

Our Community Engagement Strategy

AUGUST 2020



Our Partners

Statutory Partners



Support Partners



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A message from the Chair/Co-Chair

As partners, we are committed to working towards our long-term vision for Derry and Strabane of:

a thriving, prosperous and sustainable City and District with equality of opportunity for all ””

At the heart of this vision is a continued commitment to early, inclusive and meaningful engagement. That is, engagement which is planned, purposeful, which reaches out to all our citizens and delivers real impacts that make a positive difference to people's lives.

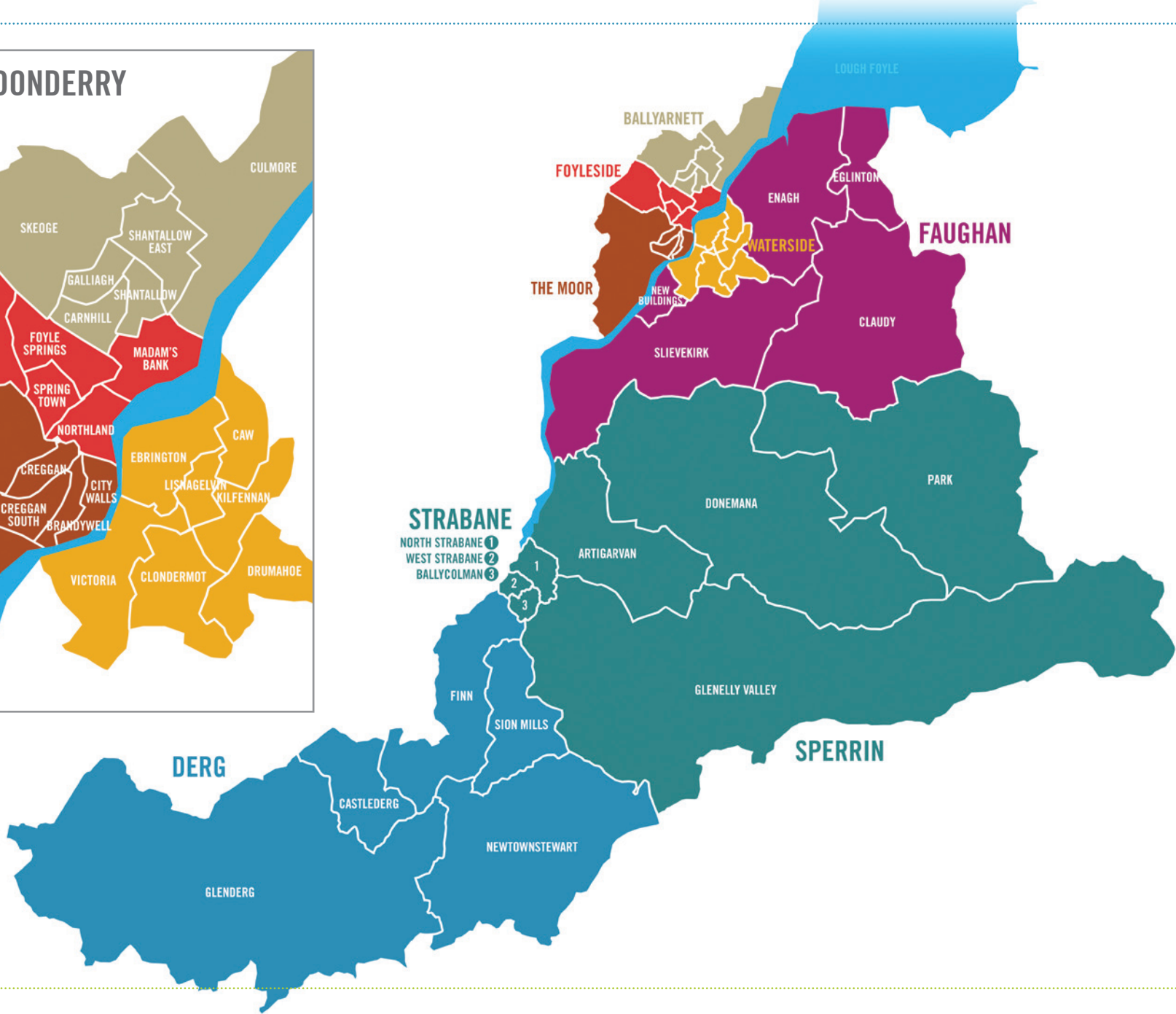
This strategy supports our Strategic and Local Growth Partnership members to work together to develop a clear, consistent and more co-ordinated approach to our community engagement ensuring that it is both relevant to and makes a difference for people across the council area.

