



Department for
Communities and
Local Government

Our Place

Big Society and Community Rights





The concept is simple....

- The **Our Place** approach means putting the **community at the heart of decision making and bringing together the right people** - councillors, public servants, businesses, voluntary and community organisations, and the community themselves - **to revolutionise the way a neighbourhood works.**
- 12 pilot neighbourhoods have been testing this (under the name Neighbourhood Community Budgets)



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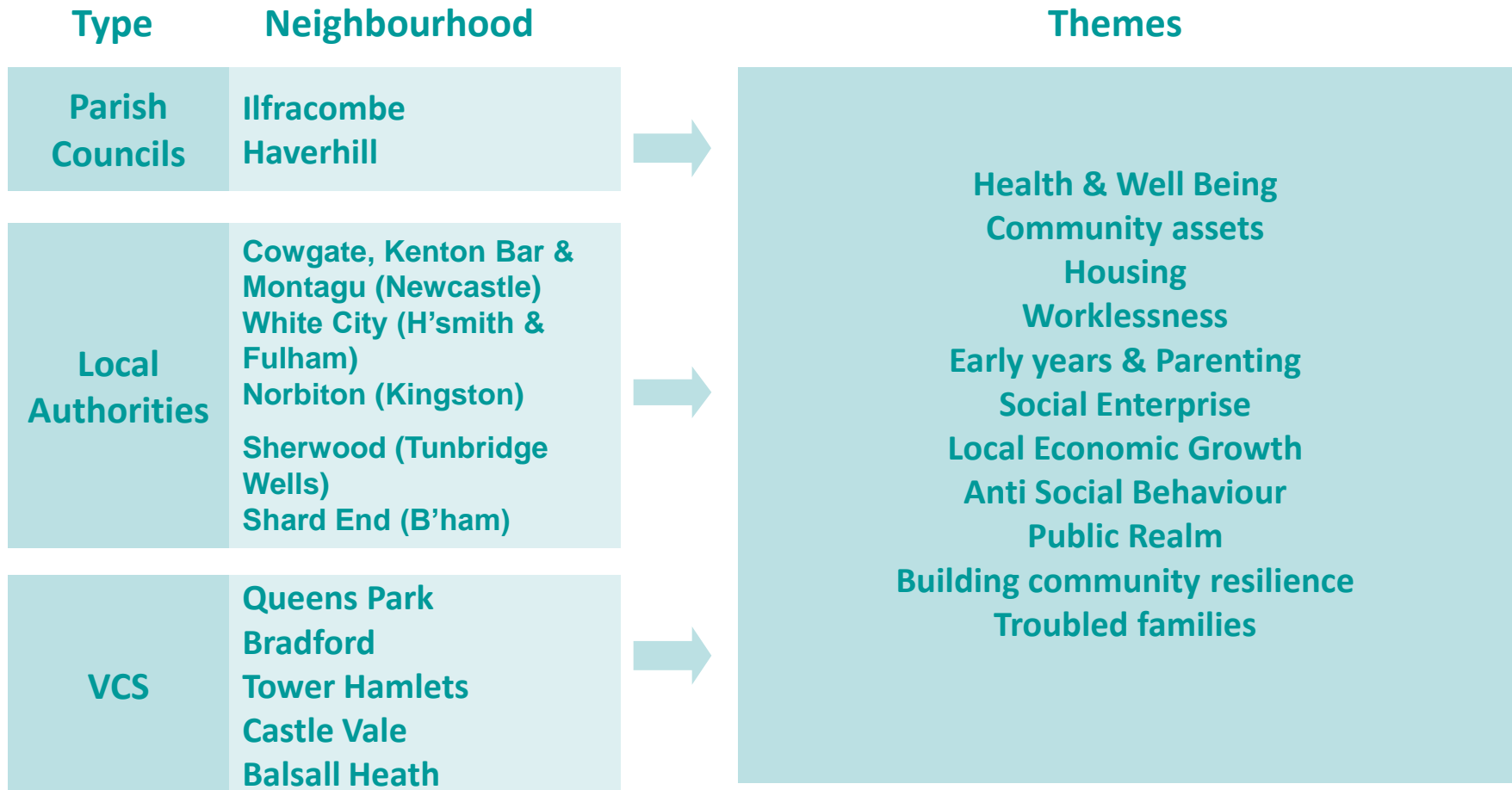
Neighbourhood Community Budgets

