



Developing a Draft PPN Vision for Community Wellbeing from Consultation Inputs

This document outlines the process used to develop the Draft Vision for Community Wellbeing for This and Future Generations once the initial workshop and online consultations to obtain PPN member groups' views are completed.

At this point the PPN will have collected considerable material under each of the 6 Community Wellbeing headings. Where detailed comments/ proposals/ issues were submitted, these are collected separately and are used to inform the development of Strategic Plans and annual Work Plans. However, the Vision for Community Wellbeing seeks to capture succinctly the overall vision that member groups have described for the County or Municipal District. This means working with more general statements that can encompass all the characteristics that PPN groups want to see.

It is important to remember in this phase of the process that it is **the material from the consultations alone that informs the Draft Vision**. The tendency to introduce new issues, or interpret what was contributed, must be avoided. Outputs should stay true to the original consultation material and attempt to encompass all the vision as it was described. To support this, and to ensure balance and consistency in the process it is essential that **at least 2 people are involved** in this process.

1.0 One Wellbeing Heading at a Time

Work on one wellbeing heading at a time and consider the consultation inputs under each.

Inputs may have been grouped under sub-headings, for example under Economy and Resources there may have been headings including "communications", "employment & enterprise support", "bureaucracy", and "resource use", etc. These sub-headings were intended to make the workshop consultation inputs easier to read for the online consultation but should not necessarily influence this phase should not necessarily influence this phase.

2.0 Identify core issues

After reviewing all the inputs under the heading, pause and reflect on the main messages or core issues that seem to "spring up from the page(s)" to you. During the pilot those involved found that the strongest themes emerged clearly and were very immediately apparent. Make a note of these. The way they are expressed may change as you consider all the material, and others may be added, but it is important to capture these at this early stage.

This work is intuitive, or instinctive, and there is no one "right" answer. The test is to stay true to the original inputs and discussion between members of the Wellbeing working group and those that facilitated at workshops is helpful. NOTE: It is important to take care not to interpret inputs in light of the views of the individuals involved in this drafting work. Throughout this process those involved should feel able to challenge and test what is being developed in a constructive manner. (*Sample core issues are found on the right-hand side of the table overleaf.*)

3.0 Consider each Input under the Heading

Once you have an initial list of the core issues identified by the PPN member groups under this heading, then consider each consultation input under the heading in turn and identify, usually in a single word or two, what the point is primarily about. Often this will already have been identified as a main message (see above), some aspect of that theme, or something associated with it, but not always. Make a note of this.

Remember that your focus here is on identifying the community's vision and what PPN member groups want overall, rather than the specifics. In many cases, even with guidance at workshops and online, contributors will

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have tended to name a “problem” that they want to see addressed and maybe propose a possible solution, rather than describing what the community is like when the problem is not just solved but turned to a positive situation.

The easiest way to stay focused on identifying the vision is to effectively “flip” or translate the input into a description of the positive situation the contributor wants to see. It is easiest to illustrate this by considering a sample input (see box overleaf).

“Need improved, affordable public transport (tourism, work, education, independence for older people.”

If you try to describe what the community vision for the transport issue raised in this input is, it might be expressed as

“There is good, affordable public transport that supports access to work, education and services, as well as independence for older people and others in the community.”

While it is not necessary to do this translation for all inputs, it is a useful check to help you develop a “vision” rather than a wish list of things to be done, which are the more specific and usually shorter-term actions identified to help deliver that vision.

The vision cannot contain all the inputs simply expressed in translation; this would be too long. The vision is a shorter document that captures what the overarching goal is that the community wants to see in relation to the issue that has been raised; not just problems solved, but things “as good as they can be”. To do this, you need to clearly draw out the issues that are of concern and then describe the ideal situation in relation to that issue that the community want to see achieved. This is best demonstrated with examples (see the next page).

On the following page a sample of some of the genuine inputs under the Work, Economy and Resources heading made during one of the pilot workshops is presented. The example illustrates the central issues that emerged from a read-through of *all* the consultation inputs and discussion about these (as described in 2.0 above) on the right-hand column, and then shows how each input (in the left-hand column) was subsequently considered in turn and the primary focus of the contribution identified (middle column). This was then linked to the main messages that emerged from the initial review of all inputs under the heading.

