



Co-operative Councils

Innovation Network

STRATEGY & SOCIAL OUTCOMES



Trueman Change working with Birmingham City Council

Strategy Consultation for Birmingham City Council

Birmingham City Council and the city's local Health and Wellbeing Board had prepared a draft strategy on Health and Wellbeing from 2022-2030. They launched a public consultation to help to shape the final strategy based on views and experiences in local communities.

At Trueman Change, our key challenge was doing justice to the importance of reflecting community voices in policymaking. We made sure that people's voices were heard in groups that can sometimes be underrepresented and it's great to know that these voices have become an important part of shaping the future of health and wellbeing in the city through our work.

We mapped out the Birmingham Health and Wellbeing Board draft strategy and broke it down into its components. We used these to build up structured discussion sessions that we

scheduled in variations with 12 different communities: faith, leisure providers, young people, homeless/ temporary accommodation, BAME, LGBTQ+, deaf and sight loss, adults and learning disabilities, traveller, businesses, food businesses, digital exclusion.

We engaged with local networks through a series of focus groups and analysed key findings. We presented these thematically back to our client in detailed reports with summaries. Birmingham City Council have used our findings to gain unique insight into lived experience and professional experience in the city.

Birmingham City Council have been able to share the views of people from less represented communities with partners through our findings. Our work for this client has shaped their final strategy, influencing health and wellbeing priorities and provision across the city between 2022-2030. Our client was able to ensure that a more diverse range of voices were heard as a result of their consultation, bringing the Council and its partners closer to people in the local community.

We delivered value through giving detailed insight in long-form reports to reflect the depth of views gathered and made recommendations for future activity to make community engagement more inclusive with greater participation in the longer term.

For further information contact:

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