

MANCHESTER CITY COUNCIL REPORT FOR RESOLUTION

COMMITTEE: Communities And Neighbourhoods Overview And Scrutiny Committee

DATE 3rd February 2009

SUBJECT "Proud Of Manchester" – Community Pride In The City

REPORT OF Assistant Chief Executive, Neighbourhood Services, Strategy and Delivery

PURPOSE OF REPORT

To describe the new "Proud of" Manchester programme and how it will be delivered

RECOMMENDATIONS

That members note the contents of the report

Financial Consequences for the Revenue Budget

The proposal has no implications for the City Council's revenue budget.

Financial Consequences for the Capital Budget

The proposal has no implications for the City Council's capital budget.

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Background Documents

none

Wards Affected

All

Implications for:

Anti poverty

No

Equal Opportunities

No

Environment

Yes

Employment

No

1. Introduction

- 1.1 This is a joint report from Neighbourhood Services and the Crime and Disorder Group, Chief Executive's Department.
- 1.2 This report went to the meeting of the Respect Executive Members Group in November, where a discussion took place regarding respect and community pride and the links that could be developed, highlighting opportunities for joint delivery of these parallel themes. It was agreed that the work would be referred to as 'Proud of Manchester'. The report was also discussed by SMT in December.

2. Focus for the Programme

- 2.1 As "proud of", similar to "respect", is potentially such a wide agenda, it is useful to look at the Manchester context for this theme.
- 2.2 Within Manchester's Community strategy and particularly the Local Area Agreement, the "proud of" theme runs throughout the three spines. Pride in ones self and ones ability to aspire and achieve is reflected in the reaching full potential strand, whilst encouraging community pride can stimulate a resident's desire to choose to stay in and benefit from his/her local neighbourhood. Equally, pride in the local area can manifest itself in raising expectations and creating a sense of wellbeing in communities, as well as encouraging community cohesion and civic participation, and combating anti social behaviour and crime.
- 2.3 Therefore, a positive, participative approach to life in neighbourhoods can produce feelings of pride and self esteem, increasing confidence and security, and thus reducing dependency. The Council can help to encourage that positive approach in many practical ways.

3. Delivery of the Programme

- 3.1 **Coordination of activity:** there is already a great deal of activity within the council under the "proud of" agenda. For example,
 - Respect Action Neighbourhoods are a particularly good example of how different organisations can come together to deal with the particular problems within a local area by taking a One Team approach
 - Mancunian Agreements are still making a difference, encouraging local participation and empowerment in getting local communities to agree an approach to tackling a particular problem in an area
 - The Valuing Older People initiative encourages self esteem and self pride in older people and generates intergenerational activity
 - Local environmental campaigns such as Bloom, 100 Days and Clean up the World increase volunteering year on year, and encourage participation from groups who may normally be excluded from society, such as ex alcohol and

drugs offenders, with help from the community payback scheme and organisations such as the unpaid work unit.

- Specific environmental schemes such as the community guardians scheme, eco schools and the Environmental Business Pledge bring businesses, schools and residents together, to take environmental pride in their school or neighbourhood
- Large scale celebration events such as the Mela, Pride and the Caribbean Carnival, as well as smaller park festivals and fun days draw in local groups and individuals into communal participation, with messages of community pleasure and enjoyment as well as a celebration of diversity and individuality.
- Ward coordination and area regeneration: there are many examples at ward/area level of events, and celebrations that encourage community pride and cohesion
- Reward, awards and recognition: the annual council Community Awards originated within the housing department as an opportunity to reward members of the community who have really made a difference to their neighbours or local area. The awards ceremony takes place on an annual basis, and features categories such as Young Person of the Year, Good Neighbour and Taking a Stand. The ceremony culminates with the “Pride of Manchester” award, given to an individual or group who are the best of the best in giving to their local community. Other awards include the Gardening competition and Manchester in Bloom awards.
- Manchester’s approach to Aspiration and Wellbeing aims to introduce practical interventions, which will have an impact on people’s level of happiness in the long term. Pilot programmes such as emotional resilience among 11 to 13 year olds encourages optimism, which can be linked to self esteem and pride.
- A new idea, the Manchester Day, is being developed by the Events team, in conjunction with the Manchester International Festival. This fits extremely well with the “Proud Of” programme and could become a highlight of our annual work on this agenda.

3.2 This list is certainly not exhaustive but it shows the breadth of activity already prevalent in our neighbourhoods. However, underneath the umbrella of the “Proud Of” agenda, these different initiatives can be drawn together and coordinated, harnessing the potential to expand the activities, whilst in certain cases, there may be the opportunity to pool resources and avoid duplication.

3.3 ***What needs to be included:*** There are certain elements of the “Proud Of” programme, which are essential to its success:

- A joint approach with input from different services, both internal and external to the council
- Workforce development: staff, particularly those working in local neighbourhoods, can play a major role in the encouragement of community pride, by their actions when going about their work. Many of our staff are also Manchester residents and a positive commitment to their neighbourhoods will encourage others
- Encouragement of maximum involvement and participation within communities, plus recruitment of more community volunteers, to build social capital

