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# Engaging and Enabling Local Communities

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**Report being considered by:** Health and Wellbeing Board  
**On:** 20 May 2021  
**Report Author:** Sam Shepherd, Programme Manager, Local Communities  
**Item for:** Decision

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## 1. Purpose of the Report

The purpose of this briefing is to outline a proposed vision and governance structure for the 'engaging and enabling local communities' work programme and make some associated recommendations for the Health and Wellbeing Board.

## 2. Recommendation(s)

The Health and Wellbeing Board is **RECOMMENDED** to:

- a) **AGREE** the proposed vision for engaging and enabling communities (under section 5.2)
- b) **AGREE** the proposal for a 'Community Alliance' to oversee the work pertaining to 'engaging and enabling communities'.
- c) **AGREE** the proposal for a Stakeholder Forum to create channels of communication and influence with a wider network of community, voluntary and resident Groups.

## 3. How the Health and Wellbeing Board can help

Beyond the acceptance of the recommendations set out in this report, the Board are asked to lend their collective and partnership leadership to 'engaging and enabling' communities as a way of working in West Berkshire. Board members could assist the further promotion of the approach by:

- a) Socialising the 'engaging and enabling communities' approach with respective organisations; influencing policy where possible to support and promote community engagement
- b) Identify existing good practice within member organisations of good engagement (both formal and informal), co-design, co-creation and co-production
- c) Help identify opportunities where organisations can share priorities and design solutions alongside communities (including businesses, community groups, voluntary and community sector partners, Town and Parish Councils or residents)
- d) Identify members of staff who are well placed to provide a link around engaging and enabling communities.

<b>Will the recommendation require the matter to be referred to the Executive for final determination?</b>	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
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## 4. Introduction/Background

- 4.1 Engaging and enabling communities is a way of working which takes a community-centred approach. It focuses on the social determinants of health, which are evidenced to have major influences on both physical and mental health. The programme is aimed at supporting community life, social connections, community resilience and the development of locally-determined solutions to local challenges. All of these activities seek to maximise the health and wellbeing of West Berkshire's communities.
- 4.2 Engaging and enabling communities compliments and supports the strategic direction and priorities of both the Council and partners brought together through the Health and Wellbeing Board. It aligns with the [West Berkshire 2036 <sup>1</sup>Vision](#) and the new Health and Wellbeing Strategy; which are both underpinned by principles of engagement and empowerment.
- 4.3 The approach is also a key plank of delivering West Berkshire Council's Communications and Engagement Strategy (agreed by the Executive in October 2020). It seeks to build on the strong history of work between West Berkshire Council and its residents, communities, voluntary sector, town and parish councils and partner organisations.
- 4.4 In working towards a community-centred model; the relationship between public services and the people who use them needs to be transformed so people are empowered to have greater influence over their health and wellbeing. We need to work alongside our residents, stakeholders and communities.
- 4.5 We need to ensure we are hearing the views of all of our communities in West Berkshire. We need to build on what we know works both from our recent experience with responding to Covid-19 and from best practice (locally and from elsewhere) to better collaborate with our communities, businesses, town and parish, voluntary and community colleagues. Most importantly, we need to strengthen and build trusted connections that all support the delivery of solutions which best suit the time, place and community concerned.
- 4.6 Other streams of work which engaging and enabling communities seeks to align with (not duplicate) is the work of the HWB Engagement Group, the Health Inequalities Task Force, social prescribing and work to address Covid vaccine inequalities.

## 5. Proposal(s)

- 5.1 The slides in appendix A outline a proposed vision and mission, principles, benefits and governance structure for the engaging and enabling communities work. The Health and Wellbeing Board are asked to agree the proposals in appendix A and most specifically in this section of the report.

- 5.2 The proposed vision is:

*Understanding and supporting the community connections that help **everyone** in West Berkshire shape thriving communities and create local solutions to challenges*

- 5.3 To drive forward the programme and strands of work, it is proposed that a Community Alliance be established that brings together organisations from the statutory,

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<sup>1</sup> <https://info.westberks.gov.uk/CHttpHandler.ashx?id=46989&p=0>

community and voluntary sector to provide the collaborations, influence and resources to unlock local connections and solutions.

