



Bromley Civic Centre  
Stockwell Close  
Bromley BR1 3UH

## **Building a Better Bromley 2020 Vision**

**Voluntary Sector Consultation Event  
June 5th, 2008**

# Table of Contents

- 1. Background to the Consultation Event:..... 3
- 2. The Consultation Event: ..... 3
- 3. Key Feedback Messages: ..... 4
  - Communication ..... 4
  - Community engagement..... 4
  - Resource sharing ..... 5
  - Decentralisation ..... 5
  - Management ..... 5
  - Profile..... 5
  - Advocacy ..... 5
- 4. Next Steps in the Process: ..... 6
- 5. Appendices: ..... 6
  - Appendix 5.1. Detailed notes from the workshops ..... 7
  - Appendix 5.2. Notes from the plenary session..... 12
  - Appendix 5.3. List of organisations represented ..... 17

### **1. Background to the Consultation Event:**

In drafting the refreshed Community Plan to bring it up to date with respect to current predictions of future pressures and challenges, risks and opportunities, the perspectives of a number of stakeholders was sought. The Community Consultation event was dedicated specifically to provide a forum for capturing the input of the voluntary sector.

The event itself was the product of successful partnership collaboration between the Council and Community Links Bromley, and feedback from the participants favourably mentioned the organisation and logistics of the event. As a consequence, the ground has already been laid for future collaborative working between the Council and Community Links Bromley.

Community Links Bromley, as the umbrella group representing the interests of the voluntary sector, hosted the event at Community House in the afternoon, and in the evening held the Volunteer Awards Ceremony during which 17 volunteers and 4 volunteer managers received awards in four categories – Long service; exceptional service; facing a challenge; and young volunteer. The awards were presented by James Banks, Chair of Greater London Volunteering, and the event was attended by about 50 people.

### **2. The Consultation Event:**

The draft BBB2020 Vision had been available online for attendees to review and comment on (including a questionnaire) for a couple of weeks prior to the event, and each attendee received a delegate's pack on the day which included a copy of the draft. The event was attended by over 60 representatives from the voluntary and community sector.

Considering the likely future challenges facing the borough, such as an ageing population, the role of technology, economic fluctuations, and the pressures on housing markets, the Leader of the Council and Chairman of the Local Strategic Partnership, Councillor Stephen Carr said in his opening remarks: "We have been moving forward on our Building a Better Bromley agenda for a number of years. Now we need to look further into the future, and we want you and the groups you represent to be part of the shaping of that future."

Jean Levy, Chair of Community Links Bromley, pointed out that voluntary organisations have "*on the ground* knowledge that can provide evidence to statutory organisations for use in their plans." The Council's Chief Executive Doug Patterson went on to say: "The challenge today is to take the 'Building a Better Bromley 2020 Vision' and look at it from your perspective. But it is one thing to have the vision and quite another to have the drive to deliver it. This will be very challenging and through the Local Strategic Partnership you will be engaged in helping to deliver whole aspects of the plan."

The views given will help shape the Council's 'Building a Better Bromley 2020 Vision' which centres on eight key themes:

- A safe place in which to live

## **Building a Better Bromley 2020 Vision**

- A quality environment
- Helping Bromley's children and young people achieve their potential
- Promoting independence and health
- Future housing
- A prosperous and thriving borough
- Involving communities and citizens; and
- Public service partnership

The consultation focused specifically on four themes, in addition to exploring how to increase participation in regular volunteering. The four themes examined in detail were:

- making Bromley a cleaner, greener and safer place to live
- helping Bromley residents to be healthy and independent
- making Bromley a prosperous and thriving borough
- helping Bromley's children and young people achieve their potential

### ***3. Key Feedback Messages:***

There were four headline messages that emerged from the 4 themed workshops, these being:

#### **Communication**

- Raising the profile of different partnerships and agencies so that there is clarity about who does what, including the profile of the LSP and the voluntary sector groups
- Co-ordinate the networks of communication and provide opportunities for networking across sectors
- Develop and agree information-sharing protocols to build up better understanding of need and service users

#### **Community engagement**

- Plan ways of engaging with the public on consultation and local events
- Establish clear audit trails for consultation processes and how input is/not used
- Better engagement with communities, such as the business and voluntary sector, educational facilities and housing associations
- Better engagement with children and young people, and other service users to match services with needs, and skills with market demands
- Empowerment of children and young people and other service users to cultivate self-reliance
- Disadvantaged areas must be prioritised for targeted provision
- Key decision-makers should attend meetings and not have decisions pre-made before consulting, unless these are stated

