

## **Pilot ideas that were used to help develop discussions at regional workshops.**

These have been developed across the range of members of the Project Board either independently or as part of the recent project Board meeting. We need ideas that pick up on the range of engagement levels from very involved to basic. There are also additions that came from the first of the “professionals” workshops that was a cross boundary Valleys viewpoint.

We need to remember that this research is about engagement in decision-making processes and local governance. By decision making processes that means the full range of making fully informed choices about services, support and maximising incomes as well as local service and strategy development.

### **Some Rough Drafts Of Options For Pilots:**

#### **Fit for the Job - Up-skilling our professionals**

**Aim:** To ensure those tasked with engagement projects\* feel empowered to do the task, have the appropriate skills and knowledge to ensure the engagement is effective, worthwhile and outcome based and that feedback on the outcomes goes the appropriate professional for action and members of the public for information. (\*and ultimately everyone involved in the voluntary & statutory sectors – creating a culture of engagement.)

**Why:** We feel there is at this point a shortage in these skills. Professionals are often “set” in the way they approach engagement and settle for less the effective results. Communications and presentation skills are often poor which results in less effective engagement and feedback despite often significant effort and time being put into the process.

**How:** Deliver a series of 3 morning or afternoon Engagement skills sessions, which could include the following

- The importance of having a clear idea of the aims and objectives of a particular piece of engagement - 20 mins
- How to get your message across and managing expectations – 20 mins
- Understanding that everyone one has a different communication style and people take in information in different ways. – 20 mins
- Doing things differently – the risks and add value that can bring – 20
- Workshop sessions given a scenario to work on in small groups or spend sharing ideas on what the types of engagement they normally undertaken and how might now do it differently – 45 min

#### **Evaluation/ outcomes**

- Evaluation on training on the day to assess whether people feel more empowered to engage effectively
- Identify through evaluation on the day current gaps in knowledge and add if possible that to the next sessions.
- Contact after 3 months to see if the training has made any difference and if not what do they now feel is the gap in their knowledge.

## **Tea & talk**

**Aim:** To tap into the current “coalface” workforce resource and their already established relationships with older people, as a way of getting people to be open and honest about services and support.

### **Why:**

- Currently there is often poor response to “questionnaires” .
- The people we are suggesting targeting are often referred to as “hard to reach” and have limited access to information
- This section of the community rarely have their views listened to People
- There is evidence from the Caerphilly 75+ screening programme that if people know and trust you they are far more likely to answer a few questions.

### **How:**

- Find 2 directorates/ organisations who would be prepared to do this as a joint project so workers are not asking about their own services.
- Establish clearly what information we are trying to gather and why and what will be done with that information in practical terms and brief those who will be asking the questions
- Select 10 staff from each directorate who are working directly with members of the public and example might be Homecare workers and benefits team.
- Give the staff some training in communications skills, basic understanding of the value and important of effective engagement and Data protection
- Give them a simple set of questions ( ie not professional speak) that they ask the client after they have completed their normal duties. This does mean that the staff will have to be given the appreciate additional time to complete this task
- This process is completed with all clients meet with over a period of one week.
- Clients will also be asked if they would like to have further information on other services relating to the 50+ sent to them at their home address. and would they like to do this again on another topic.
- Within a month each directorate/ organisation would collate the information about their own area and brief the team of workers so they could report back to the clients on the results and the consequential actions as a result of their feedback. At the same time the workers could ask the client some evaluation questions about the project and whether they felt it was a good way to engage with people.

### **Evaluation/ outcomes**

- The number of successfully completed forms
- The number of clients who thought it was a good form of engagement
- The number of people who also request additional information to be sent to them
- The value the directorate /organisation found in the information collected and how it was used.

## **Employees carers network**

**Aim:** To actively engage with employees who are over the age 50 and are carers. To empower them so they can be fully involved in decision making processes about the support and services they and those they support need.

### **Why:**

- Many of those who are carers do not perceive themselves as carers and therefore do not access the support directed at “carers”
- It provides useful network for effective engagement with a group who otherwise are too busy to have the time to engage effectively.
- To reduce sickness and absence
- Helps employers meet the Corporate health standards

### **How: over a period of 3 months**

- Put information in wages slips about services available for carers
- Email to all staff explaining the project and what a work based carers network could provide and inviting people to register to an email group that would provide information about services and events.
- Over a month run a series of 5 30 minute lunchtime sessions each details a number of different services such
  - Gadgets people can get from a range of sources e.g. CHAD
  - Maximising income session - Benefit entitlements, pensions etc
  - Carers support options e.g. Respite, Telecare, Crossroads
  - How can you influence services and support delivery e.g. carers forums, disability forum, PPI groups, Caerphilly 50+ Forum
  - Work life balance e.g. Flexible working and employers current schemes and support options including a questionnaire on how caring impacts on their lives’ and work
- Publicise the network and lunchtime sessions via team meeting and email
- If all of those were open to all carers we would need to identify those who were 50+ in some way as this research is targeted at those who are 50+
- Feedback to the network the outcomes of the work life balance questionnaire and how that information will be incorporated in the HR strategies and if not why not.

