



FUTURE COUNTY DURHAM



DIY Engagement Kit



This is the first phase of our conversation about what County Durham should be like in the future - it's an early opportunity to shape what type of place we want it to be.

Why we've produced this kit...

When Durham County Council became a new unitary authority in 2009, it developed the long-term partnership vision of 'Altogether Better Durham'. The County Durham Partnership set the last vision, many partners worked on it but we now feel it is time for change.



There is now a need to refresh this vision so that it meet the needs of the people who live, work and spend time in the county. People across the county will be getting involved and this is a chance to make a real difference.

This is the first phase of our conversation about what County Durham should be like in the future - it's an early opportunity to shape what type of place we want it to be.

Some of the key questions we want to ask are:

- 1 What are County Durham's strengths?**
What do you like about where you live? What makes it special to you?
- 2 What are County Durham's challenges?**
What needs to improve? If you could change one thing what would it be?
- 3 What do residents want County Durham to look like?**
Thinking ten years ahead what is the best we can achieve and what is holding us back?
- 4 What could residents do for their county?**
Where do you fit in? What can you contribute and what support do you need?
- 5 How effective is the council at communicating with your community?**
Where do you get your news and information from? Where would you like to get it from?

We have produced this kit to enable groups and individuals conduct their own conversations about the kind of Durham you want to see.

There is a selection of exercises here that you can undertake. Please select any that you think would work well for you and submit your responses using the forms provided.

If you would like any advice or help please don't hesitate to contact Rachel at The Campaign Company - the independent research organisation assisting with the project.

Thank you.

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1 Durham School Report

A series of exercises designed to help understand how Durham is doing through a school report.

Stage one - Individuals are asked to write an old fashioned school report for Durham. Using the five vision elements to mark A-E or fail, with comments against each (examples could be *“must try harder”*, *“needs to focus more”*, *“much improved - very good campaign to promote exercise”* and *“clearly trying hard - some good work to bring jobs here”*). An example table is below. A mock-up of a report card is provided.

Subject	Performance A – E (or fail)	Comments
Creating jobs, employment and prosperity		
Being a great place for children and young people		
Ensuring people are fit and healthy in mind and body		
Making this a safe place		
Looking after the environment and keeping things clean and tidy		
Other subject <input type="text"/>		

Notes for facilitator

- Ask participants to think back to the school reports they received: the old fashioned A - E, the dreaded “fail” and the comments the teachers used to make (“must try harder”, etc).
- Then ask people to complete their own report card (emphasise that this is a report about the whole place not just the Council).
- When they have finished, lead a discussion about what people have put and complete a report card for the whole group. Record key points from the discussion on the form provided as well.
- This exercise can also be done individually - or even sent out to people in a newsletter or briefing.

Stage two - Having completed the first stage, the group can discuss what would improve Durham's grades. Identify one thing that would improve the grade. Again this can be done in a group or sent out to individuals (this is mocked up in the form of teacher's notes for a school open day).

Subject	Proposed action	Why this would work
Creating jobs, employment and prosperity		
Being a great place for children and young people		
Ensuring people are fit and healthy in mind and body		
Making this a safe place		
Looking after the environment and keeping things clean and tidy		
Other subject		

Notes for facilitators

- Following on from the school report, ask the group (again, in small groups or individually) to think about what actions they would want to be introduced that would increase the mark they gave. So for example, "what one thing that could be done to make you change the grade from C to A?"
- Encourage people to be as practical as possible: "another police officer for our estate to help manage loud teenagers on the street at night" is better than "more police". Then ask them to explain why they think this would work.
- Use one of the grids to put all of the comments on.

Stage three - But who is responsible for these improvements? Who is the one receiving the mark and so has the power to improve it? Asking people to discuss (or decide individually) who is best placed to make the progress on the five elements. Again, a simple table is best, with people asked to rank each stakeholder in order of responsibility, where 1 is least responsibility and 6 is most (a response card will be produced).

Subject	Individual	County Council	Community	Central Government	Local Business	Other
Creating jobs, employment and prosperity						
Being a great place for children and young people						
Ensuring people are fit and healthy in mind and body						
Making this a safe place						
Looking after the environment and keeping things clean and tidy						
Other subject						

Notes for facilitators

- Finally on the report card exercise, ask people to think about who is mainly responsible for making the improvements. This is about people who have formal responsibility (e.g. the police for crime) but also those who are able to influence and make a difference (e.g. youth leaders).
- Ask people to put a ranking of 1 - 6 in the boxes, where 1 is least responsibility and 6 is most.
- Then please add up all the scores and put one figure in each box. The lower the accumulated score the higher the priority the group has given.

2 Making the news for Durham 2030

This is about creating your own local newspaper front story page for this date in the year 2030.

The group is asked to imagine that the place has changed for the better over the next ten years. Imagine that everything has gone right and it has improved as much as it possibly could.

