

## Working with Local Authorities to Support the Localism Agenda



"It made me think and also to know how difficult  
it is when it comes to spending public money."





# pixelfountain

creating dialogue, building relationships

Crosby Beach, Sefton - © Paul Ladley

"I've never participated in such a clear and exciting game. And I feel it is excellent that this workshop works to improve partnership and citizen participation."

"It has given me the confidence, that I have the ability to influence people."

"The simulation was good fun and encouraged participation in a fairly informal way."

"I now appreciate the simple things that government does"

## Localism

### Helping Local Authorities to Deliver on the Localism Agenda.

pixelfountain's localism approach builds on almost a decade of experience in developing and delivering interactive programmes which engage and transform organisations, partnerships and communities.



Specifically our localism programmes allow officers, members and local people to work together to transform local services. Programmes are commissioned by Local Authorities, who in return receive an innovative and effective way to deliver on the localism agenda.

pixelfountain transform local service delivery by **creating dialogue and building relationships**. The approach removes barriers and enables authentic understanding to drive decision making. Specifically, we help Councils develop collaborative approaches to working with local people, partners and the third sector.

Our programmes use an innovative approach, including learning simulation based workshops that allow delegates to experience "real world" problems and develop lasting relationships. The approach improves understanding and encourages behavioural change.

These benefits are significant in their own right, but they are also the foundation on which Councils can build a sustainable community.



practical learning tools



## Transformation Nation

Localism requires councils to work closely with citizens to identify the needs of the area and deliver outcomes efficiently, often involving partners and the third sector.

Unfortunately, "An overwhelming majority of the public feel they have 'not very much influence' or 'no influence at all' over decision-making in both their local area (73%) ... [and] the most commonly cited reasons for not feeling influential in decision-making point to a belief that politicians and the political system overlook the public's views." - The Hansard Society, Audit of Political Engagement (2009).

Getting people genuinely involved requires Local Authorities to go beyond the clipboard. It requires Councils to listen to and engage with underlying stories instead of data mining.

For people to engage with services, local decision making and policy development, a new approach is needed that is:

- **Authentic**
- **Inclusive and Flexible**
- **Fun and Engaging**
- **Two-way**

Our programmes use an array of innovative tools to instigate and support transformation of local services, by **creating an effective dialogue and building lasting relationships**. Delegates get to practice "real world" problem solving, improve understanding and collaboration. The approach gets diverse groups talking and changes behaviour.

Our design and evaluation methodology ensures a return on investment through the whole project life-cycle.



"Very interactive and gave an opportunity for all members to understand the sometimes difficult decisions that need to be taken."

Goyt Valley, Peak District - © Paul Ladley

"In the past individuals and communities have tended to be seen as passive recipients of services provided by the state. However, in recent years people have demonstrated that they are willing to take a more active role, and that this can help improve services and create stronger communities." –

**The Governance of Britain Green Paper.**



## Creating Dialogue, Building Relationships

blended approach



### Learning and Acting Together to Transform People / Processes / Places

#### Ambassadors and Champions

The Members' role is becoming ever more important. They need to be able to understand complex subjects and relate these to the local area.

Improving the capability of members is mirrored in capacity building needs of local people (possibly via the Third Sector). We can support learning programmes with coaching.

#### Strategy & Planning

We utilise learning to create a big picture environment, in which joined up thinking is standard.

Systems tools such as cause & effect mapping, spatial (map) work and visualisation tools such as rich pictures are used to understand the problem. Holistic solutions emerge that are tested for gaps and risks.

#### Town Planning

Regeneration is about people not just new building. We bring together disparate groups, in order that viable solutions can be found.

Our programmes use activities to build rapport alongside spatial (map) work and action planning to achieve results. We can provide collaborative workspaces to keep people together.

#### Young People

We have delivered workshops for schools, colleges, universities, groups and youth parliaments.

Our Planit-YP simulation focuses on Every Child Matters. Planit-YP and other simulations offer unparalleled level of engagement, and create the potential to get young and old in the same room and on the same page.