We are currently living in unique and uncertain times, with the ongoing COVID-19 emergency impacting on all aspects of our daily lives. While this has been a challenging time for everyone it has provided us with an opportunity to really see the partnerships that have been established through the Community Planning process at work. It has revealed a more unified and coordinated approach to dealing with community issues on a wide scale, and enhanced engagement has led to an open, consistent and more effective approach to our resilience planning.

Much of what had been planned has been put on hold or delayed as we quickly adapted to respond to the direct needs of the most vulnerable in our community, but our ambition is stronger than ever. We look ahead to better times when we can resume the work which we have started, amplifying the voice of local communities and enabling them to bring about positive change.

¹Derry City & Strabane District's Inclusive Strategic Growth Plan 2017-2032 Our Community Plan November 2017





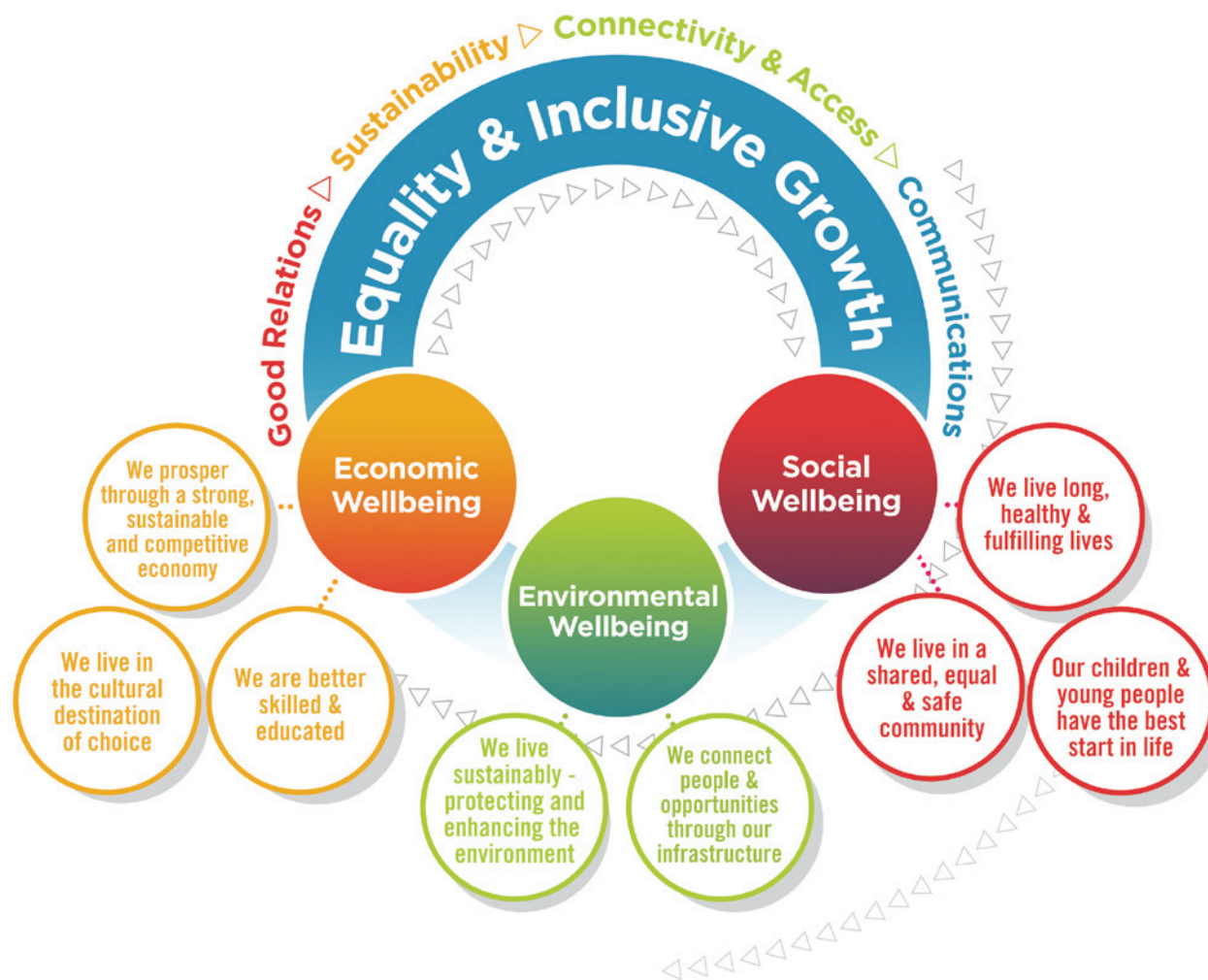
Our Community Plan

We have demonstrated our commitment to inclusive and meaningful engagement throughout the development of our Community Plan which witnessed one of the largest public and community engagement campaigns to be held in the North West. This placed citizens at the centre, involving them in an extensive co-design process through a series of district wide conferences and over 48 workshop and engagement sessions across Strabane Town and the seven District Electoral Areas.

In total, over 15,000 people participated in the process. The Inclusive Strategic Growth Plan sets out eight outcomes aligned to three domains of economic, environmental and social well-being which have been prioritised as essential drivers for delivering equality and inclusive growth. Eight Local Growth Plans feed into the overarching Growth Plan and set out local actions to address local needs.

