

Engaging Minority Communities **Good Practice Guide**



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Review: January 2011
Version: 1.1

DRAFT

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Introduction

All local authorities have a statutory duty to consult on specific issues of service delivery. Nuneaton and Bedworth Borough Council will work closely with minority communities to ensure its services meet their needs effectively.

The purpose of this guidance is to ensure that the Council effectively engages with all minority communities that live in Nuneaton and Bedworth in the design and delivery of policies and services. It sets out how we want to improve and develop the ways in which we engage and consult with BME communities.

The guidance aims to support and encourage residents and service users in taking an active role in working with the Council to improve their access to and experience of services. It set's out clear principles and objectives with regards to consultation and engagement that is undertaken by the Council.

This guidance builds on the objectives set out in the Statement of Community Involvement (SCI). The SCI refers to strengthened community and stakeholder involvement not only in a planning context but also in general service delivery.

Our ambition is to better involve all our diverse communities in service planning, delivery, take-up and decision-making. We intend to achieve this by ensuring that there is a coordinated and consistent approach to all consultation. Together with this tailoring consultation activities and using the most appropriate tools and techniques will be crucial.

Objectives of the guidance

In order for the Council to make decisions affecting Black and Minority Ethnic Communities (BME) about services, priorities and performance, it is vital that we have accurate and reliable information derived from research, consultation and community engagement. Therefore the objectives of the guidance are to:

1. Improve the planning and coordination of engagement and consultation by the Council and local BME communities
2. Ensure local BME communities are supported and encouraged to participate effectively in all Council consultation
3. To put into place good practice principles so that consultation and engagement activity are meaningful
4. To ensure that the outcomes of consultation and engagement activities inform policy and decision making and that appropriate feedback mechanisms are in place to ensure that the council meets its statutory and regulatory obligations

Local context/demography

Based on the most recent data (see Appendix A) the BME population in Nuneaton and Bedworth is 5864 and this equates to 6.5% of the Borough's population. The 2001 census shows that the Indian ethnic group accounts for 3.3% of the population as opposed to 2.9% in 1991.

A key challenge in the near future is responding to the needs of migrants from Eastern Europe with a particular reference to the emerging Polish community in the Borough. One of the difficulties, as is the case nationally, is that there is limited data on the actual number of migrants who are currently living in the Borough.

Scope of the guidance

This guidance is intended to set clear guidelines and standards for officers when undertaking consultation by or on behalf of the Council. This guidance will be regarded as good practice by the Council when carrying out future consultation with BME in Nuneaton and Bedworth.

What is Consultation?

Consultation is a fundamental part of increasing people's involvement in their local communities. Consultation is often defined as a process of dialogue that leads to a decision. This process of involvement is likely to involve internal and external stakeholders participating in determining and influencing policy and service delivery. There are different levels of participation and involvement which can be carried out in one of the following five ways (this model is an adaptation of Sherry Arnstein's "*Ladder of Participation*" - 1969:)

Level	What's involved	Public participation goal
Inform	To tell people about our services	Provide the public with balanced objective information to assist them in understanding the issues and options, opportunities and solutions
Consult	We ask people for their views in surveys	To obtain public feedback on options and/or solutions
Involve	Discuss what the issues and priorities are	To work with the public throughout the process to ensure that public concerns and aspirations are understood and considered
Collaborate	We work together to improve and	To partner with the public in each aspect of the decision including developing

	design new services	alternatives and identification of preferred solutions
Empower	Maintaining an equal and effective working relationship	To place final decision making in the hands of the public

Depending on the requirement and nature of the consultation/engagement exercise we will use different methods of participation as outlined above. Generally we will be focussing more so on the first three levels of participation and from time to time we will use the fourth and fifth levels.

Who we will consult with?

