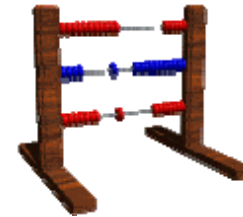


The importance of a good Community Strategy, and how to get the community to own the Strategy

Simon Hughes

F The Audit Commission



‘The Council obtained an overall score of 2 (which means the council is performing adequately) for its management arrangements for data quality. Our detailed audit of nine indicators identified four that required amendment. The Council has since made the necessary amendments to these indicators.’

‘The Council is performing well with arrangements in place that are consistently above minimum requirements. It has made considerable improvements in the year since the last use of resources assessment was carried out. The Council is performing above the minimum expected level in three out of the five themes’



But life is changing for us...

Comprehensive Area Assessment (CAA)

- How well does the partnership understand and assess the needs of its communities now and in the future?
- Does it use this understanding to inform its local priorities?
- Does the partnership organise itself and ensure it has the capacity to deliver these priorities?
- Has it secure and effective arrangements to identify and manage the risks to achieving successful outcomes?
- Are improved outcomes likely to be achieved?

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The importance of a good community strategy - what can it do?

- develop a collective understanding of what local people want and need;
- co-ordinate the actions of public, private, voluntary and community organisations that operate locally; and
- focus and shape the activity of those organisations so that they effectively meet community needs and aspirations now and for the future.

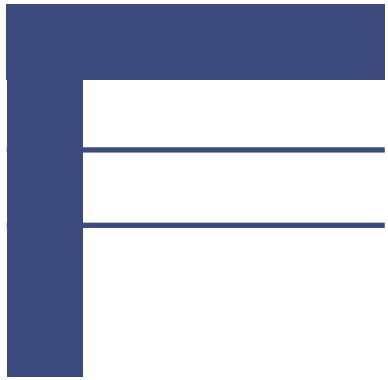
Developing a collective understanding...

Strategic	Place shaping Direction setting Motivation
Executive	Where the money goes How well are we doing? Management
Operational	Problem solving Service delivery

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How to get the community to own the strategy?

Ownership comes from:

being involved from inception to delivery;

communities being given and having the confidence, skills and power to influence their conditions;

an understanding the benefits for 'me'; and

making it matter – in the short and long term

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What does this mean for you?

- The Community Strategy (what you are trying to do) must matter to local people – it won't 'work' as a tick-box response to a national agenda;
- Successful community strategies require stable relationships, common goals, and mutual benefits: these must be created locally with local people ; and
- The structures and arrangements are only there to deliver what matters locally;