

Appendix A: Key Themes from Public Service Conversations – October 2011

Provide education to influence behaviour

- Take a long term view on the situation
- Involve and encourage young people and schools
- Help young people to understand the situation, money management and civic responsibility

Provide community leadership

- Provide leadership for local projects
- Encourage people to get involved and volunteer
- Provide civic leadership and be brave in making difficult decisions
- Business sector to be visible and vocal about support for inward investment and development opportunities

Support/facilitate/enable community involvement

- Promote Help Direct who can provide guidance on volunteering including health and safety and legal protection
- Creation of social enterprises
- Small pots of funding and support for community groups – this can benefit many people
- Enable people to take care of themselves and provide support/places for them to go for this
- Encourage areas that are able to take care of themselves
- Reduce red tape
- Provide free venues for meetings – this can help to build better relationships although consider impact on other community venues who have to charge
- Work with and support voluntary sector
- Council act at centre of expertise to enable parish councils to increase their role
- More support from County Council for rural projects

Continue to celebrate our district

- Everyone engaged had a passion and pride for the district
- Protect services that make money for the district
- Make people feel good about where they live
- Celebrate cultural diversity
- Celebrate what the district has to offer to attract tourism and inward investment

Build on what we currently have in place

- Carry out an audit of what is currently in place
- Work with the voluntary sector, volunteers and community groups
- Help Direct time banking scheme
- Further development of neighbourhood watch scheme for other public services
- Encourage unemployed, retired and young people to volunteer

Create community hubs

- Use community premises to deliver public services e.g. churches
- Develop community schools

Improve communication

- Encourage people to take more responsibility for their own lives
- Be honest and strong with messages e.g. if you don't do this we can spend our time doing this, this and this
- Be careful not to pressurise people into volunteering or making them feel bad that they do not volunteer
- Suggestion schemes for public services and local residents
- Clearer communication on which public services to contact about services
- Encourage pride by promoting the area e.g. clean city
- Consider translation issues
- Increased communication on local projects
- Be clear about what public services have to and what public services choose to provide
- Examine ways to improve communication between voluntary sector organisations
- Develop a pride campaign in partnership with public, private and voluntary sector
- More promotion of volunteering opportunities e.g. beach cleaning
- Market the district to attract tourism and inward investment
- Rural broadband coverage

Explore income generation

- Charge for attractions provided by Lancaster City and Lancashire County Councils
- Charge for services and assets where possible

Continue conversation and encourage more involvement

- More discussion events with all groups
- Promote suggestions@lancaster.gov.uk and other ways that people can get involved and have their say
- Targeted engagement with vulnerable people and young people
- Gain views from a more representative sample
- Continue conversation with the voluntary and arts sectors
- Hold issue specific forums
- Provide a single point of contact within each public service for the voluntary sector
- Important to continue the dialogue with local businesses

Continue to work together

- Share resources and information
- Work with parish councils
- Joint services both back office and frontline
- Work across county boundaries
- Consider needs in the district not across the county – one size does not fit all
- Work with Lancaster University on marketing the district and retaining talent
- More co-ordination between public services and other organisations on infrastructure issues e.g. road works
- Try to retain public service jobs and keep them local

Protect services for vulnerable people

- Encourage people to take care of vulnerable people in their area
- Avoid centralisation of services and maintain local services

- Take Total Family concept forward but need to consider support for people without family
- Retain preventative measures
- Rural community

Carry out community impact assessments

- Think in a joined up way about impact of decisions e.g. rural communities, local charities
- Consider hidden benefits that lower cost services provide
- Protect public service jobs – reduction would have a big impact on communities as many people in the district are employed by public services

Support local businesses

- Start up business support – a role that local business can play in this
- Recognition of self employed businesses in area
- Procurement using local suppliers where possible
- Businesses can play a role as ambassadors for the district – needs co-ordination
- Work with university in identifying potential investors