A mock-up of a blank local newspaper is provided for this date in 2030. The group (either as a whole or first in smaller groups of up to four) write the front page. (A mock-up newspaper template and a check sheet to report why the group made the choices it did will be provided with instructions)

Notes for facilitators

- Please ask people in groups to think about what headlines they want and hope to see in the local paper in 2030. If everything they wish for their community is achieved what will the local paper be reporting on? This can be done humorously but we also want people to make serious points. If there is time and the right environment ask them to take some pictures that might also be used.
- When they have finished producing their newspaper, ask them to explain why they chose those stories. On the form, ask each table to record these reasons, or scribe for the whole group if that is practical.

Durham Reporter

THE NEWSPAPER CELEBRATING THE PEOPLE, THE PLACES AND THE COMMUNITY OF DURHAM

Write the headline for your main story here - the main improvement you are celebrating.

Inside...

Think up five other improvements that don't quite make the front page but are important.

Write 200 words that is the top story you want to tell about how the place is better

Draw the picture that illustrates your headline story (who is in it, what is it showing?)

Your second most important story goes here

Cat rescued from tree

Heroic scenes as moggy is returned to her owners
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Durham County Council *DIY Engagement Kit*

Group	What story did you write?	Why did you choose this?

3 Shopping for Durham

The task is to set out a shopping list and ask people to fill their basket with the items that the county now needs.

Each person should spend five minutes making their own list on the template provided (*for example, more community staff, more job centres, more leisure facilities, more children's centres*).

Once people have made their initial choices, there needs to be some kind of rationing to reflect limited resources.

So the second stage is to limit the overall shopping basket to just ten items.

So all lists are compared with the common items agreed and then a discussion and debate about the final list of ten. A master list can then be completed. (A mock-up shopping list will be provided)

Notes for facilitators

- Most people will be familiar with making a shopping list and maybe then having to get rid of some things if you exceed your budget.
- This exercise is similar. Ask people in groups to choose from the given list the things they want for their local community. Once they have done this, ask them to go back into their groups and limit their purchases to just ten.
- Each group then explains why they chose those ten, and the group as a whole (i.e. all smaller groups together) then need to agree which final ten things will be bought.
- Record the final outcome on the form below

 | *DIY Engagement Kit*
Shopping List

<i>Item chosen</i>	<i>Reason for choosing this item</i>
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

4 Durham snakes and ladders

This exercise is all about understanding the key levers to success and the main barriers to progress for our county.

We have provided a template snakes and ladders board with spaces by each of the ladders and snakes. Ask people to fill in (again, this can be in a group or as individuals) what they think the ladders and snakes represent: the opportunities for advancement for the county and the blockers that could potentially send us spiralling down. A list of possible prompts to help people think of issues might include: young people moving away from the county, ensuring job opportunities are available to everyone, attracting a fair share of investment compared to other parts of the country.

Notes for facilitators

- Everyone will know the game of snakes and ladders; we all want to progress to the top (our aim). Ladders help us get there quickly; snakes cause problems and mean that we have to go backwards and start again.
- Developing our community to where we want it to be is similar. Once we know what we are aiming at there are things that help us get there, and there are things that get in the way.
- Ask people in groups to name the ladders and name the snakes. Ask them to be as specific as possible. So "crime" is not that helpful, but "too many dealers on the city streets encouraging our young people to start taking drugs" is better.
- Once they have discussed this, ask the group to write the specific enabler (next to each ladder) and the specific challenge (next to each snake). Then ask them to explain why they have chosen these particular items.
- The snakes and ladders are of different lengths, so make sure participants rank their suggestions in order of impact.
- Record all of the comments on the form below.

Durham County Council *DIY Engagement Kit*

Ladder (enabler)	Why it is a positive help?
①	
②	
③	
④	
⑤	

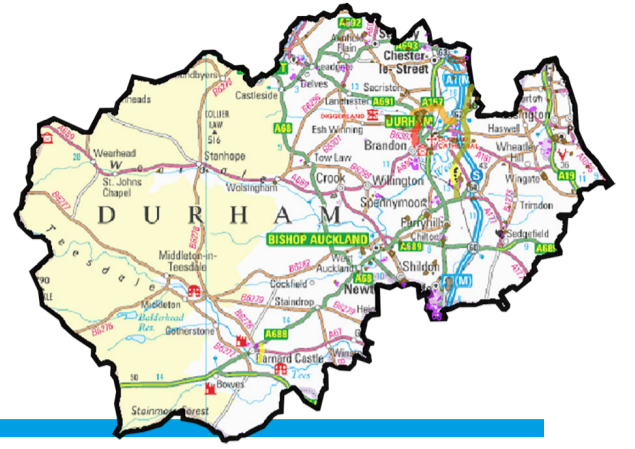
Snake (blockage)	Why it slows us down?
①	
②	
③	
④	
⑤	

Subject	Performance A – E (or fail)	Comments
Creating jobs, employment and prosperity		
Being a great place for children and young people		
Ensuring people are fit and healthy in mind and body		
Making this a safe place		
Looking after the environment and keeping things clean and tidy		
Other subject <div data-bbox="199 1342 629 1489" style="border: 1px solid black; height: 92px; width: 192px; margin-top: 5px;"></div>		

Subject	Proposed action	Why this would work
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Other subject <input data-bbox="199 1342 629 1489" type="text"/>		

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Ensuring people are fit and healthy in mind and body						
Making this a safe place						
Looking after the environment and keeping things clean and tidy						
Other subject <div data-bbox="197 1342 629 1485" style="border: 1px solid black; height: 90px; width: 100%;"></div>						

Durham Reporter



THE NEWSPAPER CELEBRATING THE PEOPLE, THE PLACES AND THE COMMUNITY OF DURHAM

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Write 200 words that is the top story you want to tell about how the place is better

Draw the picture that illustrates your headline story (who is in it, what is it showing?)