Since the development of the Plan a significant programme of work has been underway by all Statutory and Support partners to deliver the actions contained within the Strategic Growth Plan and to realise its significant social, economic and environmental impacts.

You can find out about our progress here:
growderrystrabane.com/statement-of-progress/



A good public **”**
transport system
is essential to the
economic wellbeing
of any area.

John Glass
Translink



I love living in **”**
Strabane - things
are beginning to
change.

Carol-Ann Mullen
Youth 19



It's challenging, **”**
but we're happy
with where we
are today - we're
always looking
ahead.

Richard Allen
Oak Fire Adventures

We support local **”**
people in achieving
what they want to
achieve.

Geraldine Doherty
Hillcrest House



We value your engagement

There are many benefits of engaging with our citizens:

Everyone has an equal voice which is heard and listened to, fostering a strong sense of community ownership

Services and plans are more responsive and better reflect and meet local needs and priorities reducing inequalities

People are supported to play an active role in improving their local areas and influencing decisions that affect their lives

Knowledge, skills and expertise are exchanged, deepening understanding and supporting more informed decision making and resource allocation

Communities are better connected and feel empowered that the actions they can take can make a meaningful difference

Our relationships are strengthened and mutual trust, confidence and respect are fostered

Our Strategic and our Local Growth Partnerships are committed to our duty to engage with communities as set out in the Local Government Act (NI) 2014 to: *“seek the views of the community, encourage them to express their views, and take their views into account in the community planning process.”*

We believe that in delivering this commitment we will garner a shared understanding of the range of assets, needs, solutions and priorities in our community. This will also support more transformative policy development, decision-making and joint action across our partnership.