BME communities are in themselves diverse and have distinct and differing needs, in determining whom to consult - this will depend on whether the issue that is being consulted upon affects:

- All or particular BME communities across the Borough,
- All or particular faith communities across the Borough or
- BME/faith communities in particular geographical locations in the Borough

Once the target market for consultation has been decided the Council will seek to engage with some or all of those stakeholders listed below

- Residents and citizens
- Community groups
- Voluntary groups
- Individual Faith groups
- Inter-Faith Forums
- Representative agencies (WREP)
- Other key stakeholders as appropriate

Role of Elected Members

This guidance will support the local democratic process, as effective consultation and engagement are valuable to enhancing local participative democracy. Elected members provide channels of communication and are powerful advocates for local communities and therefore their community leadership role provides them with a major input into the consultation process.

Good Practice Principles for Consultation and Engagement

The following good practice principles will be applied to all consultations and involvement activities.

1. Consultation should be needed

Before any new consultation begins we need to ensure that previous requests for similar information have not been collected. We need to avoid unnecessary repetition and duplication by taking into account any information that already exists before any further consultation is undertaken.

2. Opinions should be informed

Consultation will aim to seek informed public opinion and not just instant reaction.

3. Purpose should be clear

All consultation will contain a clear statement describing why it is being carried out and how the results will be used.

- There should be clarity in terms of options.
- Who will be affected?
- Timescales for response and when a decision will be taken
- It is vital that there is clarity with respect to the scope of any consultation to make a difference to the final decision.

4. Consultation should be well planned and timely

Consultees should be given between eight and twelve weeks to prepare and submit a response, this will ensure compliance with the Warwickshire Compact. Sufficient time must be allowed for adequate collation and analysis of results in order to meaningfully inform the decision making process.

5. Methods

The council will use the most appropriate method in all consultation activity depending on the size and scope of the exercise. The range of consultation techniques we may employ are:

- Focus groups
- Workshops
- Web based questionnaires
- Postcard Surveys
- Peoples' Panel
- Service satisfaction surveys
- Written material – letters/leaflets/posters
- Press and promotions
- Newsletters
- Face-to-Face interviews
- Public meetings
- Exhibitions

- Community Forums

6. Accessible feedback

Accessible feedback will be provided both on the results of all consultation and how it has influenced policy, service or other outcome in order to encourage greater public participation in the future. We will use the following mechanisms to feedback the outcomes of consultation exercises;

- NBBC website
- Results published in *Intouch* (Council's Community Newspaper)
- Specific meeting(s) or event(s)
- Provide all consultees with results/report of consultation findings

7. Evaluation

Every consultation activity we undertake will have a clear set of objectives. Evaluation is an integral element of good practice and the mechanism through which we will be able to assess the effectiveness of any consultation activity and would look to ask the following questions

- Did we consult the right people in the right way?
- What change(s) resulted from the consultation exercise?
- Did they understand the issues so that they contribute effectively?
- Did we allow enough time for the consultation?
- What impact has the consultation had on the decisions made?
- How have we informed participants of these decisions?

Completing pre-consultation guidance

The aim of the pre-consultation checklist (Appendix B) aims to support all individuals who are planning to carry out consultation activity with either all or particular sections of the BME community. It is designed to ensure that those intending to carry out the consultation have a clear rationale for their proposed activity.

The consultation brief is to be completed and submitted to the Communities Officer (Equalities and Cohesion) and kept centrally by the Communities team in order monitor and coordinate consultation activities carried out by Nuneaton and Bedworth Borough Council.

Linkages with other NBBC corporate strategies

Shaping our Future, Sustainable Community Plan 2007-2021

BME issues are cross cutting within the following themes of the plan

- Stronger Borough (Supporting Communities)
- Stronger Borough (Learning)
- Safer Communities
- Healthier Borough

Corporate Plan 2007 – 2021

- Aim 1 priority 4 (To develop a confident, cohesive and diverse community)
- Aim 4 Priority 2 (To improve access arrangements for all council services and the way those who use them are treated)

Single Equality Scheme

Corporate Equality Plan 2006 – 2009

Warwickshire Local Area Agreement

- Stronger Communities block

Council wide coordination of community/public consultation

In order to ensure there is effective and efficient engagement there will be a single point of contact to advise on all consultation exercises with BME communities and/or hard to reach groups

