



Engaging Hard To Reach Communities

Neighbourhood Management



Neighbourhood Management

Supporting resident involvement

- Overall aim to increase resident involvement, participation and community cohesion.
- Neighbourhood Management Teams act as intermediaries between service providers and residents
- Neighbourhood Management Teams work with residents, services and partners to identify and define local needs and priorities



Supporting Community Groups

- Fundraising – developing bids, identifying funders
- Capacity building and Access to Services
- Mentoring and training programmes
- Project Development
- Small project grants
- Involvement in Neighbourhood Management activities
- Access to resources (publicity, meeting space)



Identified Hard To Reach Groups

- Refugees and Asylum Seekers
- Kurdish, Somali, Congolese, Angolan, Turkish etc
- Polish, Romanian and other Eastern European Countries
- Haredi Jewish
- Elderly and Disabled
- Young people
- Gay, Lesbian and Transsexual communities



What NM is Doing to Identify and Engage 'Hard to Reach' Groups

- Working in Partnership e.g. Children's Centres, Resident Associations, multi-faith working
- Communication and information share with HAVCO & Voluntary Sector
- Research Community Groups, Internet, HAVCO, Schools/ Children Centre, GP Surgeries and Community Organisations



The Barriers To Engaging Hard To Reach Communities

Partnerships

- Lack of resources and capacity within community to actively participate
- Community groups do not understand the benefits of partnership working
- Unequal partnerships
- Lack of understanding of needs and priorities, culture

Individuals

- People distrust the council and the services
- Communication, Jargon, language distribution format and sites
- Services are not tailored to community needs and there can sometimes be a 'one size fits all'
- Not enough resources (financial & Human)
- Perception that nothing changes 'powerlessness'



Where Improvements Could Be Made

- Improved strategic planning
- Joined Up working - operational
- Targeted Outreach In the Neighbourhoods
- Resources and Funding to Empower Individuals and Community Groups
- Capacity Building local groups