### **Evaluation/ outcomes**

- The number of people registering as part of the network
- The number of people attending the sessions
- Send an evaluation form to the network after 3 months to establish whether they now feel more empowered re services etc. and whether they feel the network is of use to them and wish it to continue and if so in what format.
- The number of people joining forums as a result of these information sessions

## **See the wheels in motion:**

**Aim:** To encourage more people to come into the councils buildings and understand more about how council decisions are taken.

**Why:** Currently Councils and other organisations are often perceived as “Official and threatening” if we can begin to break down these preconceptions people are more likely to feel they have something of value to contribute.

**How:** Run a competition “How many councillors and forums are there in the borough that can support me with .....?” in the Newslite newspaper timed to coincide with the opening of the new building. (or in another area with any big event planned)

The prize would be

- Attend the Official opening ceremony and meet whichever minister/Celeb is opening it.
- Tea with the mayor, after Tour of the new building
- timed so they then go onto a scrutiny meeting or a full council with an officer as their guide who will talk them through what is happening and how they could get involved
- Send the “How can I get involved toolkit/booklet” to all entrants and the local community guide booklet.

### **Evaluation/ outcomes:**

- Number of people entering the competition getting the booklet
- Press reports on How interesting it was!

## **See the wheels in motion 2 - regular tours of the council building for OAP groups**

**Aim:** Develop the new council headquarters as a community focused public asset by encouraging the public to attend important council meetings.

**Why:** To encourage local residents engage in important council businesses of local decision making, scrutiny of public services and consultation on options for future service delivery.

**How:** Guided tours of the building and its facilities to include observing a council/cabinet/scrutiny meeting; take part in a real debate; meet with councillors and ask them questions.

**Evaluations/Outcomes:** Measure improvements in number of people attending council meetings, numbers who attended that were not on the electoral register who return forms following their visit.

## **Data Mining:**

### **The untouched seam of knowledge recorded as “feedback”**

**Aim:** To utilise the current information already recorded to best effect to inform decisions re policies and services

**Why:** With the growing need for greater involvement and consideration of the views of residents and services users. The currently huge amount of information already entered onto systems is not currently used to best effect

**How:** Review what data is collected and logged onto databases already across a borough. This could include feedback forms, complaints, customer first centres etc. This could be potentially a huge resource of information that might reveal a lot about how people think about our services and what they might want done differently.

This could be done across a range of partners which then amounts to a significant evidence base that could be tapped into.

- We could look at what is currently there and on what systems
- Identify what questions could be common across all systems
- Identify broadly whether it might be possible to use one system such as Access that would allow information to be collated and broad themes drawn out.

#### **Evaluation/ outcomes:**

- If the report identified a one system approach this could be a tool that could feed into WAG and across the country.
- Locally information could be shared more readily
- LSB could use current information to inform their decisions

## **Breaking down Barriers**

**Aim:** To take the break down the concept of the council and councillors being in Ivory towers and make meeting and council business more accessible to members of the public.

#### **Why:**

- Currently Councils and other organisations are often perceived as “Official and threatening” if we can begin to break down these preconceptions people are more likely to feel they have something of value to contribute.
- To give those older people in the community who are less able to access transport a chance to participate in and understand local governance processes.
- These meetings are already open to the public, and members of the public are able to comment with the permission of the Chair to issues on the agenda but few people know they can attend let alone actually go to meetings currently attend.

- To improve the perception of the councils accountability to residents and increase the awareness that members of the public are welcome to attend Scrutiny meetings.

**How:**

- Hold the Council Scrutiny meetings out into the community and around the borough. At venues such as Sheltered housing centres or community centres for example.
- The Chair would proactively formally welcome any member of the public and invite them to respond to discussions
- Those attending meeting could build up “Time bank style credits” for things like training, leisure centres, or perhaps be entered in to a draw for access to the refreshment/hospitality services at local events such as Caerphilly Big Cheese fun day.
- Proactively invite all local forums to attend meeting when topics relating to them are on the agenda
- Local Councillors could invite ward members and local groups such as communities’ first partnerships, OAP and Church groups to attend.
- Provide a council officer who will give them a 5 minute introduction before the meeting who will talk them through what will be happening and how they could get involved

**Evaluation/ outcomes:**

- Greater understanding of council processes
- It would raise the profile of Engagement and its importance in local governance.
- Feedback forms, was it interesting , how could we make you feel more welcome, would you like more information on local groups and forums etc.

## **We're the council - how can we help you?**

**Aim:** To promote council services targeted at older people e.g. library home delivery services, meals on wheels, council tax benefits, free swims, domiciliary care services, adult education etc

**Why:** To ensure residents maximise the benefits and services available to ensure happy, healthy, independent life styles.

