



Co-operative Councils

Innovation Network

ENGAGEMENT

Rochdale Borough Council

Cooperative Engagement Toolkit

Introduction

CCIN funding has enabled a programme of codesign with the Voluntary, Community, Faith and Social Enterprise (VCFSE) sector in Rochdale. **Co-operative Engagement** is Rochdale's approach to collaborating with people, communities and the VCFSE sector when a change is happening, or facing a challenge.

This cross-system approach puts ambitions into practice and ensures that engagement with the VCFSE sector and citizens goes beyond traditional consultation methods. It offers a transformative approach that reflects [Rochdale's co-operative history](#), shifts power and builds a different relationship between the public sector and the people and communities they serve.

The Framework was prepared in collaboration with **Action Together** to help parts of the Council work better with their communities. Fortuitously, the Framework was in place when Covid hit, and this helped officers and partners engage with communities. 'Cooperative Engagement' has now become part of everyday conversation in Rochdale.

Cooperative Engagement in Action

- A 'frame' guides the Cooperative Engagement process, setting out the parameters, available resources and opportunities that may be utilised. Attached is the 'Frame' document, used as part of the 'Climate' focused Toolkit Test.
- Please see the attached presentation which showcases some more Cooperative Engagement projects.

The Toolkit Presentation

<https://bit.ly/3gHACOp>

More information on the finished toolkit here:

<https://www.actiontogether.org.uk/cooperative-engagement>

Video guide to Cooperative Engagement:

<https://www.youtube.com/watch?v=TQdxDzqv8S0>

Video guide to Collaboration (one of the approaches to engagement within the toolkit)

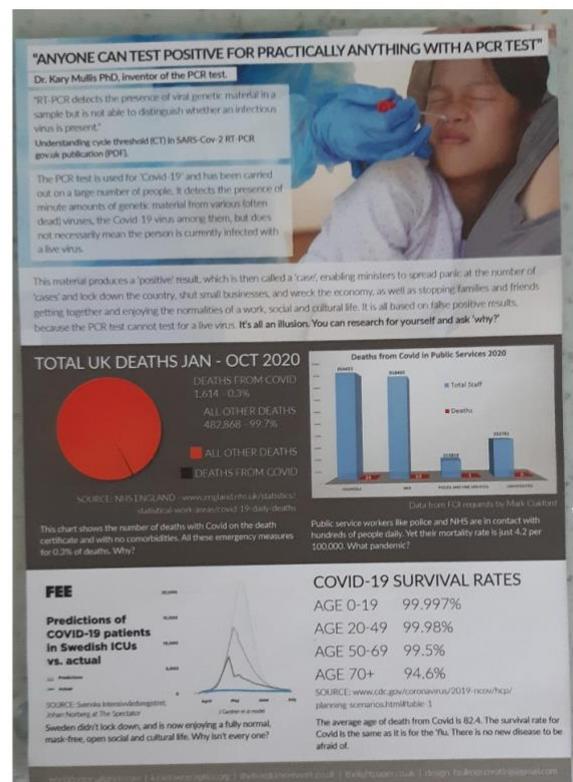
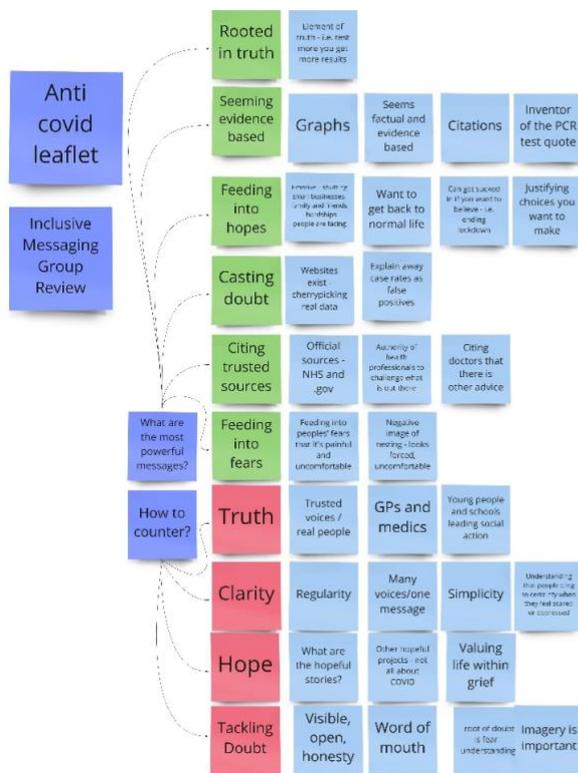
<https://www.youtube.com/watch?v=E1z01DGPV-Q>

Covid 19 and Engagement

Engagement with people who live in Rochdale Borough, as we move through the COVID-19 pandemic has been vital and the importance of engagement is recognised in all strategic recovery plans.

One of the ways Cooperative Engagement has supported the COVID19 Community Response is through the Inclusive Messaging group, which aims to consider and co-design messages to be inclusive for different cohorts of people.

The image below illustrates a review the group undertook around an anti-vaccine leaflet. This was fed into the Public Health insight and behaviour change group and was used to develop counter-messaging.



For further information, contact:

Kerry Bertram

Strategic Locality Lead (Rochdale) Action Together

Kerry.Bertram@actiontogether.org.uk | 0161 339 2345 ex:4205 | www.actiontogether.org.uk