- supporting pioneering communities -





The pilots were led by a range of partners up and down the country





Developing an Our Place approach – the ingredients

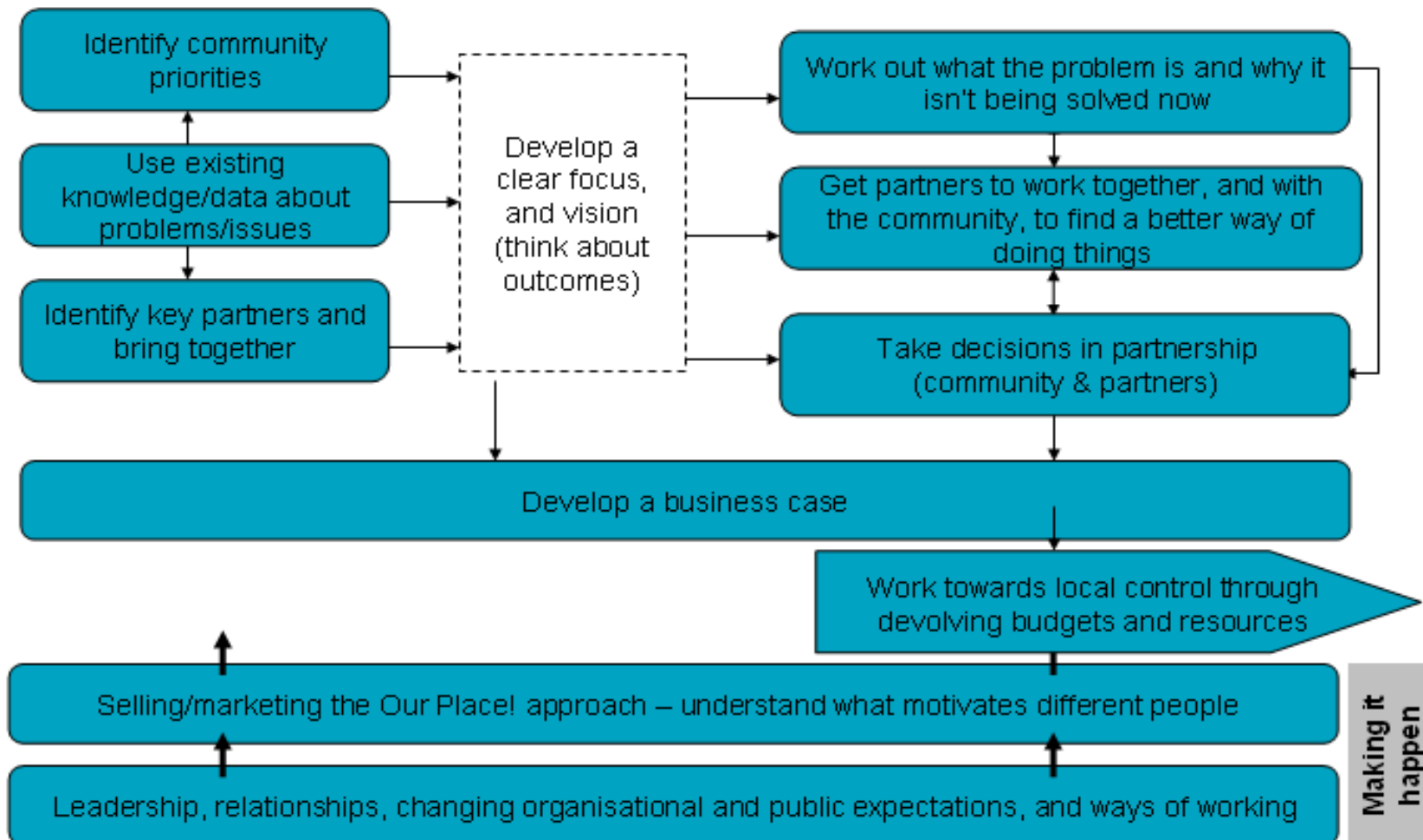
- The Our Place! pioneers used five core elements as a framework:
 - **Service definition/Resource mapping**
 - **Community involvement**
 - **Partner Engagement**
 - **Governance**
 - **Cost Benefit Analysis**



An Our Place approach – the building blocks

Scoping and designing

Establishing the building blocks





Small coastal town, pockets of deprivation and social isolation. Population: 12,500