**Craig Dicken
Communities Officer
Communities and Communications Team
Chief Executive's Office
Town Hall
Nuneaton
CV11 5AA
024 7637 6333**

NBBC consultation database – this would ensure consultation or engagement activity is not duplicated and is well informed by learning from work already carried out. The officer responsible for maintaining a schedule of all consultations that involve Nuneaton and Bedworth Borough Council departments will be:

**Abu Malek
Senior Communities Officer
Communities and Communications Team
Chief Executive's Office
Town Hall
Nuneaton
CV11 5AA
024 7637 6358**

Appendix A

Population Estimates by Ethnic Group - 2005

	Nuneaton and Bedworth (% of Population)	Nuneaton and Bedworth (000's of Population)
All Groups (Total: Thousands)		121.2
White: British	91%	110.2
White: Irish	0.7%	0.9
White: Other White	1.3%	1.6
Mixed: White and Black Caribbean	0.5%	0.6
Mixed: White and Black African	0.1%	0.1
Mixed: White and Asian	0.3%	0.4
Mixed: Other Mixed	0.2%	0.2
Asian or Asian British: Indian	3.8%	4.6
Asian or Asian British: Pakistani	0.6%	0.7
Asian or Asian British: Bangladeshi	0.1%	0.1
Asian or Asian British: Other Asian	0.3%	0.4
Black or Black British: Black Caribbean	0.3%	0.4
Black or Black British: Black African	0.3%	0.4
Black or Black British: Other Black	0.0%	0.0
Chinese or other Ethnic Group: Chinese	0.3%	0.4
Chinese or other Ethnic Group: Other	0.2%	0.3

Non-White: British		
Of which		
White: Irish		
White: Other		
Mixed		
Asian		
Black		
Chinese & Other Ethnic Group		

Source: Warwickshire Observatory (Office for National Statistics 2007)

Appendix B

Pre - Consultation Checklist



www.nuneatonandbedworth.gov.uk

Title of Project:

Date:

Responsible Officer/Ext :

Team/Dept:

	Yes	No
Is it clear what we are consulting on?		
Have we explained clearly the scope of the consultation, what can and cannot be influenced and why?		
Is it clear why we are consulting?		
Have we identified all the communities and individuals likely to be affected or concerned about the matters we are consulting on?		
Have we decided on how to carry out the consultation?		
Does our timetable allow sufficient time for people to respond? The absolute minimum is eight weeks for focussed small scale exercises and twelve weeks (see Warwickshire Compact) on major strategies or service changes		
If food is being served are you aware of relevant dietary requirements?		

Appendix C

DRAFT Consultation Brief



www.nuneatonandbedworth.gov.uk

Title of Project:

Date:

Responsible Officer/Ext :

Team/Dept:

	Questions/consideration	Response
1.	State the information you need to know	
2.	Does our timetable allow sufficient time for people to respond (8-12 weeks to ensure compliance with Warwickshire Compact)	
3.	What are we going to do with the information and how will it be used	
4.	How will we let the consultees know how their comments and/or the results of the consultation will be used?	
5.	Have we identified all groups and individuals likely to be affected or concerned by the matter we are consulting on?	
6.	What method(s) of consultation will be used	
7.	Are we aware of any previous relevant consultation that has taken place in this area or on this subject?	

*****This form needs to be completed by the officer leading the consultation and returned to Craig or Abu before you carry out your planned activity*****

Appendix D

Communication Guidance

The Indian community

- The Indian community is the largest ethnic minority community in Britain
- 60% of Indian Women and 63% Indian Men can speak English “very well”
- 68% of the BME population in Nuneaton and Bedworth are of Indian heritage

	Under 40 years old	Over 40 years old
Principal language of communication	<ul style="list-style-type: none">▪ English	<ul style="list-style-type: none">▪ Punjabi for the Indian Sikh community▪ Gujarati for the Gujarati community▪ English for both communities
Additional Info	<ul style="list-style-type: none">▪ Although Hindi (often known as Hindustani) is the national language of India, Hindi speakers actually represent a small minority of British Indians.▪ Many within the South Asian communities broadly understand spoken Hindi.	