## **Building a Better Bromley 2020 Vision**

### **Resource sharing**

- Better sharing of information to aid service provision decisions
- Making under-utilised premises available for multiple uses (e.g. church halls, etc.)
- Pooling funding applications and sources where possible
- Supporting business start ups and making under-utilised commercial premises available to facilitate new business growth
- Supporting new opportunities for skills development
- Sharing good practice examples, information and knowledge

### **Decentralisation**

- Take service points out to the communities and away from Bromley town centre (e.g. day care services)
- Advocate for better transportation links to reduce isolation and increase accessibility either through more bus routes or dial-a-ride schemes
- Consultation must go out to the communities rather than expecting that communities can always make it into a central point
- More locality hubs

Three headline messages emerged from the Increasing Volunteering workshop, which were:

### **Management**

- Match skills and interests with needs to aid retention and recruitment of volunteers
- Explore different incentives and opportunities for volunteering
- Think widely about potential sources for volunteers
- Agree mutual commitments

### **Profile**

- Make better use of available technology and develop own websites
- Promote the “new face” of volunteering
- Stress the importance of volunteering
- Address low recognition of volunteer centre

### **Advocacy**

- Let businesses and organisations know what volunteers can do for them
- Find better ways of promoting volunteering
- Try to get volunteering included into strategic plans as a resource
- Be sensitive to terminology describing voluntarism
- Encourage staff from different organisations to volunteer

## **Building a Better Bromley 2020 Vision**

### ***4. Next Steps in the Process:***

The feedback from the workshops has been captured and general themes identified. These themes will be considered in terms of how they might influence the shape of the Vision statements in the BBB2020 Vision and the specific ways that these Visions are to be realised.

The document is ultimately an inter-agency vision on behalf of the Local Strategic Partnership (LSP). As well as LSP sign off, however, the Council must ensure that the document reflects the interests of democratically elected Members as well as the statutory partnerships who will, in many instances, be responsible for actual delivery of the Vision.

### ***5. Appendices:***

- 5.1. Detailed notes from the workshops
- 5.2. Notes from the Plenary session
- 5.3. List of organisations represented

### Appendix 5.1. Detailed notes from the workshops

#### Workshop 1: “Making Bromley a cleaner, greener and safer place to live”

- Perceptions of personal safety are widely variable, for example the streets can be perceived as threatening if too empty or too full; similarly with parks and open spaces
- Deprived areas need to be prioritised for services
- It was considered important that people feel that they belong, such as through a recent event in The Glades
- How do we (LSP, LBB, and the Met) communicate with the public to let them know that we have heard them and are responding? Better communications are needed to reassure people that their concerns have been taken on board and that they are being listened to
- There needs to be greater consistency in sharing information, such as survey data, consultation data, etc
- Organisations should become more accessible. The MPS is accessible and their staff identifiable. Others are not; they don't wear anything that says who they are or who they represent. Who knows who belongs to which organisations and what they do? What do they contribute? How do we find out? How do we get them involved? How do we access them? Even police do not know how to access them. How welcome would we be?
- There seems to be a general lack of awareness of the LSP – the roles of the participants, what the organisations do, their priorities
- Communications need to be better co-ordinated because there are numerous networks that don't necessarily overlap or inter-link

#### Workshop 2a & b: “Helping Bromley residents to be healthy and independent”

- More locality hubs to aid accessibility
- Lobby on decisions outside of Bromley Council's “gift” – i.e. Dial-a-Ride, Learning Skills Council
- More community-based support/ knowledge
- Mapping exercise to identify the gaps and resources within the borough