**How:** A quiz 'hosted' on line and via Newline. The full results published in booklet form in simple language and on the council's web site.

**Evaluations/Outcomes:** Measure uptake of services before and 6 months after the distribution of the booklet.

## **Produce a booklet to explain how the council operates and the decision-making and scrutiny process**

**Aim:** Encourage improved engagement with the Council by explaining how the council operates and how the public can get involved.

**Why:** To encourage local residents engage in important council businesses of local decision making, scrutiny of public services and consultation on options for future service delivery.

**How:** Draft a booklet to address the outcomes of research undertaken with the viewpoint panel on democracy and engagement with the council which demonstrated poor understanding of how the council operates and the role of local members.

**Evaluations/Outcomes;** Increased understanding of the role of local government. The survey undertaken with the VPP could be repeated in future and the outcomes of both surveys compared

## **Social telephony**

**Aim:** To build a social and support network for those who are isolated through location or house bound.

**Why:** Social isolation is often a precursor to ill health and mental health issues. The Older people's strategy acknowledges the UN principle that People have the right to feel included and valued as members of their community.

**How:** To be confirmed but we could use the

- befriending model used in Australian and New Zealand. Where volunteering ring up someone each day for a chat and to check they are ok.
- Or We could use the new style mobile phones with large buttons and teach people how to text each other.
- Or We could set up a basic PC network with webcam/skype system
- Or we could explore the Telecare options for communicating.
- Or we could use telephone conferencing to allow people to participate in meeting
- Using CB radio

## **How to get your voice heard - In a Nutshell**

**Aim:** To ensure people know the different ways in which they can get their views heard and influence decisions about services and support for older people.

**Why:** A significant amount of feedback is received that indicates that people do not understand how they can get their views heard and influence decisions.

**How:**

- A 30-minute talk that details the processes and opportunities locally that older people can use to get their voices heard about support and services at a personal, local and national level.
- Provide an information pack with forum membership forms and other information about support & services they can use such as advocacy services, CAB, patient information groups, expert patient programmes etc.

## **“I want somebody to listen to me” - Video Booth**

- **Aim:** This is all about giving older people the chance to engage – and possibly start to become more deeply engaged - on their own terms. It's a bit like Vox Pop but more developed

**Why:**

- Any older person who can get to, say, a supermarket, gets the opportunity.
- The video booth gets round many of the barriers to citizen engagement

**How:**

- Set up a booth in, say, a supermarket - it's a bit like the photo booths for passport photos
- Older people are invited to go into the booth and are videoed talking about an issue or something that concerns them
- They just look into a fixed video camera and talk – just a head-shot, talking heads style

**Evaluation/ outcomes:**

- The issues could be general or very specific, e.g. leisure activities
- If specific, all the videos would be shown at the relevant LA committee meeting and the reactions and responses of the members videoed
- Copies of the original videos and the responses would be delivered to the participants who would be invited to further discuss their opinions

**Voice & Choice mini sessions** - 3 10 minute mini talks that can be given to OAP groups or forums and at a roadshow.

- how do formal meetings work?
- How do I ask a question?
- How can I get people to listen to me?

### **Your view counts - Community Bus Road show link up with BBC Wales to use one of their community buses**

- Taking a bus around to shops and community locations and on it have access to the internet, surveys, video booth
- Working with a community first area and a current partnership that might be in need of re energising who have events planned. – New Tredegar is a good option. The BBC has expressed some interest in providing the bus but needs further discussion
- This could be part of a road show approach

### **The following ideas can be used in isolation or as a Trade/ Road show style morning or an afternoon package**

How to get your voice heard

Video Booth

What online stall

Various information stalls

Information on Training opportunities & Volunteering

Help The Aged

Niace Dysgu Cymru

Voice & Choice mini sessions

Details of Consultations on the internet

Questionnaires on current issues

Roadshow truck/ BBC Wales community bus.

### **What is online stall?**

Set up a computer and talk people through all the different ways they can access information

### **Other ideas or topic headings**

**Information galore!** - I didn't know that was on the web sessions run by local community education or communities first

**Citizens Juries** – if we could work out a cheap version

Something around **improving the ways we feedback** to people about the results and outcomes. How do we **develop on going relationships** with those who engage?

Something using **patient groups and GP's** around issues dignity and discrimination, language, greetings,

Something around **information packs**./ booklet with something around how can I as a member of the public feed into this process

**Pre retirement** - information for the 50+

**Participatory budgets** - helping people to understand how budgets work and therefore why certain decisions are made. May be something with an established forum and a workshop around this is the budget how would you spend it and why and then explain the local budget and how it was decided.

**Pub quiz** on how to get involved

**Word search** competitions

Build on the **I'm a councillor get me out** of here to include Older people currently it targets young people.

**Theatre forum** production on engagement and what is can give you

A local version of **If I ruled Wales**

**Online hour with a different councillor/MP or am each month**