The Pakistani community

- The Pakistani community is the second largest ethnic minority community in Britain
- Most Pakistanis are Muslim
- This is one of the more disadvantaged groups in Britain with high levels of economic deprivation
- 4.7% of the BME population in Nuneaton and Bedworth are of Pakistani heritage

	Under 40 years old	Over 40 years old
Principal language of communication	<ul style="list-style-type: none">▪ English	<ul style="list-style-type: none">▪ Urdu (written)▪ Punjabi (spoken)
Additional Info	<ul style="list-style-type: none">▪ With low mother tongue and English literacy rates among the older generation, the use of outreach (face to face) activity will be crucial to successful community engagement.	

The Black-Caribbean community

- Black Caribbeans are the fourth largest ethnic minority group in Britain
- The majority of Black Caribbeans in Britain are of Jamaican origin, although the community comprises of people from the whole of the West Indies.
- The majority of the community are Christians and this religion is especially important amongst the older generation
- 10% of the BME population in Nuneaton and Bedworth are of Caribbean heritage (either black or mixed white)

	Under 40 years old	Over 40 years old
Principal language of communication	<ul style="list-style-type: none"> English 	<ul style="list-style-type: none"> English
Additional Info	<ul style="list-style-type: none"> Younger members of the community have a strong urban culture, therefore consideration should be given to tailoring messages and channels to appeal to this culture 	

The Chinese community

- The Chinese community is the sixth largest ethnic minority in Britain
- Chinese people can derive from mainland China, Hong Kong, Malaysia or Vietnam
- The three principal forms of religion practiced in Britain are Buddhism, Confucianism and Taoism.
- The Chinese are the most geographically dispersed ethnic minority in Great Britain

	Under 40 years old	Over 40 years old
Principal language of communication	<ul style="list-style-type: none"> English 	<ul style="list-style-type: none"> Cantonese (spoken) Classical Chinese (written)
Additional Info	<ul style="list-style-type: none"> The Chinese community is very close knit so the identification and use of intermediaries – via structured outreach activity is key when trying to engage older community members. 	

The Polish community

- Poland joined the EU in May 2004
- The vast majority of Poles are Roman Catholic and have a network of priests
- There is no current data that accurately indicates how many Polish have come to the Borough since May 2004

	Under 60 years old	Over 60 years old
Principal language of communication	<ul style="list-style-type: none"> English 	<ul style="list-style-type: none"> Polish
Additional Info	<ul style="list-style-type: none"> Of the new migrants those with more education tend to have some or limited command of English 	

Appendix E

Food and Faith

The information below aims to support Officers involved in consultation and engagement activity of dietary requirements for the principal minority faith groups in Nuneaton and Bedworth.

Hinduism

Which ingredients are forbidden for Hindus?

- Meat
- Fish
- Poultry
- Eggs

Although some Hindus may occasionally eat meat, almost all avoid beef. In addition, strict practitioners also abstain from:

- Garlic
- Onions
- Mushrooms
- Any alcohol
- Tea and coffee (obtaining caffeine)

Islam

Which ingredients are forbidden for Muslims?

- Pork, lard or any porcine substance
- Gelatine from animal source which is not halal
- Meat that is not slaughtered in the prescribed Islamic way
- Any food or drink with alcohol in it (all intoxicant and hazardous drinks)
- All carnivorous animals and birds of prey
- Some non halal additives (E numbers like E120, E441, E542 etc)

Sikhism

Which ingredients are forbidden for Sikhs?