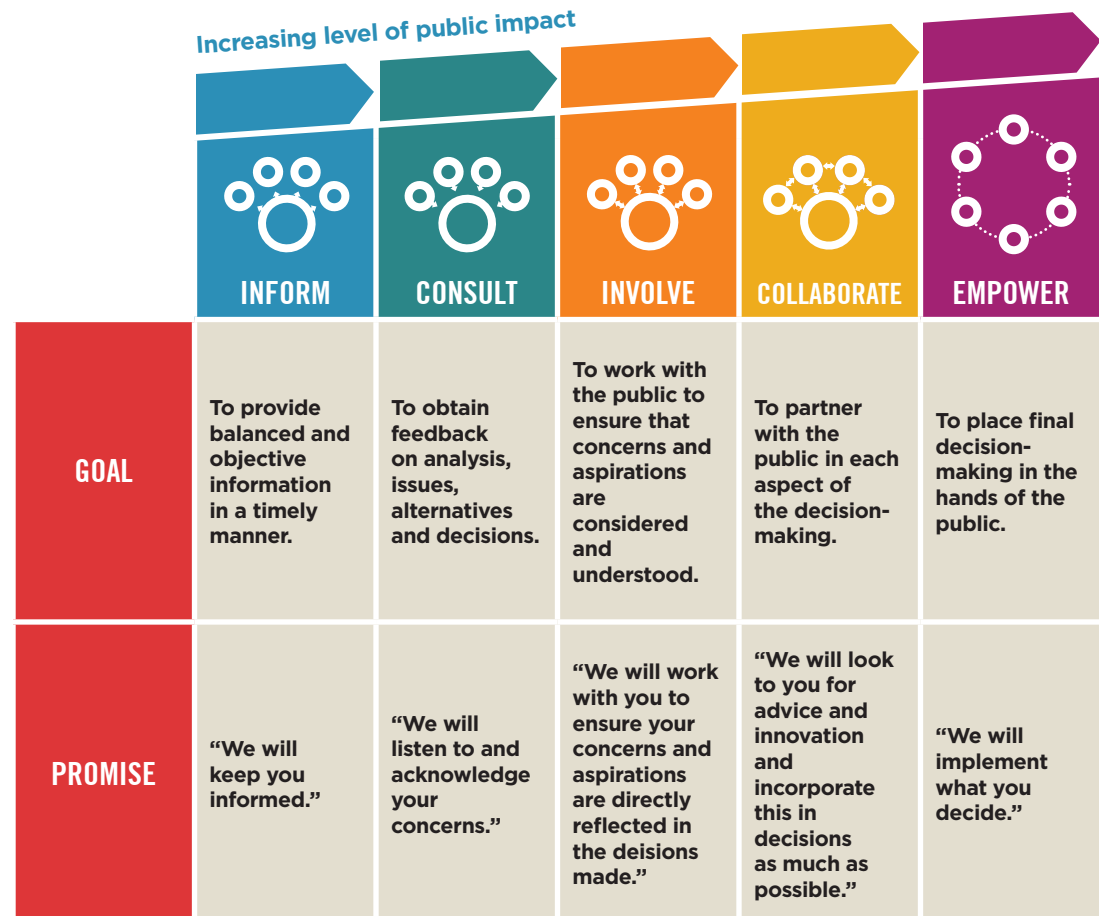
We are steadfast in our commitment to enabling and empowering all of our community to participate and feel included. We will make every effort to address inequalities and will actively engage with Section 75 equality groups and those who are traditionally underrepresented including women, children and young people, people with disabilities and marginalised and rural communities.

Our approach to engagement

Our approach to engagement is informed by international good practice developed by IAP2, the International Association for Public Participation. It outlines a spectrum of engagement which we will draw from to guide our engagement processes. It will help us to determine the most appropriate level of engagement needed to achieve our goals and support us to clearly set out our promise to you for that engagement.

