



AGENDA ITEM NO. 11

GREATER BRISLINGTON NEIGHBOURHOOD PARTNERSHIP 7 DECEMBER 2015

Report of: Ariaif Hussain

Title: NP Communications

Contact Telephone Number:

RECOMMENDATIONS

1. To note the BCC support to all NPs around communications
2. To discuss what could/should be done locally to support communications

1. Further to the last city-wide event where the NP team received feedback about how we can raise the profile of NP's the Neighbourhood Management Service has been working with the BCC Communications Team to clarify can be done centrally and citywide to support the NP's and what is better done by NP's locally.

2. Bristol City Council – citywide support for all NP's

- We can raise the profile of NP's in general terms - key messages of getting involved locally, finding things out and connecting with people with shared concerns or interests.
- We can also promote the things that are fixed or known such as annual calendar of dates of meetings and contact details and we can provide a go to place for key documents.

3. What could/should be done locally?

- Local NP's know the local context and are in the best position to communicate with local people about local things. This cannot be done centrally.
- Different NP's have prioritised this differently and have different assets available to them. How NP's choose to do this is up to them.
- We do think there are some basic ingredients which all NP's should be looking towards and we are keen to understand how we can support this to happen.
- NP's can use the Neighbourhood Budget to support communications.

4. The attached appendix 11a: Communications – Bristol City Council and Neighbourhood Partnerships: Overview - October 2015 provides information on what support is currently provided and what could/should be done locally.

5. It is recommend that NP members feedback any comments on the attached communications overview.

Legal Information

When councillors decide how the wellbeing fund is spent they should have due regard to the public sector equality duty that applies to all public bodies. This duty is contained in the Equality Act 2010 and came in to force on 6 April 2011. It replaces previous equality duties under the Sex Discrimination, Race Relations and Disability Discrimination Acts.

The duty means that councillors are required to have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited under the Act
- Promote equality of opportunity between different groups
- Foster good relations between people from different groups

The duty covers the following protected characteristics:

- Disability, Sexual orientation, Age, Gender reassignment, Religion and belief; Sex, Race, Pregnancy and maternity.

It also applies to marriage and civil partnership, but only in respect of the requirement to eliminate discrimination and harassment.

Communications – Bristol City Council and Neighbourhood Partnerships: Overview - October 2015

APPENDIX (11) A

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Further to the last city-wide event where we received feedback about how we can raise the profile of NP's the Neighbourhood Management Service has been working with the BCC Communications Team to clarify can be done centrally and citywide to support the NP's and what is better done by NP's locally.

<p>Bristol City Council – citywide support for all NP's</p> <p>We can raise the profile of NP's in general terms - key messages of getting involved locally, finding things out and connecting with people with shared concerns or interests. We can also promote the things that are fixed or known such as annual calendar of dates of meetings and contact details and we can provide a go to place for key documents.</p>	<p>What could/should be done locally?</p> <p>Local NP's know the local context and are in the best position to communicate with local people about local things. This cannot be done centrally. Different NP's have prioritised this differently and have different assets available to them. How NP's choose to do this is up to them. We do think there are some basic ingredients which all NP's should be looking towards and we are keen to understand how we can support this to happen. NP's can use the Neighbourhood Budget to support communications.</p>
<p>Online presence</p>	
<p>BCC Website Ensure information about NP's is accurate and up to date with timely information about forthcoming meetings with appropriate web-links (e.g. community-run NP website).</p>	<p>Some NP's have their own websites maintained by the wider membership. Locally run websites can really help to illuminate the work of the NP, the people involved and show the NP in the context of the local area.</p>
<p>Facebook By March 2016 our aim is that all Neighbourhood Officers and Neighbourhood Partnership Coordinators will be able to communicate with NP Facebook pages using a professional page of their own. Some NO's or NPC's may be providing admin support to NP Facebook or Twitter pages but the key issue is that BCC staff are clear about when they are communicating on behalf of/in the name of the NP and when they are a BCC officer.</p>	<p>IMPORTANT Ideally all NP's have a Facebook page. Some NP's already have their own very successful pages. We appreciate this may feel daunting for some people -- <i>What support would your NP need to set up and run a Facebook page?</i></p>
<p>By Jan 2016 Neighbourhood Management Service (NMS) will have a Facebook page which will link up all the NP Facebook pages and give a city-wide overview and provide a channel for 'citywide' communication.</p>	
<p>Twitter By Jan 2016 there will be a NMS Twitter account which will be used to promote and support the work of the NP's and for citywide communications.</p>	<p>IMPORTANT really can help to raise the profile of the NP. Do you have someone locally who could be the Twitter person for the NP?</p>
<p>Paper</p>	
<p>General NP promotion leaflet - Produce a city-wide leaflet about NP's aimed at people new to NP's to be used at citywide and local events where we are looking to spread the word and encourage people to join in.</p>	<p>Where NP's are looking to run a campaign, put out a publication outside of the remit/skills of the NO or NPC a budget will need to be identified or the publication could be produced by a member of the NP.</p>
<p>Summary of the NP Plan – leaflet for each NP area</p>	
<p>Meeting dates and contact details - Produce a publication in March with good local flavour giving meeting dates for the year ahead and contact details for each NP. It is still to be decided if this will be one publication, three (one for each of the areas North/ South/ East Central) or 14.</p>	<p>All NP's must agree their basic meeting schedule – NP meetings and forums or open meetings by December 2015 so that venues can be booked and publicity ready by mid-March for 2016-15.</p>
<p>Forum/meeting posters and one off events which can be designed by the NMS or where a specific budget has been identified.</p>	<p>Neighbourhood Officer resource or budget identified by NP.</p>
<p>Other</p>	
<p>Press and PR – We will raise the profile of NP's through regular news stories in key citywide publications.</p>	<p>Make available good stories.</p>
<p>Campaigns - Corporate communications will support key citywide NP campaigns over the year</p>	<p>NP contributions to the campaigns – stories, voices and people willing to get involved.</p>

which will promote the NP's raise the profile of a specific issue and/or present a call to action . The priorities will be determined by the NP Plans. This will start in Jan 2016 with a general awareness raising campaign.	
General – As a service we are looking to improve our communications systems. We will be looking to upgrade our information storage and retrieval systems so we can make better use of online software including text messaging systems.	NP's are encouraged to develop a communication plan for the area you serve. This doesn't have to be a complicated piece of work but is about the NP thinking about how and with whom it communicates with and what can be done locally to make sure more people know about the NP.
Helpful products – Make available a range of useful products such as pop up banners which can be used anywhere in the city.	
Radio – links have been made with Ujima and BCfm radio stations and training is being made available for NP members.	What does your NP want to tell the people of Bristol or the people in your area? BCfm and Ujima are keen to hear from NP's.
Photos – develop a catalogue of good quality photos of NP activity and the people involved.	Take advantage of good photo opportunities. Photos are really important for good communications and this is often the most challenging part of communicating a good story.

Please have a chat in your NPs and feedback through your Neighbourhood Partnership Coordinator.