There is unlikely to be only one way to view each input, and this is why it is important to have more than one person involved in this process to allow for discussion. In addition, you may find that some of the inputs do not effectively relate to the central issues identified (RH column) or only partially so. In these cases, you may need to add further central issues.

The example illustrates several of the challenges involved in teasing out the member groups’ vision.

The primary focus of an input may not reflect all the contents of that input. For example, “education” (RH column) emerged as a central issue from the read-through of all the inputs under this heading (there were more inputs than are shown in the sample here). The first input in the sample specifically mentions education, yet its prime focus was identified as “transport”. An additional primary focus of “service provision” was also identified partly because of the list of examples given in brackets (tourism, work, education, etc.) and this broader issue had been identified from the initial read-through of all the inputs. Other inputs (not shown here) pointed more strongly to the importance of education for the community under this heading. However, the reference to education in the first input listed did illustrate how the member groups repeatedly referred to issues relating to education under this heading (see the final vision in 4.0 below). From this we can see that the first input in the sample does support a stress on the importance of “education” as a central issue, but is not primarily concerned with it. Instead it is particularly concerned with services (specifically transport) and by association with connectedness.

Similarly, the input “*High unemployment which will ultimately lead to poor mental health. No job prospects in XXX – no transport out of it.*” was seen as relating primarily to the need for jobs, and less directly to the impacts of this



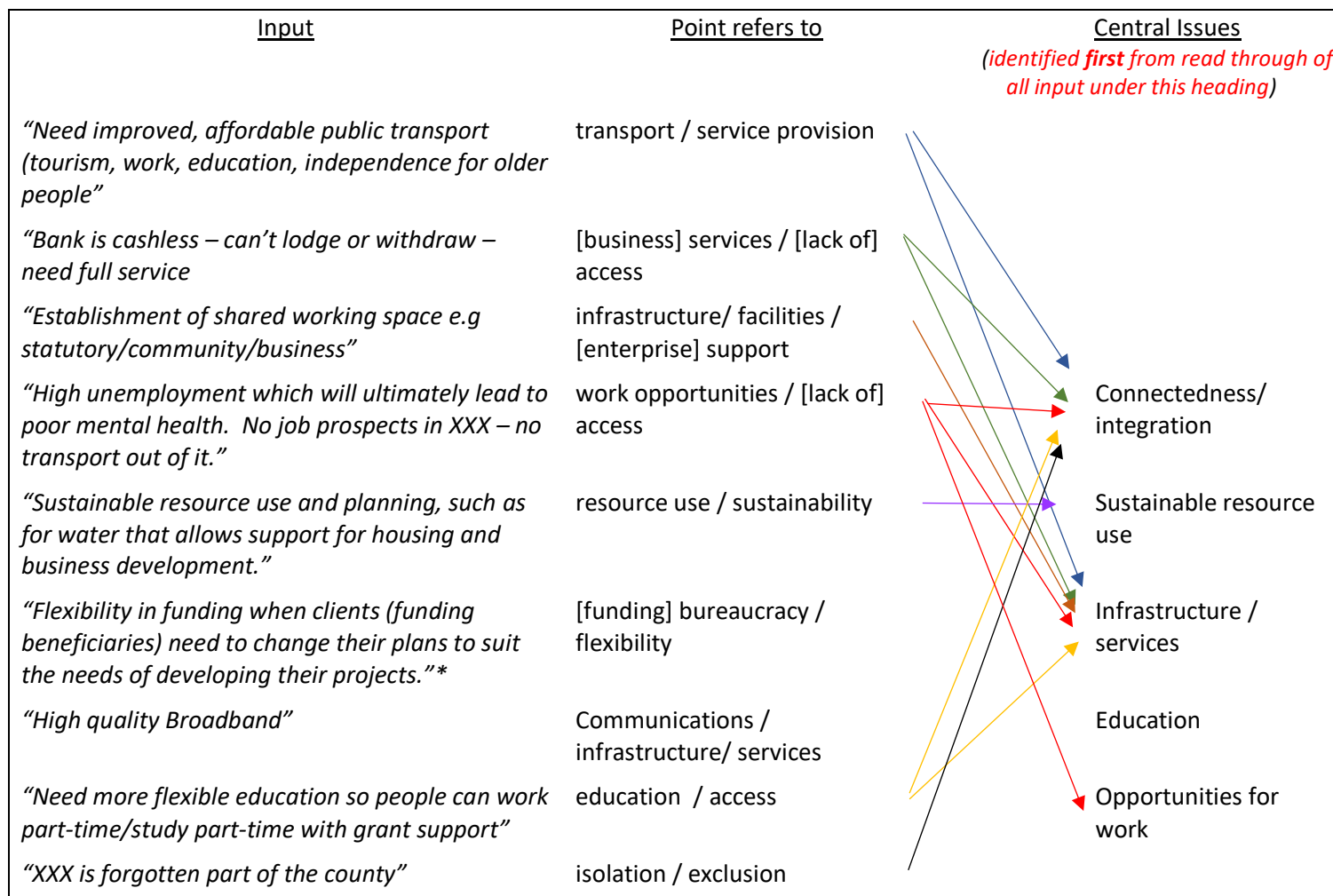
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on mental health and the exacerbation of the problem resulting from poor transport services reducing access to possible work elsewhere.