- Halal meat
- Kosher meat
- Alcohol

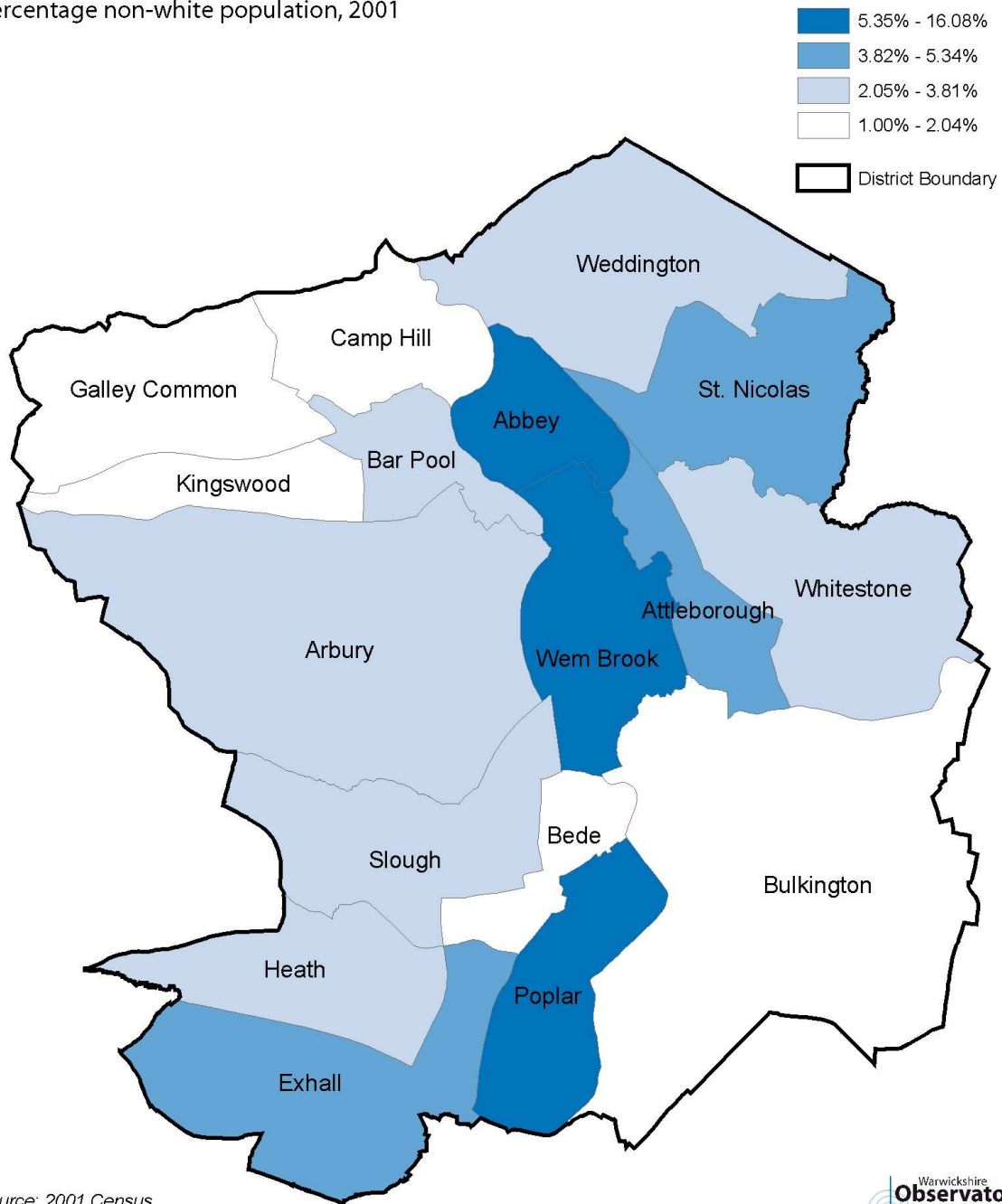
Definition of Vegetarian

A vegetarian does **not** eat any meat, poultry, game, fish, shellfish or crustacea, or slaughter by-products. (Source: Vegetarian Society UK)

Appendix F

Ethnicity by Ward, Nuneaton & Bedworth Borough

Percentage non-white population, 2001



Source: 2001 Census
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