Engaging at the neighbourhood level: personalisation and place shaping

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Questions to consider …

- What is the relationship between the two policy strands?
- What tensions exist between place shaping and personalisation, and how can those be managed locally?
- To what extent is their implementation being integrated so that outcomes for individuals, families and communities can be improved?

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Report

“Communities – healthy, strong and prosperous”

IDeA July 2008

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Place Shaping

"the use of creative powers and influence to promote the general wellbeing of a community and its citizens"

Sir Michael Lyons

Strong and Prosperous Communities White Paper (2006)

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Personalisation

"… the process by which services are tailored to the needs and preferences of citizens"

…The overall vision is that the state should empower citizens to shape their own lives and the services they receive"

Building on progress The Cabinet Office 2007

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What does a shaped place look like?

- Travel
- Environment
- Safe and inclusive community
- Feeling valued
- Meaningful day time occupation
- Having a voice
- Information
- Services

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Our Health, Our Care, Our Say

- Improved health
- Improved quality of life
- Making a positive contribution
- Exercise of choice and control
- Freedom from discrimination or harassment
- Economic wellbeing
- Personal dignity

Our Health, Our Care, Our Say

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What is the connection between the two?

Devolution of responsibility - empowerment

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What is the tension between the two?

- One is place, one is people
- Full access to all versus personal tailoring
- Partnerships between state and citizen rather than between agencies

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Tensions (2)

- Relationship not always fully understood
- Relationship not always articulated
- Opportunities offered by place shaping agenda often not fully exploited

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What is the relationship?

Both agendas seek the same outcome:

o Community wellbeing

o Personal wellbeing

Both are about the improvement and promotion of wellbeing

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What is the relationship?

Personal wellbeing

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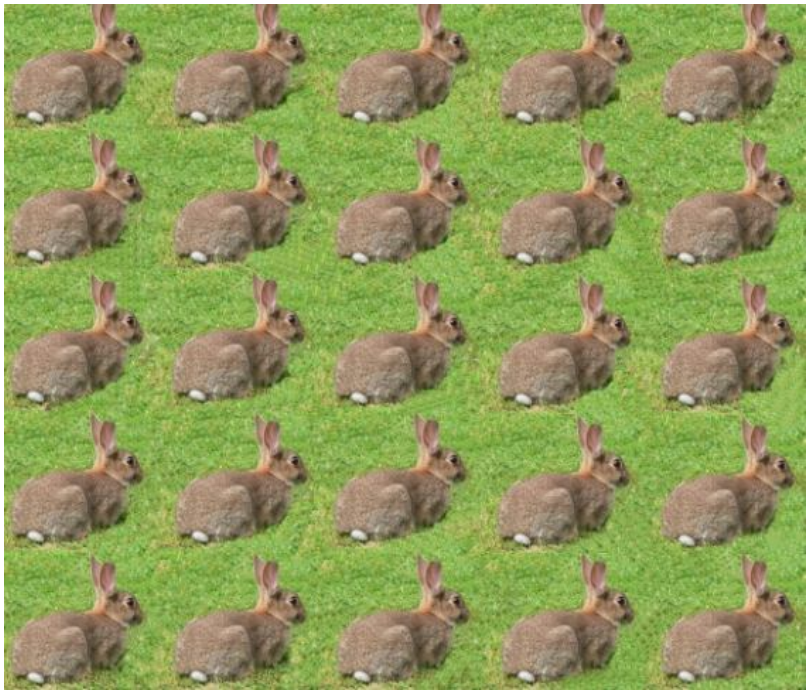
What is the relationship?

Community wellbeing



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Wellbeing

Wellbeing is a positive physical, social and mental state; it is not just the absence of pain, discomfort and incapacity. It arises not only from that action of individuals but from a host of collective goods and relationships with other people.

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Wellbeing (2)

It requires that basic needs are met, that individuals have a sense of purpose, and that they feel able to achieve important personal goals and participate in society. It is enhanced by conditions that include supportive personal relationships, involvement in empowered communities, good health, financial security, rewarding employment and a healthy and attractive environment.

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Wellbeing (3)

Govt's role is to enable people to have fair access now and in the future to the social,economic and environmental resources needed to achieve wellbeing. An understanding of the combined effect of policies on the way people experience their lives is important for designing and prioritising them.

Whitehall Wellbeing Workgroup 2006

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Domains of wellbeing

- Health and mental wellbeing
- Material and financial wellbeing
- Engaging activities and achievement
- Family and relationships
- Social support and engagement
- Sense of belonging and cohesion
- Quality of local area and environment
- Safety and security
- Access and opportunities

Nef & Young Foundation

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Enabling Integration

- make complexity accessible
- exploit opportunities to join up
- devolve power
- partnerships
- embed principles
- strategic leadership
- Changes in performance monitoring

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Barriers

- Relationship between policies
- Perceptions of relevance
- Partnership working
- Pooling of resource
- Performance measurement

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Levers for integration

- Community strategy
- Local Area Agreement
- Comprehensive Area Assessment
- Joint Strategic Needs Assessment
- Local Strategic Partnerships
- National Indicator set

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In conclusion …

Place shaping and personalisation are two expressions of the devolution of responsibility to neighbourhoods and individuals.

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Conclusion

The unlocking of potential within individuals and communities …acts as a unifying theme. If individuals are empowered to contribute, and to take greater responsibility for their own health and wellbeing, communities, too, will become stronger and more sustainable in the future

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