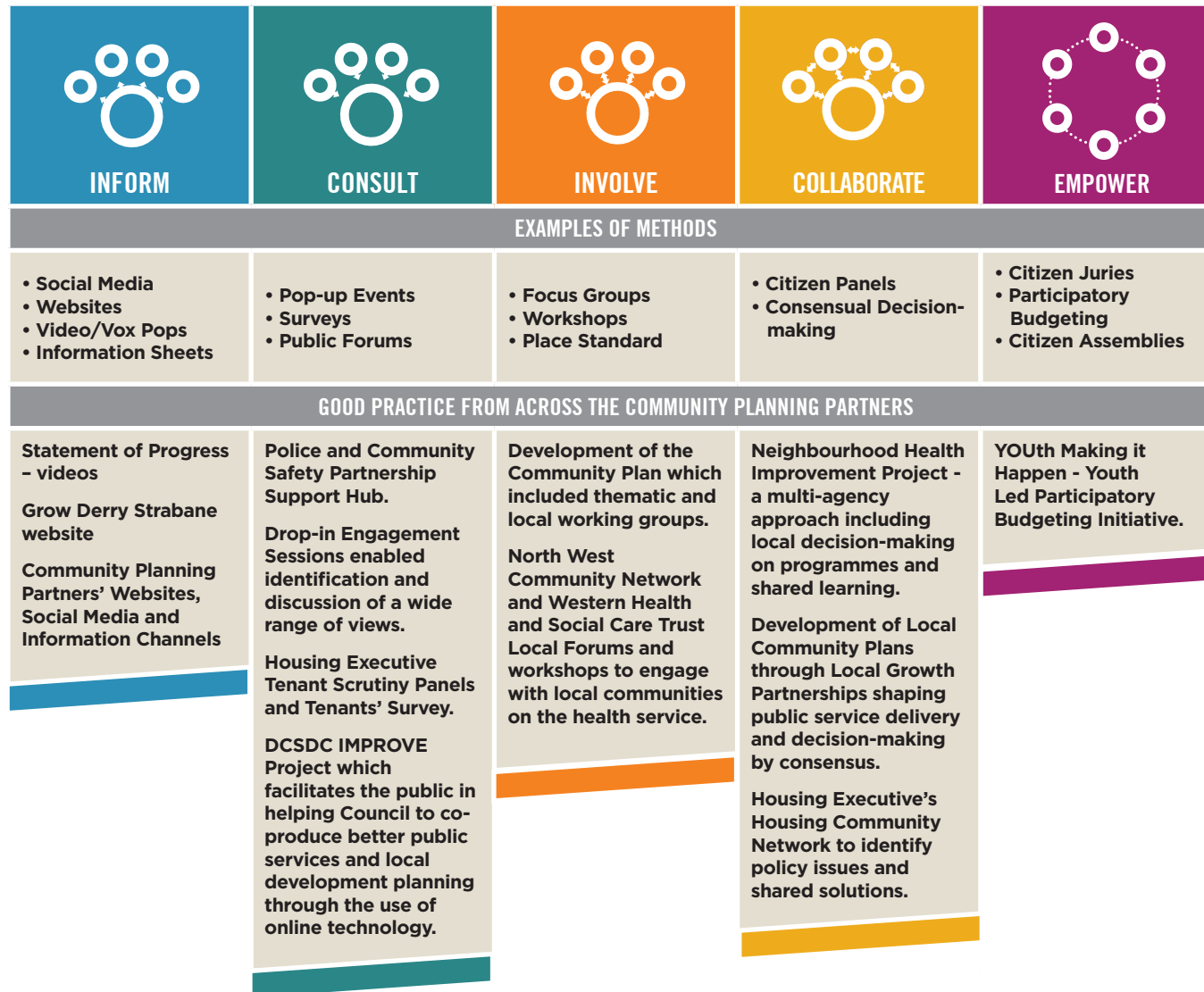
Each part of the spectrum fulfils a particular engagement goal whether that be to share information with you on a new service; to ask for your views on a new policy; to involve you in identifying issues; to collaborate with you in designing and agreeing a new programme; or to transfer decision-making to you. The spectrum will guide community planning partners in determining which level of engagement is most appropriate for the task at hand. It is likely that different aspects of the spectrum will be drawn upon at different stages within the same engagement process.

The spectrum also provides clarity for the community on the purpose and scope of engagement and to what extent the outcome or decision can be influenced. Each part of the spectrum is important and plays a distinct function. Moving along the spectrum from Inform to Empower there are greater opportunities for partners and communities to work together, to develop and strengthen relationships, to build trust and to share power and influence in decision-making processes.



Source: IAP2 Spectrum of Public Participation

Our approach to engagement



YOUTH Making it Happen Co-Design Group



Achieving quality in our engagement

As partners, we are committed to working together to achieve quality engagement. We draw from and endorse the Scottish National Standards for Community Engagement which support and inform engagement which is:

- **Planned and Purposeful**
- **People focused**
- **Inclusive with a range of methods**
- **Clear and informed**
- **Open and transparent**
- **Fit for purpose** and
- **Delivers meaningful impact**

Applying these standards will guide us in achieving and benchmarking high quality and impactful engagement. This will help us to define both what we do well and where we can make improvements. We recognise that good quality community engagement provides the foundations for shared decision-making, shared action and support for community-led action; enabling us to move along the spectrum to achieve engagement which is more collaborative and empowering.