## **Building a Better Bromley 2020 Vision**

- Public information campaign aimed at families for “whole result” (holistic solution?)
- Lifelong learning – progression requirements from Learning & Skills Council is perceived as a barrier
- Health benefits are under-valued
- Cost restrictions for people on low incomes
- Accessibility is restricted by transport availability
- Recognise that some issues are not just borough-specific but broader-based
- Need to develop (better?) consultative mechanisms
- Develop new/ alternative services (e.g., response to day care services by moving day care out into the community; brokerage and advocacy schemes)
- Better communication/ sharing of information, especially when care managers assess or OTs visit, to identify who is “out there” and is isolated or in need. This will need better ways of working across confidentiality issues
- Need to have decision-makers at key meetings, and not have decisions pre-made
- Proactive invites to meetings
- Input to consultation needs to be traceable (cost neutral/effective) and carers need to be involved when changes are made to client services. Consultation venues need to be accessible rather than centralised, and the questions need to be relevant.
- Set up smaller groups of older people, including intergenerational groups
- Seems to be very difficult for Social Services to accept the right of carers to have a voice. There is a need to look after carers, and to acknowledge/ address the impact of reductions in day-care services
- Not enough currently being done for families
- People feel they are not listened to and physical access issues prevent people from participating. This means that consultation needs to go out to the communities in order to obtain value from them
- Some people fall through the gaps between health and social care

## **Workshop 3: “Making Bromley a prosperous and thriving borough”**

- Commuting into and out of Bromley identified as a continuing significant feature
- High local skills and high earnings would help create local spending
- Low skills and low earnings and unemployment in certain geographic areas
- Good mix or diversity in employment yields a strengthened economy
- Need for more colleges or universities to increase skills base

## **Building a Better Bromley 2020 Vision**

- Pre-vocational opportunities
- Need to try to match employers' needs with skills
- Establish standards suitable for employers (e.g., NVQs)
- Determine how to engage with business better – what kinds of businesses do we want (retail? Innovative?)? Will this spark new growth? How to facilitate retention of businesses?
- Support business start-ups and use of premises?
- Businesses need to input into the 2020 Vision
- Foster creativity through leisure, culture, AEC
- USP – mixed start up and retention and develop high knowledge niche business (e.g. technology, broadband)?
- Establish partnership to engage with business

### **Workshop 4a: “Helping Bromley’s children and young people achieve their potential”**

#### **The vision statement for CYP:**

- The Group generally felt that this contains the right aspirations for CYP
- Although acknowledged to be implicit within the statement the group felt that two areas need to be more explicit
- Health and well being - thereby capturing all the work around teenage pregnancy, obesity, drugs/alcohol etc
- The need to develop/promote good parenting skills and to promote more positive images of CYP. Within this discussion the need to identify good role models was highlighted together with the need to understand why the relationship between the generations is perceived to be at an all time low. In reality is it any worse than it was 50, 25, or even 5 years ago? If it is and behaviour, youth crime etc is worse - what are the reasons for this?

#### **Question 1: How can working together help realise the vision?**

- Agencies from all sectors need to share their expertise and resources, target these to agreed priorities, maximise what is available and avoid duplication
- This would include sharing good practice and exchanging information and knowledge
- There should be a jointly agreed clear action plan for delivering the vision

## **Building a Better Bromley 2020 Vision**

- All of the above is dependent on there being clear communication channels and information on who the partners/agencies are, what they do and how to contact them
- Networking opportunities, such as joint agency conferences and workshops, need to be increased

### **Question 2: How can involving and engaging communities help to realise the vision?**

- Speak to children and young people directly within settings that are comfortable to them
- Ask them what they want/need and how it should be delivered
- Ask them if and why they think that relationships with the older generations are so poor

### **Workshop 4b: “Helping Bromley’s children and young people achieve their potential”**

#### **Question 1: What can you as an individual or agency do?**

- Provide premises (e.g. church halls)
- Sponsor uniform groups (e.g. churches)
- Activities (including sports)
- Safety education (e.g. Victim Support)
- Time = Money! Volunteers
- Encouraging young volunteers
- Spiritual and other support
- Empower young people
- Provide education
- Help young people take responsibility
- Provide support for families for many different kinds of problems

#### **Question: What do you need from Bromley to be able to do this?**

- Support from local councillors and police (Safer Neighbourhood Teams)
- Support in maintaining and developing premises (e.g., help with planning permissions)
- Partnership between agencies, such as helping to accommodate needs
- Acknowledgement and greater public awareness of issues

