



Co-operative Councils

Innovation Network

STRATEGY



Bury Council

LET'S Do It!

Bury's neighbourhood model, as set out in our *LET'S Do It!* strategy sets out how collectively we'll drive inclusive growth and tackle deprivation to improve local outcomes. In particular it sets out how we will transform the way in which we organise ourselves for case management through Neighbourhood-focussed practitioner networks, and the way we engage people & communities in a place embedding the LET's principles of:

- **Local** neighbourhoods – focusing in granular detail at the specific nature, opportunities, risks and insights of each part of the Borough.
- **Enterprising Spirit** – working differently to maximise and target our collective resource
- Working **Together** – both as public services and without communities of interest, experience and place.
- Through a **Strengths-Based Approach** – building on the assets in our communities.

To drive LETS at place we've established Public Service Leadership Teams. PSLTs are place-based individuals leading the delivery of activity at a neighbourhood level from across each pillar of our neighbourhood model.

Each local leadership team is responsible for:



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- Developing and understanding place insight, which includes :
 - data for evidence-led discussions
 - key local assets (networks, groups and places), such as through Ward placemats
 - key local practitioners from across the neighbourhood model,
 - oversight of case management information (volumes, trends and learning)
- Identifying and coordinating integrated response to place-based issues.
- Develop relationships and connections, including identifying workforce development needs and opportunities.
- Oversight of case activity within their neighbourhood area to ensure cases are being dealt with by the most appropriate part of the system and that this is joined up to ensure effectiveness – in particular to provide collective complex case direction at leadership level
- Ensuring connectivity between case work and community activity through the Community Hub, nurturing relationships and connectivity with community capacity to support the prevention, resilience and supporting step-downs from formal services.
- Provide place based leadership for the delivery of a respective People and Communities Plans in their neighbourhood, delivering *Let's Do It!* at place- which bring together the new approach to neighbourhood engagement on community led priorities to empower local residents alongside reformed public services with local practitioners working together to ensure early, joined up and targeted support.
- Provide local leadership for the delivery of partnership activity at place, to inform the targeting of system responses, such as support in relation to the cost of living and anti-poverty measures.

Examples of success:

PSLTs have played a pivotal role in the development and delivery of Bury's Cost of Living and Anti Poverty Strategy. By using collective insight from across the system, this has allowed for greater targeting of resources, including the national Household Support Fund, and local cost of living measures through:

- The identification of individuals and households demonstrating socio-economic vulnerabilities but that wouldn't necessary show up on data (eg because they weren't eligible for welfare support measures), including reaching into local pastoral teams to identify young people without appropriate winter clothing or food provisions
- Integrated responses to place-specific vulnerabilities or risks, such as joint pop-up events, engagement and leafleting in specific Lower Super Output Areas and working with local community groups to develop tailored solutions to address cultural sensitivities, such as a kosher exchange voucher with independent stores in Prestwich.

Other examples include

- Collaborated to co-produce awareness and engagement of 'This Is Me passport' to support individuals with dementia, providing a system response to a Health INT derived priority.
- Addressed sites of multiple system demands within the proximity of the Metrolink Station and joint engagement with Transport for Greater Manchester.
- Facilitation of *Coffee Cake Collaborate* to connect community organisations at place and transition to this being community led, including as a forum to co-produce Bury's Family Hub model
- Partnership approach to public service interaction with local festivals from Purim to Parklife

We know that the theory of an integrated approach in itself is not innovative – what we believe is different is the bringing together of 'place' and 'case' to provide neighbourhood based leadership and that this is built upon local community relationships, through our LET's Do It! Approach. As such it is about spirit, values and behaviours; about relationships at place not just across public services, or with communities, but fundamentally resetting the dial on both.



LET'S Do It Challenge

This has been most acutely realised in Radcliffe where the PSLT is driving the delivery of Radcliffe's People & Communities Plan as a blueprint for each neighbourhood having a co-produced place based plan. This sets out a shared understanding of a neighbourhoods strengths, assets and priorities of local communities and it is accompanied by a tailored performance framework where performance indicators have been specifically selected with granular data to demonstrate progress at a neighbourhood level.

The People and Communities Plans are central to the regeneration activity in the Borough by fundamentally routing the work back to the Borough's vision, one of inclusive growth that is intrinsically linked to reducing deprivation, and so improving life chances for local people. As such the People & Communities Plans set out the means by which local people will be best placed to take advantage, now and in future generations, of physical infrastructure developments. Priorities have been drawn in each neighbourhood from significant local engagement across public and voluntary services and alignment of public service planning to this. As such what were once meetings on Radcliffe regeneration which focused exclusively on bricks, glass and carbon fibre, it now includes deep dives on community and social priorities, the development of community capacity and collaborative prevention approaches, as well as on the further integration of public services for those families facing multiple complexities.

To bring this to life over 1,200 local public service colleagues and community leads have taken part in the **LET'S Do It** Challenge during the summer of 2023. This was an immersive organisational development activity which brought people together to better understand the purpose, principles and deliverables of the LETS approach. The session guided through a series of interactive activities across Local-Enterprising-Together-Strengths to increase knowledge of the Borough, partnership working and to challenge colleagues to deliver through these principles to achieve common outcomes for the Borough. A rolling training programme continues as more people complete the challenge!

For further information contact:

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