

**CCIN Innovation Funding 2023 - Policy Prototype :
Entry # 322****CCIN Member Organisation leading the project**

Inverclyde Council

Name of CCIN Lead Councillor or Officer

Morna Rae

Job Title

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Turning Strategic Plans Into Art

How much funding are you applying for?

£ 2,000.00

Summary of project idea (150 words max)

Inverclyde Council, and Inverclyde Alliance (our Community Planning Partnership) are developing new strategic plans. We want to use the skills of graphic artists to create illustrated versions of our plans to make them engaging and accessible to all parts of our community. This will strengthen community understanding and ownership and support us in discussions with community members about how we best work together to achieve the strategic aims.

We also want to build on our "Clyde Conversations", consultative events for our young people, coordinated by local pupils. We would use the graphically designed versions of the plans in discussions about their suggested actions to tackle the priorities. The graphic artist, who would be present at the events, would also create a visual representation of discussions that can be captured and shared. We would also like to hold a similar conversation with a focus on our care-experienced young people.

What is your idea?

Inverclyde Council, and Inverclyde Alliance (our Community Planning Partnership) are developing new strategic plans. We have engaged our communities through this process, and they have helped us set our vision and high level priorities. The themes of "community" and "young people" came through as priorities in the consultation. Capitalising on this we want to strengthen the community ownership and understanding of the plans, and support local people to shape how we achieve the outcomes, and measure our impact as we move to implementation of the plans.

While we make our strategic plan documents as accessible and relevant to local people as possible we are keen to do more. Devising visual representations of the plans will help us to do this.

We will approach this in two ways. Firstly the money will be used to secure graphic artist skills to design illustrated versions of the plans. This will have bright and engaging imagery with minimal text. This will provide us with resources that we can use with all parts of our communities. This will help raise awareness of what we collectively want to achieve for our communities and facilitate conversations about how we can work together to achieve this.

Secondly the money will be used to support a graphic artist to take part in "Clyde Conversations". These are consultative events for our young people. They are coordinated by a Steering Group of young people from each local secondary school and supported by Community Learning and Development Youth Services staff. They provide a mechanism for young people to come together, talk about issues that are important to them and how they might be addressed. Action plans are then devised and feedback given to the young people about progress made. We would like to use a Clyde Conversation event to share the strategic plans and ask our young people about the best ways in which to measure progress and their suggested actions to

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tackle the priorities. We would use the graphically designed versions of the plans to do this as well as have a graphic artist present on the day to create a visual representation of discussions that can be captured and shared. We would also like to hold a similar conversation with a focus on our care-experienced young people.

What are the outcomes you hope to achieve?

We hope to achieve wide awareness of and community ownership of these key plans for Inverclyde. We want to capture the great ideas in our communities about how we achieve the outcomes and demonstrate progress. We want to strengthen the relationships between the Council, partners in Inverclyde Alliance and communities through an increased understanding of what can be achieved together.

The legacy from the project will also include a bank of assets that can be used and reused when communicating with specific audiences. We will also have increasing learning about how to drive meaningful engagement.

We will measure success through the Clyde Conversation event feedback mechanism. We will use our Citizens Panel to track levels of engagement with the strategic plans. We will measure success through being able to exemplify actions and measures that are supported through community feedback.

How does your project support the CCIN Statement of Values and Principles?

This project will support the social partnership, democratic engagement and co production values of the CCIN. It will strengthen the shared sense of responsibility for improving the lives of those who live in Inverclyde. It will assist in the engagement of a much wider range of people in deciding how we work as a Council and wider partnership and what our priorities should be.

How will you share your learning across the Co-operative Councils' Innovation Network?

We will provide a project report which will outline the approaches used, lessons learned and outcomes. We will invite our young people to contribute to the report. It will be shared for use within the CCIN as well as published on our website.

I agree that the final report will clearly show the Co-operative Difference that this project will deliver.

Agree

Notes



Admin Notification (ID: 637b616e68cf7)

added 28th February 2023 at 11:58

WordPress successfully passed the notification email to the sending server.