Source: Scottish Community Development Centre and Scottish Government National Standards for Community Engagement; <https://www.scdc.org.uk/what/national-standards>

How will we know if we are engaging well?

It will be important to measure and review on an ongoing basis how well we are engaging with our communities. We will know that we are getting things right when our engagement:



Is proactive and timely



Creates an exchange of knowledge and information



Strengthens collaborative working



Deepens trust and a culture of participation



Empowers local communities



Adds value to and supports shared decision-making



Supports joint implementation

How will we know if we are engaging well?

In endorsing and adopting this Community Engagement Strategy all members of the Strategic Growth Partnership commit to:

Engage local citizens in raising awareness of the ongoing progress and delivery towards attaining the outcomes outlined in the Strategic Growth Plan by 2032.

Highlight the work, progress and successes of Outcome Delivery Partners in achieving the actions within the plan.

Highlight the work, progress and successes of the Local Area Growth Partnerships in achieving the actions within Local Area Growth Plan.

Provide information on any meetings, reports or other information linked to the Strategic Growth Plan/Local Area Growth Plans and any public engagement opportunities or requirements.

Generate support for the Strategic Growth Plan from the Community sector and establish a strong network of community partners to assist in delivering the objectives of the plan on the ground and sharing messaging around the Local Growth Plans.

Generate support for the Strategic Growth Plan from the private sector, highlighting the opportunity to get the most from investment opportunities earmarked in the plan via its key strategic projects, including residential development and commercial development of strategic sites.

Generate awareness among local young people about the Growth Plan and the role they have in its development and delivery.

Report strategic successes and demonstrate achievement of key actions within the plan, demonstrating to both Central and Local Government that progress is being made in the transformation of the Derry and Strabane area.

Where possible, adopt and promote the Strategic Growth Plan and the brand of 'Making It Happen' in the promotion of projects/initiatives that support, or are linked to the Plan or the work of the Strategic Growth Partnership, Outcome Delivery Partnerships or Local Community Growth Partnerships.

How will we keep you informed? #making it happen

MILESTONE ▶▶▶▶						
STRATEGIC GROWTH PARTNERSHIP MEETINGS	OUTCOME DELIVERY PARTNERSHIP MEETINGS	EQUALITY & SCRUTINY GROUP MEETINGS	LOCAL GROWTH PARTNERSHIP MEETINGS	STATEMENT OF PROGRESS	REVIEW OF STRATEGIC GROWTH PLAN	CO-DESIGN MEETINGS/ STAKEHOLDER ENGAGEMENT MEETINGS
ACTIVITIES ▶▶▶▶						
<p>Pre and post event media release based on activities/ delivery of actions</p> <p>Advertising of meeting</p> <p>Circulation to database</p> <p>Members of the public in attendance</p> <p>Attendance of Partnership</p>	<p>Good governance and servicing of meetings</p> <p>Attendance of partnership at meeting</p> <p>Social Media Information uploaded onto website – minutes and agendas</p> <p>Communication of key activities to SGP</p>	<p>Good governance and servicing of meetings</p> <p>Attendance of partnership at meeting</p> <p>Social Media</p> <p>Information uploaded onto website</p> <p>Communication of key activities/ progress of action</p>	<p>Good governance and servicing of meetings</p> <p>Plans available for public consideration</p> <p>Information uploaded onto website - meetings/minutes/ membership</p> <p>Pre and post social media on meetings</p>	<p>Report published in accordance with statutory requirements</p> <p>Digital videos published with key messages</p> <p>Hoarding/Buses/ Marketing campaign</p> <p>Cinema advertising</p>	<p>Stakeholder Engagement</p> <p>Meetings with Partnership Members</p> <p>Public invited to engage and feedback to shape revised plan</p> <p>Media campaign to update on revised document</p>	<p>Advertising/ Notice of meeting/ Correspondence</p> <p>Pre & post event media release/social media</p>



**A thriving, prosperous
and sustainable City and
District with equality of
opportunity for all ”**

Stay Connected

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This Strategy was prepared by Community Places as part of the Carnegie UK Trust's Embedding Wellbeing in Northern Ireland Project. Special thanks to all those who participated in the development of the strategy.

