

Report to HEALTH AND WELLBEING BOARD

Health Inequalities Plan - Oldham Engagement Framework

Portfolio Holders:

Councilor Brownridge, Cabinet Member for Health and Social Care

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Purpose of the Report

This paper provides information to the board on a proposed engagement framework for implementing a shared approach to community engagement across the Oldham System

Requirement from the Health and Wellbeing Board

The board is asked to note the content of the paper, adopt the recommendations, and further consider the questions posed.

Title; Implementing a shared approach to community engagement across the Oldham System

1. Background

Improving the quality and scope of engagement, co-design and co-production across the Oldham social support system has been an aim since before the COVID-19 Pandemic. With the immediate response required, efforts to introduce a common Engagement Framework were paused but out of necessity we saw a widespread test and learn approach for different methods and techniques.

As a result, we now have a rich and in many cases innovative range of engagement offers across the borough. This includes the Doorstep Engagement Team, Oldham’s Poverty Truth Commission, the Community Champions public health programme, the Citizen’s Panel and Maternity Voices partnership, on top of pre-existing approaches such as the well-respected Youth Council, Place Based Integration programme and Making Every Adult Matter partnership.

However, with existing and new crisis still occupying much of the strategic bandwidth, many of these engagement approaches exist in isolation. Resource/efforts are duplicated, with residents ae fatigued by repeated asks or lack of clarity around how their feedback is applied. Without collating insights, it is left to chance (and personal connections) as to whether or not they will effectively inform strategic decision making.

There is now significant potential to strategically embed the learning from the pandemic and approaches which have spread across the social support system. In doing so, we can get the maximum value from the structured and informal engagement, which is taking place, and improve long-term outcomes for residents as well as increase efficiency for planned interventions.

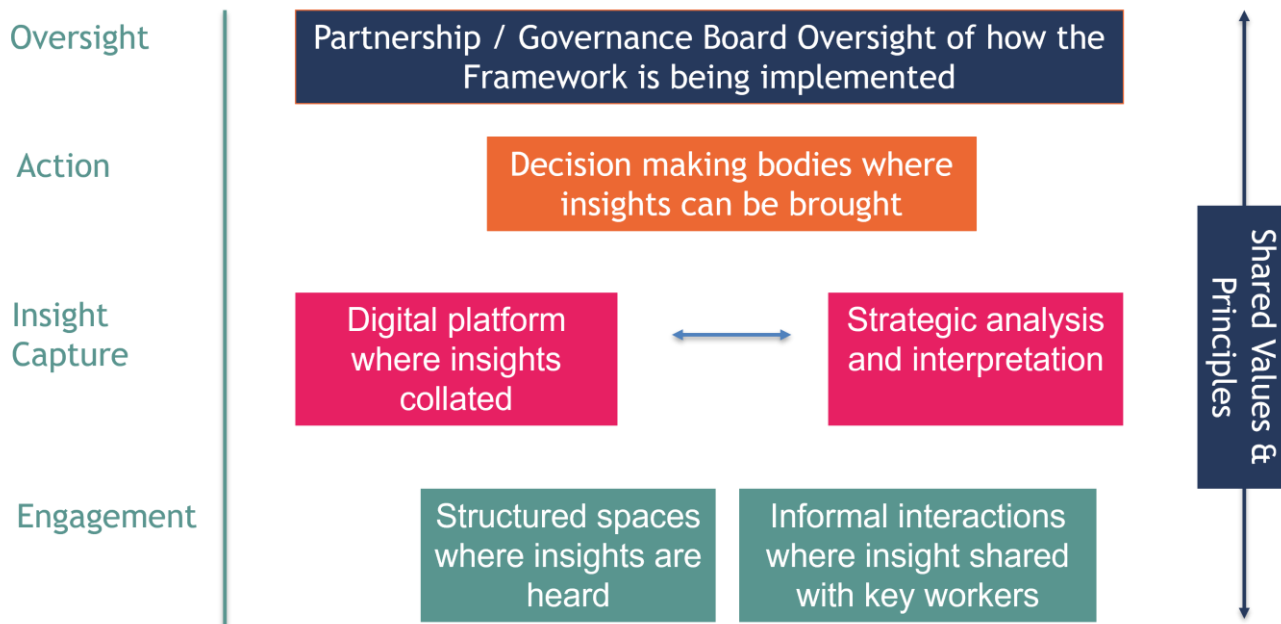
Proposed Engagement Framework

To underpin the Oldham Engagement Framework, we can draw on prior work on a local ‘ladder of engagement’ developing in the borough before the Pandemic.

There is significant academic and practical good practice from elsewhere which we can also draw on to inform he principles and values or engagement we want to apply via this framework, including the JRF Ladder of Engagement and example from Winnipeg in Canada.

These shared principles and values would then support an infrastructure built to give confidence to the system (including funders, sponsors, and regulators), encompassing Engagement Approaches, Insight Capture, Action and Oversight.





Oldham is fortunate to have a range of tools and resources from previous experience we can draw on in developing the above, and with effective leadership identify solutions to fill the gaps required:

Framework component	Existing tools and examples	Gaps
Oversight	Resident Focus Steering Group; Poverty Steering Group	Customer Charter for principles/values; Mixed member partnership board; culture of effective engagement across the system
Action	Community Bronze, Equality Advisory Group, Public Service Reform Board	Settled and transparent decision making spaces; space on agendas and sponsorship to hear community insights
Insight Capture	Community Champions Insight Tracker, Local Voice, BangTheTable,	Effective, open access tech solution; dedicated capacity for regular analysis; space for shared interpretation across partners

Engagement	Doorstep Engagement Team, Citizen Panel, Poverty Action Network, Healthwatch Forum, Community Explorers, Community Health Nurses, Make Your Mark Survey, POINT Parent Forum, Youth Voice Family	Ladder of engagement to identify what type of engagement is appropriate for different situations; ask of places engaging residents to apply the Framework
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2. Key Issues for Health and Wellbeing Board to Discuss

- How do we ensure the initial Framework including principles/values is developed in collaboration with residents and community voices from the start?
- What overlap is there with efforts in other parts of Oldham, Greater Manchester and the social support system to align engagement efforts, and how might these help/hinder our efforts locally?
- Does implementation of the Framework require a new governance board to oversee or is there an appropriate place within existing structures?
- Is Local Voice the right platform to invest in and roll-out to all parts of the system as the shared location of insight capture?
- Will any incentivisation be required to encourage partners to adopt the Engagement Framework and submit insights, such as training, additional funding, or incorporation into funding arrangements as a condition of contract?
- How much resource will be needed to implement this Framework and where will it come from?

3. Recommendation

1. That adoption of an Engagement Framework for the whole social support system is made a Strategic Priority with Executive Sponsorship amongst the Senior Leadership Team of Oldham Council, and responsibility for it's implementation taken up by a partnership board incorporating officers, elected members, residents and community group representatives.
2. That seldom heard voices via community groups representing them are actively involved in developing the principles, values and tools underpinning the framework, so that it is designed from the start to best engage everyone in the borough.
3. That the involvement of critical partners / departments early in the design of the framework including but not limited to data protection officers, legal and strategic sourcing colleagues is prioritised.
4. That dedicated resource is centrally provided for analysis of insights, translation into decision making spaces, and communicating the action taken as a result, as well as investment in a unified platform that all partners are encouraged to make use of.
5. That assessing the effectiveness of engagement approaches across the social support system is adopted as a priority by the Council Scrutiny Committee.