## **Building a Better Bromley 2020 Vision**

- Adequate funding
- Support for young families (prevention)
- Flexibility

### **Workshop 5: “Increasing participation in regular volunteering”**

- Sources of volunteers
  - Parents
  - Churches
  - partnering with Job Centre
- Advertising to recruit new volunteers through greater outreach, the London Metro (& other free papers) “The Times” on Tuesday, and the Council website
- Persuade people that the voluntary sector is important, and to understand the needs and the opportunities of volunteers (directed self-interest) to capitalise on those values/interests/skills
- Managed “turnover”
- Look at various incentives
- Matching skills to needs
- Make volunteers welcome
- Resource voluntary services properly
- Make presentations to business and approach umbrella organisations (e.g. Cranfield Trust and Pilotlight.org.uk)
- Address low recognition of Volunteer Centre
- Identify what stops people from volunteering – typical obstacles include: time, expectations (and “creeping overload”), provide proper induction; clearly distinguish between staff and volunteers, with proper volunteer management.
- Organisations should have their own websites
- Approach people who organisations help to help others in a different way (pay it forward) and encourage “service users” to volunteer in the community
- Recognise that volunteering isn’t right for everyone
- Identify people’s interests and match interests with voluntary tasks
- Acknowledge issues around volunteer reliability
- Explore staff volunteering schemes in major (statutory) employers through a broker
- Get the terminology right for the audience to recruit volunteers

## **Building a Better Bromley 2020 Vision**

- Make better use of available technology
- Explore ways of raising the profile of voluntary organisations
- Promote the new face of volunteering
- Find ways of facilitating volunteers to volunteer (e.g. expenses)
- Focus on developing teams (e.g. a bank, etc.) by getting them involved in a charity/ volunteer capacity
- Faith groups can help point the Council to local needs
- Housing and Residents Associations can generate more newsletters, share information better, and make better use of volunteers through more accurate needs analysis
- Youth groups tend to get into competition for funding which is counter-productive. Better to attain funding through leadership and better sharing of information
- Health and Social Care groups can involve service users more and develop skills through, for example, NVQs
- Find better ways of “selling” the idea of volunteering – e.g. value of volunteering, fulfilment/giving something back, selfish achievement, improving the borough, beats housework/fun
- Make use of funded campaigns (e.g. 2012 Olympics)
- Build volunteering into strategic plans
- Advocate that the Council more explicitly recognise and value the work done by volunteers and celebrate their contributions
- Undertake a survey of the accessibility of volunteer opportunities

## **Appendix 5.2. Notes from the plenary session**

### **1 Cleaner Greener and Safer - Facilitator Charles Griggs**

- 2 themes - cleaner & greener, and safer. Safer Bromley affects Cleaner and Greener and was focus of discussion
- Agreed with vision – as an aspiration. There was a real issue about communication – knowing and understanding what everyone does. Police not good at getting in to voluntary organisations - need help. What is that others can bring?

## **Building a Better Bromley 2020 Vision**

- Wider issue of communicating with isolated people - house bound etc. A lot of work goes on but each unaware of the other is doing - if everyone knew what Charles Griggs (Borough Commander) did they WOULD feel safer

### **2a Health & independent Facilitator Cecilia Yardley**

- Needs to be greater choice and participation
- Greater partnership and sharing of information – for example care managers assessments shared with relevant voluntary organisations also supporting individual – need to address and overcome confidentiality issues
- Need better partnership - pro – active invitations to take part in planning and decision making not as an afterthought. Also need to ensure that participation is traceable and open
- Chief executive LBB – input is needed from not for profit sector to define needs and measure change - part of Comprehensive Area Assessment process

### **2b Healthy & Independent – Facilitator Maureen Falloon**

- Key issue is to overcome barriers, focus of discussion older people and vulnerable (disabled etc)
- Life long learning is an issue - mental stimulation, social contact but LSC funding based on progression and qualifications
- Need to consider wider health benefits of choice - how people want to exercise choice – need info on this - and people need info to support choices
- Transport whether mainstream or specialist needs to be improved to increase freedom – more bus routes but also influence dial-a ride etc over provision – decisions not just made at a Bromley level
- There needs to be more locality based services - Bromley is very large
- Lobbying needed where organisations take decisions on a wider level
- Needs to be more community based knowledge and support – mapping of what is available with regard to transport - public, vol orgs social services, dial a ride and investigate pooling where possible and establishing Community Transport scheme

### **3 prosperous & thriving Facilitator John Hazeldine**

#### **Key issues -**

- Never likely to be a huge local economy - reliant on commuting to central London for high skill/income jobs. But equally risky to be too reliant just on that and retail

## **Building a Better Bromley 2020 Vision**

- A high level of skills exists, but equally need to address those with low skills - a mismatch between them currently and available vacancies
- The Borough's economic vision is not clear enough – what is Bromley's USP? Good opportunities to create local niche business specialisms in high tech, high skills areas
- Need to encourage start-ups so less reliant on out of borough employment. But also to help local businesses grow, relocate and remain in the Borough
- Not enough partnership and engagement with business – also a role for colleges and in making links with other partners e.g., Broomleigh.

