

# COMMUNITY MATTERS

## Now let's make stuff happen.



Now is the time to look at how we bring about effective and lasting change to communication and engagement across Early Help services in Wirral. Key to this is a strategic and borough wide approach that builds on both

- a) The rich insight we gained from the Community Matters insight project
- b) The opportunity we have to establish a family 'coaching culture' and pilot a central 'brand'

When thinking about communication and the types of changes families want to see, the insight project gave us five themes for potential simple and effective interventions; pieces of work that involve practical action that can happen quickly, align with the Council's aims and objectives and which we can jump straight into through Capacity's diverse skill set.

### Theme One: We need to communicate with people where they are, in a language that they hear

*How do we do this?* Together with the WMBC team we will develop a branding and communications strategy and project to unite the key strands of early help support across Wirral.

*What might this look like?* A brand that can be utilised as a kitemark to show a 'coming together' of the early help sector in its many different guises. With shared branding and language, we can ensure that those commissioned in this area of work (or even voluntarily funded in this area of work) feel like, and look like, they are part of one-system.

### Theme Two: We must ensure a 'strength-based' and 'community-led' approach is bought-into across the system

*How do we do this?* We establish an engagement and culture change project within Wirral's public sector – integrating an approach that focuses on empowerment and aspiration for professionals and the people they support.

*What might this look like?* The development of plans for a leadership training and development programme for managers across the sector in both the public sector and VCSE. Work to 'rediscover the values' of early help in Wirral leading into joint values-based recruitment across the sector. Running this alongside an internal engagement and communications campaign to keep the brand active and relevant in people's minds.

### Theme Three: We can make everyone's life easier by making support simpler to access and engage with:

*How do we do this?* We design new tools and systems to drive people accessing support to the right place and we simplify local internal organisational processes (alongside them) to support them to do this.

*What might this look like?* A bespoke mobile accessible website that pulls data from a range of sources, offering information, toolkits of support and listings of activities. Creating an online 'one-stop-shop' for sharing basic family data and self-referring into services. Allowing families, to register for support

activities, attend them and review and recommend them to friends. To meet the needs of families this must be inclusive of

- i. A searchable database of activities and events
- ii. Streamlined referral pathways with secure logins
- iii. Self-assessments tools as part of registration
- iv. The ability to review services after each interaction with agencies on the system.

#### Theme Four: Let us give families a way to share what works for them and play a key role in understanding impact, quality control and ultimately commissioning of early help services.

*How do we do this?* We create an approach to ensure families can be assured of quality and effectiveness of the projects and programmes they get involved with.

*What might this look like?* The aforementioned kitemarking within the brand is central to this alongside the ability within on and offline tools for families to:

- a. Review and recommend services, activities, events etc
- b. Offer monitored feedback and ideas for gaps to deliverers and the public sector itself.
- c. Taking a 'TripAdvisor' approach to ratings -celebrating those that meet need in the most positive of ways.
- d. Capture and share the impact that experiences are having on their lives in an empowering way

#### Theme Five: Give communities the tools to make sure grassroots action can happen

*How do we do this?* We work with the Council to establish alternative approaches to procurement which allow smaller, local organisations (particularly community-led ones) to source funding and share their expertise. We support the growth and development of these communities, helping them make their ideas come to life.

*What might this look like?* A neighbourhood level coaching and peer mentoring programme for families, including coaching for those looking at setting up their own projects. The setup of 'Family Community Champions' in each of the super output areas. Sourcing and distributing grassroots funding – making this more accessible for smaller organisations/support groups who are trying to setup on a local level.

## Next Steps

### Communications

#### Get things moving with a communications strategy and action plan

*Signed off strategy:* October 2020

*Signed off brand:* December 2020

*Brand soft launch:* January 2020

*Full launch:* April 2020

Design and develop an overarching project communications strategy and action plan including:

- Work with WMBC communications team and communications leads in other public and third sector organisations locally to establish a 'community matters' communications steering group
- Complete a full communications audit across key audiences, including people using services, delivery organisations, commissioners and the wider VCSE sector. Focusing on:
  - Channels of communication

- Messaging and language
- Frequency of communication
- Audience segmentation
- Creative development of visual brand and common language (including a core copy house-style) and recommended key messages (all co-created with families)
  - Agreeing our vision and 'model' for this brand
  - Establishing a set of 'brand ideals' for the service
  - Deciding on the architecture of brand – keeping things as simple as possible
  - Designing a look and feel
  - Considering how this would work with a kitemark model
- Utilise existing insight to segment audiences into groups with similarities including
  - Families with similar features (whether that be geography, socio-economic status, family structure etc)
  - Direct professionals working in early-help delivery e.g. social work teams, CAMHS, VCSE partners
  - Indirect professionals who regularly 'touch' the early-help system and/or the families within it e.g. teachers, police, GPs.
- Testing of visual brand, key messaging and communications channel mix (by audience)
- Creation of evaluation model and structure for the wider communications campaign.
- Oversight of communications action plan delivery
- Direct project management of the development, production and distribution of the campaign (working alongside the WMBC team).
- Copywriting and art-working time for all campaign collateral (inclusive of 2 rounds of amends where applicable)
- Supporting and promoting the adoption of a storytelling approach across the third sector and public sector
- Develop an internal culture and engagement campaign for professionals in direct and indirect contact with those receiving 'early help'
- Production of print and other physical promotional collateral.
- Outdoor and transport advertising planning and management (ideally subsidised by WMBC owned outdoor media)
- Press launch and campaign
- Social Media targeted advertising
- Measurement of effectiveness and evaluation of the communications project:
  - Qualitatively through project interviews across different audiences throughout and at the end of the work
  - Quantitatively through social media 'reach' figures, brand recognition surveys and web click-through rates.

## Digital Support Tools

Work with families to design, test and build the digital tool that they want to use

*Design and prototyping:* September-December 2020

*Build and test:* January-April 2021

*Launch:* May 2021

Produce a digital tool (under the new brand) that offers one access point for what families need:

- Co-create the digital tools through workshops, interviews and supported by secondary research.
- Build and test process for prototype ideas.
- Develop design and technical briefs for the development of our 'digital tools' prototypes

- Support the digital developers around the detailed build of the digital tools (including customer journey and navigation).
- Work with the wider team in WMBC, the community and other VCSE organisations to collate, write and structure online resources.
- Digital development costs to create digital tools which have both a clean and effective user experience at the front end and secure back-end access (to maximise the potential for sharing basic referral data). Ideally creating one point of access for both people using the service and providers of services.
- Legal work to create contracts, MOUs and Ts&Cs for people being supported, the public sector and partner organisations around fully GDPR compliant low-level data sharing.
- Creative time working with the digital developers on brand alignment
- Empowerment and quality control coming from families.