested with the VCSE sector
- Further work to be undertaken with the VCSE sector to help them understand the Trafford Together Locality Plan supported by Thrive
- Wider understanding of VCSE channels available so VCSE organisations can circulate Plan through websites, newsletters, etc
- Further VCSE events/opportunities to be identified
- Other partner neighbourhood events for engagement to be identified
- Hard to reach communities of interest to be identified for further co-production about the Trafford Together Locality Plan
- Wider VCSE engagement in the LCA to be prioritised