WALSALL FOR ALL

Walsall for All Partnership Board Meeting

Date: 20th November 2018

Time: 16:30 - 18:30

Venue: Walsall College Hub, Wisemore Campus, Walsall College, Walsall WS2 8ES

Introduction

The Integration Area Programme Manager (Imran Suddle) was introduced to the group. He will be starting formally on the 7th January 2019. Imran has been working in Community integration projects for 20 years around the country. In Walsall he led on various integration projects that built bridges between young people, adults, communities previously segregated. His most recently appointment was a lead role coordinating the council's response to Child exploitation which he will be leaving at Christmas.

Jobs: Project Communication and Project Partnership Leads recruitment

The two new roles were briefly presented. The Job specifications for the two posts had been circulated prior the meeting.

These posts will be managed by the Programme Manager and will drive integration work through ensuring core offer aligns with local strategies, areas of need and aspirations and needs of affected communities.

Feedback from the group:

- There is a need of an organizational structure and governance so it is clear what the roles are.
- To differentiate more clearly between two posts;
- It was suggested to soften the degree specification in order to widen the range of applicants.
- To assess the community engagement skills of the candidates (not only in the interview). This could involve meeting representatives of community groups
- Experience of coordinating voluntary sector to be introduced in the job specifications.
- Membership of the interview panel: Imran Suddle, David Primrose and Patricia Rowe.
- The recruitment for the two roles will be supported by the board members;
- The priority of the immediate period is to start the communication work for the programme – Communication strategy.

Agreed:

AP1: The jobs will be advertised in the next 2 weeks.

AP2: Board members will share the links with the job adverts to support the recruitment process.

Strategy: Walsall for All – a vision for connecting and welcoming communities

The draft Strategy had been circulated one week before the meeting for feedback.

Feedback from the group:

- To add further information about the implementation process and evaluation: *'How will we do it?'* and *'How do we know we succeed?'*.
- Measure success: '*What do we mean by this being achieved?'*
- A more representative title for the third priority - '*Working together'* was mooted
- Create and share a timescale for a better understanding of the implementation process.
- Consider doing a A4 brief outline of the programme in different languages for communities to sit aside the corporate document detailed above.

Agreed:

AP4: To present the delivery plan in the next board meeting (to include timescale);

AP5: To make slight changes into the strategy text (based on the group feedback);

AP6: To share the 4 intervention types to be nationally evaluated by IFF Research.

Launch

- The launch event will be a series of activities including a formal launch to strategic partners, roadshow activities in the community, a market testing session and a promotional video which will initially be aired in Walsall Council – but will be cascaded to wider partnership group
- The event should inspire and make people feel connected. This is about sharing a positive programme and vision for our communities ~ one of tolerance, respect, fellowship and rights and responsibilities based on tackling social injustices that create segregation and create conflicts. Create buzz in the room and generate excitement, so that people spread the message.
- We should have local people (from different backgrounds) involved in the presentation, telling their stories in person or viashort video clips [Like human stories video of New York].
- Presenting the existing initiatives across the Borough (ensure geographical representation) so a range of integration areas can be potentially explored- race, ethnicity, class, gender, sexuality, disability, age, marriage, pregnancy etc.
- Everyone should benefit from the event.
- Community champions could have an input into launch.

- To decide if we organise one event or a series of area events.
- The event should send clear messages on the vision, approach to which we aspire and the desired impact on our communities;
- Through the launch event we should demonstrate what an integrated Walsall could look like. The launch could be an initial phase to celebrate things and identify areas of strength [so we have a context to address areas we need to change] and how local people can help be real change makers in this.
- The event is tentatively planned to happen in January 2019.

Community Champions/Connectors

- Community champion's role should involve gathering stories from our various communities.
- Use their credibility to break down barriers build credibility of the programme so it inspires buy in.
- Undertake training before and during to ensure their work is anti-discriminatory
- Replace the term "leader" in the description.
- There is a need for on-going support for community champions: what training can we offer? Are there accreditation/incentives opportunities
- Use existing community champions to help recruit new ones.
- Who will supervise/manage this process
- Joint work with Police: hate crime community champions (Strategy for tackling hate crime):
    - Use champions to develop strong communities
    - Wide network of support around
- Should we reform the multi-faith group.
- Trained and certified volunteers could be given the role of community champions. Work with VCS.
- Community Champions will be part of the team and have small objectives. Will be trained around integration.
- They do not have to be involved 100%. We would look at the incentives and reward we can provide.

Agreed:

AP7: To review community champion's role description based on group's feedback.

AP8: To develop a list of people to be invited to be community champions. Board members will support this by sending nominations.

Communication

- VCS are keen to support at the implementation of the delivery plan.

- Guidance for VCS will be useful. Invite third sector to understand activities/how can get involved.
- When communicating to third sector ensure:
    a. Right people in the room to deliver
    b. Transparency and fair play
    c. Intention and ideas are clear
- Hold a workshop with people interested to deliver.
- Different people could take the ownership of different areas.
- Communication strategy of the programme needs to be developed.

Agreed:

AP9: To arrange workshop for potential delivery partners.

Reflection on the process

- At this moment we need to be clear on what, how are we going to do and by when. What are the roles of the other groups? in particular what do we want from employers?
- It is much clearer now on what we have embarked.
- Partners in the room have shown commitment to support the IA programme- a number of partners said they felt excited about the programme an opportunity to make a difference to Walsall and become a regional and National leader in this area.
- Having the news shared monthly or quarterly (opportunities, activities, events) would be very useful and also through live twitter feed which connects strategic and grass roots activities and creates momentum.
- We have to work cohesively.
- Working together is key.

Next date agreed: 11 December: 16:30 to 18:30

In attendance were: Chair: David Primrose, Ashvin Patel, Gerry Lyng, Maureen Lewis, Ibrahim Sohail, Minara Karim, Janet Davies, Isabel Vanderheeren, Jamiesha Majevadia, Mark Lavender, Alex Boys, Laurence Lessard-Phillips, Jayne Holt, Ade Cope, Charlotte Weston, Irena Hergottova, Imran Suddle, Patricia Rowe, Elisabeth Buggins, Margaret Turley, Jamie Hobday, Helen Keenan, Marie Smith