Your second most important story goes here



Group	What story did you write?	Why did you choose this?

Shopping List

Item chosen

Reason for choosing this item

1

2

3

4

5

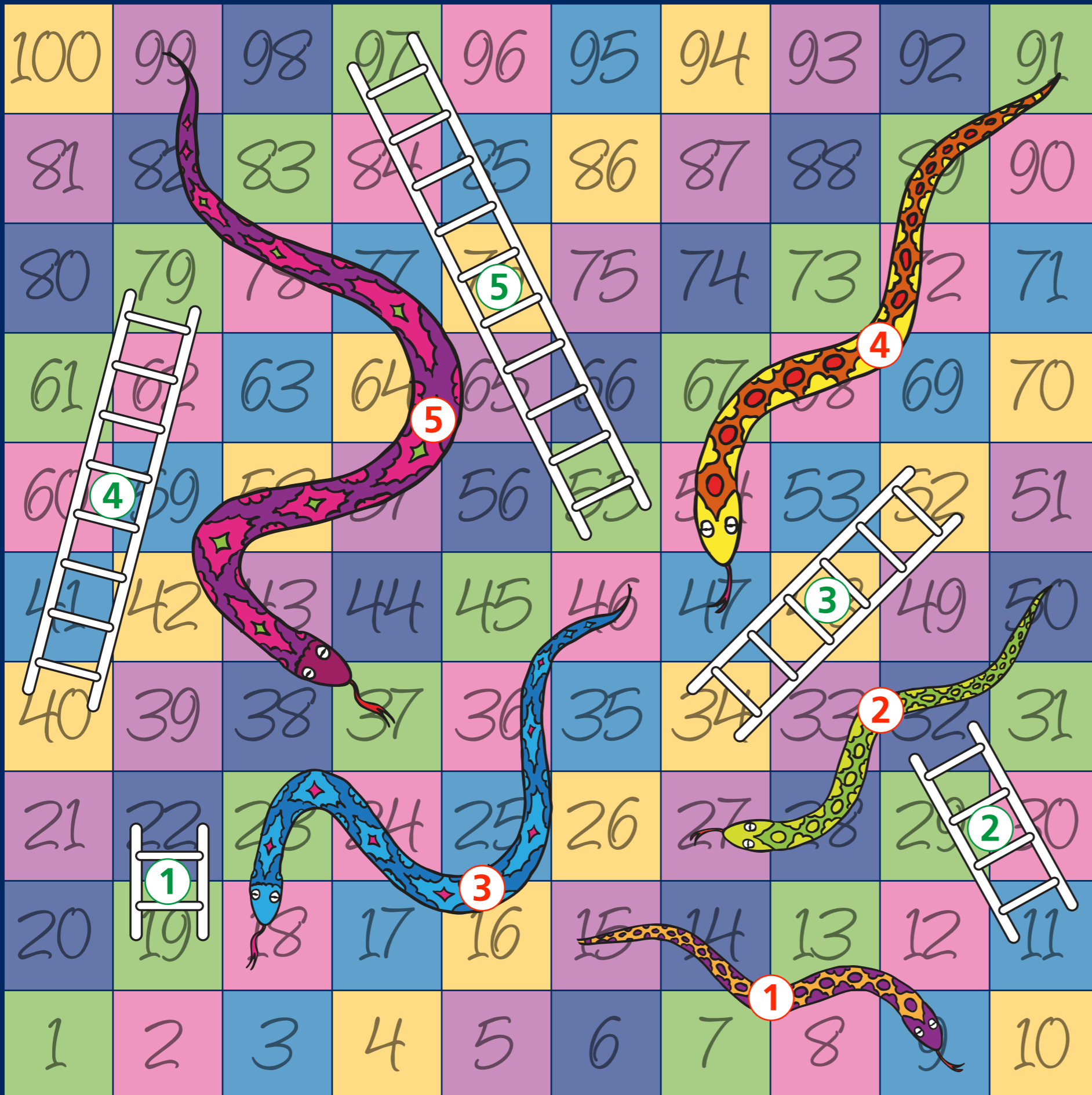
6

7

8

9

10



Ladder (enabler)	Why it is a positive help?
①	
②	
③	
④	
⑤	

Snake (blockage)	Why it slows us down?
①	
②	
③	
④	
⑤	