- Measurement and evaluation: some of the LAA indicators should be used to measure our approach, from the longer term highest level indicators, to the more local indicators. Questionnaires, such as previous 100 days surveys, could also give added evaluation, including residents' perceptions. Again, some research into what is already evaluated in those areas (outcome and perception indicators) where work takes place will enhance the capacity for feedback from the neighbourhoods and communities.
- 3.4 **Identifying particular areas:** all neighbourhoods have their own identity and sense of place. With that come specific issues and sensitivities. Therefore, some of the work that seeks to encourage community pride will need to be tailored to meet the needs of that particular neighbourhood. It is therefore suggested that certain wards are identified in the first instance for particular emphasis within the proud of programme. It is recommended that 10 wards be chosen which most regularly feature as the lowest scoring in terms of:
- Community cohesion,
 - Belonging and sense of place and
 - Residents' satisfaction as a place to live.
 - Engagement with volunteering
 - Ability to influence decision making
- 3.5 However, there will still be much activity, such as the proposed climate change engagement campaign, that will require a city-wide approach.
- 3.6 In order to target activity, Neighbourhood Services and Crime and Disorder will gather further information on these areas; for example, from the State of the Ward reports as well as information from the Key Individual Networks. It will also be useful to review the Neighbourhood Funding strategy requests, particularly those that focus on campaigns and initiatives that will help to increase pride and wellbeing.
- 3.7 **Pilot Action:** To test this approach, it is useful to identify a pilot to develop "proud of" activity within a project that is already going to happen. The Brunswick area within the Ardwick ward is the latest Respect Action Neighbourhood, with activity already happening. This is clearly an opportunity for joint work between services, as getting the work off the ground will require a number of resources both across the council and with some of our partners. Therefore the "Proud Of" activity, particularly between Neighbourhood Services and Crime and Disorder, will be picked up by staff working in an area and will not be seen as a project for a particular service. Ideas currently being developed particularly in relation to the "Proud of" programme for the Brunswick RAN, includes:
- A Good Neighbour project
 - A Photography competition where residents will be invited to take a photograph that shows what they like/love about Brunswick.
 - Clean up and climate-adaptable planting events

- Proud at Manchester Museum 'Discovery' Event, looking at the community discovering themselves as individuals, as part of the community and the community as a whole, in a fun and interactive way.
 - Showcasing facilities and attractions that are on the doorstep of Brunswick.
- 3.8 ***Creating momentum and publicity for the programme:*** In order to develop a coordinated programme of practical action around the "Proud Of" theme, a brand has been created that is instantly recognisable and inclusive for all communities, similar to brands such as "Respect" or "Valuing Older People".
- 3.9 ***100 Days Campaign:*** To take the new approach forward, it is recommended that the "Proud Of" programme take over the 100 Days campaign. The campaign ran for 5 successful years, but the new "Proud Of" programme would be a natural next step, taking forward many of the more successful elements of the 100 Days campaign, but running all the activities as part of a year round calendar.
- 3.10 The recommendation is to create seasonal campaigns that split the "Proud of" programme into Spring /Summer/ Autumn/ Winter. There will be 4 campaigns, roughly of around 4 to 6 weeks each, that bring in some key priorities elsewhere, such as climate change awareness raising and engagement in the low carbon communities work and "Respect" activity, as well as local leisure, libraries and cultural activities, healthy living, neighbourliness, and pro social behaviour. We will also draw in some of the larger successful campaigns, such as Clean up the World, Own Your Streets, and Community awards.
- 3.11 Overall there will be strong community themes with the accent very much on working with local neighbourhoods. See the appendix for more information.

APPENDIX 1

The following are suggestions of how the “proud of” programme will look.

SPRING (March 21st to April 30th)

NEW BEGINNINGS: LOOKING AFTER OUR COMMUNITIES

Get people thinking about their environmental responsibility, in order to bring together local, grass-roots, community-based collective action to tackle climate change.

There will also be

- community cleanups,
- green roof planting with schools and residents, a practical way of getting people to understand what they personally can do to mitigate the effects of climate change, in their local area.
- a “beat the credit crunch” element, where we talk about energy saving and hand out savers and light bulbs (donated by eon) in exchange for completed questionnaires.
- Recruiting more Green Champions – getting staff to take more responsibility for their own actions at work and in the home
- There would be a community based launch of the campaign on 21st March
- large event/dinner in late March with the Community Guardians as a thank you, as it is the 5th year anniversary of the launch of the scheme
- Respect activity

SUMMER (23rd May to 30th June) DISCOVERING OUR NEIGHBOURHOODS

This will focus on celebrating and enjoying our communities together, e.g. family time, out and about together, discovering cultural activity in the neighbourhoods and across the city, improving school grounds with local parents and groups. There will also be the opportunity to continue the debate on mitigating climate change.

Over the half term period we will link into family/youth projects in libraries, and encourage increased use of libraries by local families. There could be intergenerational projects, looking at local history and looking towards the future.

- Working with libraries to increase local volunteering
- Working with the Manchester International Festival: local cultural community events to promote and anticipate the Festival
- Preparing for the Bloom competitions, planting events and clean ups
- “Respect” activity

Key national events taking place at this time include International Neighbour day, National Volunteer week, Local Community and History Month, Bike Week, World Environment day, European Day of Parks

AUTUMN 21ST Sept to 23rd October: ENJOYING OUR COMMUNITY LIFE

The theme is getting out and about and outdoor activity

- Sport and leisure - healthy, out door time and healthy eating. Working with Leisure, schools and our partners to encourage more outdoor activity
- Work with transport: encouraging cycling, walking and other forms of mobility
- It is the best tree/spring bulb planting period
- We will hold tidy ups where the rubbish is recycled, and climate friendly plants and trees are then planted. There will be In Town Without My Car day, and Clean Up the World, as well as the Treathon taking place during this time.
- "Respect" activity

WINTER: 16th November to 10th December CELEBRATING OUR COMMUNITIES

This is the time when we look back on community achievements and say "well done". We also look forward to the new year.

- Awards season: Community Awards, Gardening Competition and Bloom Awards in conjunction with the RHS
- Festive element: celebrating what's been achieved during the year
- Recycling – Xmas trees, wrapping, etc
- As we prepare for winter and increase energy usage, we will again be advising the public on how they can save energy.
- "Respect" activity