### **4a children & young people Facilitator Terri Walters**

- Support the vision but 2 areas need to be explicit - health and well being and parenting, especially cross generational projects.
- Q- Are things significantly different from 50 years ago?
- Similar feedback to 4b on delivery and support - but also –
- Need to share resources and be clear who real players are
- Need to engage communities generally and specifically engage Young people and do so in settings that suit them - Not enough street youth work projects

### **4b Children & young people Facilitator Rachel Archer**

- Members were asked 2 questions - What can organisations deliver? What support do they need?
- Organisations can:
  - Empower young people (self reliance, self discipline)
  - Allow young people to take responsibility for their actions and place in society
  - Provide education and guidance
  - Also – provide premises and volunteers
- Support needed-
  - Acknowledgement of issues by statutory agencies, not presenting a rosy picture, explaining to general public issues faced
  - Flexibility
  - Support and involvement of councillors, police etc
  - Better partnerships with shared commitment from partners

## **Building a Better Bromley 2020 Vision**

### **5 Volunteering workshops**

All participants took part in one of these workshops

#### **5a Jocelyn Wright**

- Sell idea of volunteer as valuable to the volunteer - appeal to self interest
- Make clear you are responding to needs you have identified and a clear role for volunteer and offer a broad range to suit different people. Encourage service user involvement and volunteering
- There should be leadership from partnerships to get funding for support

#### **5b Christine Hellicar**

- Think widely about sources of volunteers. Press often carry free ads for charities looking for volunteers
- Recognise self interest and match skills and interests as well as availability and be flexible on this. Also recognise the time constraints on volunteers in a commuting area. Ensure appropriate distinctions between staff and volunteers - so they are not put upon for unreasonable/ menial tasks
- Use companies and also specialist agencies like pilot light / Cranfield trust - recruit expert/ professional volunteers for specific tasks. In approaching business direct don't use work volunteer - explore "help" they can give to voluntary groups

#### **5c Facilitator Nazan Djemal**

- Greater use of technology - Volunteer centre online board but also organisations own web and it resources greater knowledge of what you do and what's on offer.
- Think differently - why do people want to volunteer, what do they want and expect. Match people to expectations and interests.
- Agree mutual commitments. Companies are a valuable resource - especially for one-off activities – delivers team building for them
- Chief Exec. LBB – the LSP will get reward money if successful in increasing volunteering. – Where it is allocated up to LSP and allocating some for volunteer support is possible

#### **5d Facilitator Diane Diamond**

- Volunteering should be built into statutory organisations plans and strategies and encourage staff to volunteer
- Organisations should encourage users to volunteer

## **Building a Better Bromley 2020 Vision**

- Volunteering needs to be as inclusive and as possible - need to have a survey of accessible volunteering opportunities
- People need to be aware that in many cases they are volunteers
- Volunteers need good management - not taken for granted and organisations also need to keep records and measure level of volunteering
- Corporate responsibility is good to increase levels of volunteers - business and employee volunteering for short tasks
- Also need inclusive public and active recruitment of volunteers

## Building a Better Bromley 2020 Vision

### Appendix 5.3. List of organisations represented

13ACA  
5000 Club of Churches  
Advocacy First  
Age Concern  
Audit Commission  
BACA  
BDRS  
Beckenham Community Church  
Bertha James  
Biggin Hill Community Care Association  
Bromley & Downham Boys Club  
Bromley College  
Bromley Community Counselling Service  
Bromley Mental Health Forum  
Bromley Mytime  
Bromley Police  
Broomleigh Housing Association  
BVS  
Children and Young People's Voluntary  
Forum  
Community Links Bromley  
Council on Ageing  
CSITA  
DVB  
Federation of Broomleigh Residents  
Health and Social Care Forum  
Institute of Wellbeing  
JusB  
KAB  
London Borough of Bromley  
London Borough of Bromley Residents  
Association  
London Fire Brigade  
MCLS  
MIND  
Mottingham Shop  
Orpington College  
Primary Care Trust  
SLIH  
St. Andrew's Church  
Time Bank