

# Making Communities Work

*The resource designed to deliver on participation in the decision making process*

*“Citizenship learning in schools is vital to help young people develop the skills they will need to participate in their communities both as young people and in future life.”*

**Communities in Control: Real People, Real Power CLG July 2008**

Despite increasing pressures and constraints imposed on them by funding cuts, local authorities must respond to the challenges central government has thrown down in its White Paper on community engagement – Communities in Control: Real People, Real Power.

DTW and PPL – together with partner Engaging Communities – have developed a resource designed to deliver on this. “Making Communities Work” is a teaching and learning resource which is far more than it says on the tin – it can be a local authority’s route map to success in engaging with a new generation of active and proactive citizens.

This resource is a very simple concept – with a range of highly targeted measurable outcomes. It offers teachers a full curriculum planning resource whilst helping the local authority educate children and young people on the issues which will ultimately help the organisation deliver against its national and local area agreement performance indicators.

The resource takes the concept of learning through Citizenship, but with cross curricular links into other study areas including the Sustainable Schools Doorways programme. And what makes it unique is that the topics chosen for study are designed to deliver on the themes of the local authority’s Community Plan, or Corporate Improvement Plan.

It will feature background material which looks at key factors in delivering a sustainable community in a global to local context – the Local Development Framework, Local Area Agreements, the priorities of the Council’s partner organisations, and key government initiatives such as Every Child Matters and Communities in Control.

Essential background generic notes on each section detail the outcomes expected from the teacher through the National Curriculum and delivered by each of the activities. As this system is largely self-auditing it gives teachers and curriculum managers an invaluable guide to ‘filling the tick boxes’ required.

Looking to the bigger picture, however, it enables the Local Authority and its partner organisations to self-audit their performance against NIs – particularly those citizen-facing ones highlighted in the new Places Survey as well as the local authority’s own strategies. It also provides the opportunity to be a pathfinder with regard to delivering on the requirements of the White Paper – ‘Real People, Real Power’ and pick up the key themes of democratic engagement, place shaping and having a say in service provision.

*“As part of the new duty to promote democracy we will place on local authorities, they should run information campaigns to explore the processes and implications of voting, especially to young people. This might involve local councils forging partnerships with schools to use citizenship education to advocate voting.”*

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### *About DTW and PPL*

DTW is a leading integrated, full service marketing, PR and digital communications agency which specialises in work for the public sector, including central and local government, education, health and environment. Founded in 1989, the company delivers professional communications solutions in sensitive and challenging environments, where public and political interest is focused upon the client and its activities.

Private Public Ltd (PPL) is an independent consultancy, formed in 2007 to support the development of excellence and efficiency in public service delivery. PPL's permanent team includes senior practitioners and experienced consultants with direct experience of delivering public service improvement and change. They support all areas of people, process and system development, with a focus on uniting all three in the most cost effective way possible around the delivery of strategic change.

Sharing common values of integrity and commitment to public service, we provide a range of complementary services to the sector, with a joint understanding of the environment and challenges involved.

### *About Engaging Communities*

Engaging Communities is led by John Sewell. John is an educationalist who has experience both as a teacher and a senior leader in the secondary school sector. A specialist in design, he applies his skills to the creation of learning materials set in a number of contexts.

Feedback from teachers shows that previous work has been recognised as valuable in enabling them to deliver a number of aspects of the curriculum, particularly citizenship. Previous projects include work with DTW on an interactive website for London explaining the processes involving waste management: the Hambleton District Council education resource 'promoting sustainable communities' which became an RTPi National Award Winner in 2009, and York and North Yorkshire Waste Partnership's Wonderful Ways with Waste teaching pack.