Focus: Involving residents to improve health and wellbeing; local businesses to improve skills and employment prospects; joining up the way service providers work in Ilfracombe to save money and meet residents' priorities

Outcomes:

- ✓ New management/delivery model – **One Ilfracombe**.
- ✓ Local management of **devolved budget** from North Devon Council and **Community Centre** transferred from Devon County Council.
- ✓ New role for Parish Council as community engagement vehicle.
- ✓ Innovative **Virtual Bank** to create a balance of payments for the town

Future: One Ilfracombe will manage, deliver and commission services

- ✓ Services will be redesigned the around the person, not the agency and will focus on prevention and reducing demand;
- ✓ The community and volunteers will help design & provide the solution to local issues.



Our Place Poplar

(Part of) **two wards in Tower Hamlets**, one of the most deprived boroughs in London (and the country): ethnically diverse, population of 25,000; area is characterised by poverty, high levels of worklessness and poor health.

Focus: health (specifically diabetes), jobs, education and young people

Outcomes:

- ✓ A care package approach to tackling diabetes looking at prevention and treatment
- ✓ A network of trained volunteer 'Health Makers'
- ✓ Training and support services delivered from local community centre



Future:

- ✓ Further collaborative activities between the partner agencies and community in Poplar. Local people involved in service design, delivery and decision making.
- ✓ Efficiencies: An investment of £1 million in this new approach is forecast to yield benefits to the NHS of £4million over a 5 year period.



Our Place Haverhill

Established market town located at the conjunction of Suffolk, Essex and Cambridgeshire. 15 miles from Cambridge and 22 miles from Bury St. Edmunds. Diverse population (c24,000): areas of high deprivation, alongside areas of relative affluence.

Focus: young people and the physical environment

Outcomes:

- ✓ A joined-up skills/work offer ensuring that FE training is more geared to local business needs
- ✓ more apprenticeship / work experience opportunities are available for young people
- ✓ Better local coordination of public realm services, supplemented by a growing army of community volunteers



Future:

- ✓ Moving towards a single, locally managed youth services offer for Haverhill
- ✓ Expanding this approach into other public service areas





What we learned

- **An Our Place! approach can generate better services**
 - ✓ Services are tailored to the needs of the neighbourhood
 - ✓ Communities can reach and influence hard to help groups
 - ✓ Public service providers work better together, with the community and with business
- **An Our Place! approach can make neighbourhood spend go further**
 - ✓ Communities are taking control of local services and assets, to reduce waste and generate savings
 - ✓ Local people are coming forward to volunteer alongside statutory services
 - ✓ Free professional support for community organisations
 - ✓ Businesses are coming forward with 'in-kind' support
- **An Our Place! approach can create more resilient communities**
 - ✓ Communities are influencing decisions about services and 'spend' in their neighbourhood
 - ✓ New community role for councillors
 - ✓ Increased democratic engagement





Our Place next steps

- We want to build a movement of people taking a neighbourhood approach to tackling the issues which matter to them
- Ministers want to see at least another **100 areas** working in this way as soon as possible.
- We are making available **£4.3 million** to support other neighbourhoods – through a mix of grant and advice.



Our Place Programme

- £4.3m support package (2013-14 & 2014-15) being delivered by Locality, LGA and a network of suppliers
- Mix of direct support and grant to over 100 neighbourhoods, plus access to peer mentors, and networking opportunities
- Available to local authorities, other service providers and community organisations who have identified an issue they wish to address
- Neighbourhoods will be supported to the point of having a viable Operational Plan ready for implementation
- Aiming for the support to be as flexible as possible to reflect different starting points
- Neighbourhoods will be expected to share learning, mentor new areas and potentially become Our Place! champions



Our Place Programme

The Our Place programme will help areas working to transform local public services in three ways:

- direct support – you will be put in touch with a Relationship Manager, consultancy/coaching support tailored to meet the needs of your neighbourhood
- grant payments
 - Getting Ready grants of £3,000 in Year 1 with some direct support
 - Getting Going grants of £10,000 in Year 2 with further direct support
 - Going Further grants of between £5,000 and £7,500 for those who are prepared to push the boundaries and up to £20,000 for projects preparing to break new ground
- shared learning opportunities - including peer groups, coaching, training and learning events, and networking opportunities



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More information is available at:

<http://mycommunityrights.org.uk/ourplace/>

- How to apply
- Our Place! report
- Quick Guides
- Top Tips