#### Participatory Budgeting (PB)

Government wants all local authorities to be engaging their citizens in PB by 2012. We can help you to get ahead of the game and tie the process into the statutory 'duty to involve'.

We can help facilitate workshops to decide upon suitable projects, and we can support development / delivery

#### Neighbourhood Management (NM)

NM requires an inclusive approach that gives everyone a voice.

Holistic solutions are generated by consultation, and benefit from local commissioning and neighbourhood service delivery. Learning and action solutions can help throughout the process from initiation through service transformation to delivery.

#### Effective Working

Collaboration is not just an external process, improvements can be made within Councils. Improving member and officer / cross party working are essential elements in transformation.

Our simulations create dialogue and build relationships, action solutions take forward ideas that can lead to efficiencies and greater inclusivity.

#### Partnerships (Collaborative Gain)

Partnerships require more than simple interaction for collaborative gain to be achieved.

Partnerships are complex with multiple agendas, cultures and systems. We can help breakdown silos, create a shared vision with agreed priorities. We can help to identify assets and consider how they should be deployed.

#### More from Less

Improvement and efficiency has been a key issue for councils for a number of years. In recent years, the issue has become paramount.

We can help by identifying cause & effect, creating big picture thinking which enables better decision making. We can break down silos and generate new ways of working.



## Learning Simulations

Learning-simulations allow delegates to explore complex problems. They are computer based and incorporate sophisticated models, but are delivered in workshops facilitated by experts.

Learning-simulations are fun and get everyone involved. Players make decisions and get immediate feedback, allowing them to quickly build up authentic understanding. The collaborative experience, along with the newly gained skills and knowledge, begins the process of transformation.

- **Planit-Sustainability**  
Sustainable Communities | Partnership Working
- **Planit4CAST**  
Climate Change Mitigation and Adaptation
- **Regen-IT**  
Neighbourhood Management | Participatory Budgeting
- **Govern-IT**  
Governance | Member / Officer Working | Shared Services
- **Planit-YP**  
Children Partnerships | Young People Consultation
- **Planit-WASTE**  
Waste Partnerships | Waste Consultation
- **Planit-Shared**  
More from Less | Shared services



learning is fun



## Developing People & Facilitating Change

Our workshops and programmes use a rich situated learning environment. From these foundations we are able to develop your people and facilitate change in your organisation and beyond.

- **Consultancy**
- **Strategy and Planning**
- **Modelling**
- **Awareness Raising**
- **Stakeholder Engagement / Community Leadership**
- **Organisational Transactional Analysis**
- **Conflict and Communication**
- **Team Working**
- **Working Styles**
- **Coaching**

"Many thanks ... the workshops enabled us to get really stuck in to our subject, and attracted all the right people around the table. The result was a flood of innovative ideas and objectives, developing into a Vision for regeneration of the Civic heartland of the Town. It also got people thinking positively about solutions and funding, with a number of new funding sources coming out of the discussions and awareness sessions. Result !!!!!"

Jonathan Williams, Town Clerk and RFO,  
Middlewich Town Council



**Planit-YP** deals with the complex issues surrounding young people. 8 teams need to work together to deal with problems such as teenage pregnancy, anti-social behaviour, worklessness, and drugs. The teams need to deal with root causes and create positive alternatives. Planit-YP is suitable for training professionals and for use in education and engagement.



“ Planit workshops are one of the few development tools available to local authorities which enables managers to have fun whilst developing their knowledge around the sustainable communities agenda and providing clear messages about the improved outcomes and efficiencies which can be achieved through effective partnership working and collaboration.” - **Alison Hughes, Head of Organisation Development, Wigan Borough Council**

## **Strategic / Structural Outcomes**

Shared Vision  
Systems Thinking  
Collaborative Leadership  
Joined up approach  
More from Less  
Localism / Community Leadership  
Sustainable Communities

## **People / Operational Outcomes**

Identify Opportunities / Talent  
Understand Constraints  
Duty to Involve  
Developed People  
Generic Skills  
Inter-disciplinary Learning  
Behavioural Change  
Members & Officer Working  
Values Alignment



**You can also find out more about how our D2i programmes can help you in the following ways:**

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