- 5.4 To ensure that the wider view of communities across West Berkshire are fed through to the Community Alliance, it is proposed that a 'Stakeholder Forum' be established. This would connect up the network of community, voluntary and resident organisations; giving these groups a channel of communication and influence.

## 6. Conclusion(s)

This report and accompanying slides has outlined a proposed vision and governance structure for the engaging and enabling local communities work programme and made associated recommendations for consideration by the Health and Wellbeing Board.

## 7. Consultation and Engagement

The following Groups and stakeholders have been consulted in the preparation of the report:

- Chair and Vice-Chair of the Health and Wellbeing Board
- Lead and Deputy Lead Portfolio holders for Health and Wellbeing at West Berkshire Council
- Health and Wellbeing Board Steering Group
- Chair of the HWB Engagement Group
- Building Communities Together Partnership
- Community Support Hub, Core Group
- West Berkshire Council's Customer First Programme Board, which includes key senior officers such as the Chief Executive, Executive Director for People and Service Director for Communities and Wellbeing

## 8. Appendices

Appendix A – Data Protection Impact Assessment

Appendix B - Engaging and Enabling Communities proposal

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### Background Papers:

West Berkshire Council's Communications and Engagement Strategy:

[Comms Engagement Strategy 2020 - FINAL.pdf \(westberks.gov.uk\)](#)

**Health and Wellbeing Priorities 2019/20 Supported:**

- Give every child the best start in life
- Primary Care Networks

**Health and Wellbeing Strategic Aims Supported:**

The proposals will help achieve the following Health and Wellbeing Strategy aim(s):

- Give every child the best start in life
- Support mental health and wellbeing throughout life
- Reduce premature mortality by helping people lead healthier lives
- Build a thriving and sustainable environment in which communities can flourish
- Help older people maintain a healthy, independent life for as long as possible

The proposals contained in this report will help to achieve the above Health and Wellbeing Strategy aim by offering a community-centred approach to the social determinants of health.

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**Officer details:**

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## Appendix A

### Data Protection Impact Assessment – Stage One

The General Data Protection Regulations require a Data Protection Impact Assessment (DPIA) for certain projects that have a significant impact on the rights of data subjects.

Should you require additional guidance in completing this assessment, please refer to the Information Management Officer via [dp@westberks.gov.uk](mailto:dp@westberks.gov.uk)

Directorate:	People
Service:	Communities and Wellbeing
Team:	Building Communities Together
Lead Officer:	Sam Shepherd, Programme Manager, Local Communities
Title of Project/System:	Engaging and Enabling Communities
Date of Assessment:	6 May 2021

**Do you need to do a Data Protection Impact Assessment (DPIA)?**

	Yes	No
<p><b>Will you be processing SENSITIVE or “special category” personal data?</b></p> <p>Note – sensitive personal data is described as “data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation”</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Will you be processing data on a large scale?</b></p> <p>Note – Large scale might apply to the number of individuals affected OR the volume of data you are processing OR both</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Will your project or system have a “social media” dimension?</b></p> <p>Note – will it have an interactive element which allows users to communicate directly with one another?</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Will any decisions be automated?</b></p> <p>Note – does your system or process involve circumstances where an individual’s input is “scored” or assessed without intervention/review/checking by a human being? Will there be any “profiling” of data subjects?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Will your project/system involve CCTV or monitoring of an area accessible to the public?</b></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Will you be using the data you collect to match or cross-reference against another existing set of data?</b></p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Will you be using any novel, or technologically advanced systems or processes?</b></p> <p>Note – this could include biometrics, “internet of things” connectivity or anything that is currently not widely utilised</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**If you answer “Yes” to any of the above, you will probably need to complete [Data Protection Impact Assessment - Stage Two](#). If you are unsure, please consult with the Information Management Officer before proceeding.**