In this way the central issues that emerged are seen to be justified, and the ways in which many inputs relate to each other also becomes apparent. The vision statement seeks to draw out and pull together these shared points.



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* This point uses funding as an example of how lack of flexibility in bureaucracy creates problems. It is bigger than about funding alone and that is the reason that bureaucracy was identified here as the core issue.

Sample Inputs under the Work, Economy & Resources Heading illustrating identification of the principal issues to which each refers and how these link to the core messages emerging from the initial read-through of the Inputs

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4.0 Build the Heading Vision from the Central/ Core issues

In the example used above, all the inputs under the Work, Economy and Resources heading in the pilot were drawn together and the following emerged as an overall expression of the vision expressed by PPN member groups under this heading:



Economy & Resources

Vision – “Wise use of resources, good infrastructure and adequate services enable sustainable development, employment and education opportunities, while also addressing isolation and disadvantage.”

- People and businesses are well connected physically, electronically and socially
- The economy supports access to adequate food, housing and opportunities for all.
- People, groups and enterprises are supported to create flexible job opportunities and have access to them.
- Bureaucracy does not impede local enterprise

From the above it is clear to see that the vision under each heading describes what the PPN member groups want the future to be like. In this example, it is their vision in relation to Work, Economy and Resources, and a number of subsidiary bullet points expand this where there are clear and strong characteristics of the vision.

It remains vital that the vision (and supporting points) reflects the inputs received. When working on this material it may appear that something has been left out or should be under another heading. Remember that the Draft Vision goes out for consultation to member groups and this is an opportunity for this to be picked up and addressed if the groups feel it is necessary or appropriate. Equally, when the Vision is revisited in the future, amendments may be made, but the content should not be altered from that submitted by the member groups that participated in the consultations.

The procedure set out in the above steps is repeated for each of the 6 Community Wellbeing headings.

5.0 Overall Vision for Community Wellbeing for This and Future Generations

Just as the overall objective under each heading is developed by capturing the core issues identified in the consultation inputs and expressing these in a few sentences, the overall vision is derived by bringing the 6 heading visions together and pulling out particularly repeated issues (or aspects of an issue) and summarising what the 6 headings have outlined as the community the member groups want to see achieved.

This work is best done by the drafting group, ensuring that there is a representative of each of the 3 social inclusion, environment and community & voluntary sectors on the Secretariat that have participated in the process as well as the resource worker.

Following the example given above, the overall vision for community wellbeing generated for the municipal district was:



“XXX Municipal District is an integral part of Co XXX, where all people enjoy fulfilled lives in vibrant communities within a cared for natural environment.”

6.0 Proofing of Draft Vision for Community Wellbeing

Once the Draft Vision (overall vision, vision under each heading and subsidiary bullet points) is drafted, each input needs to be revisited to see if it is taken account of. Each point will not necessarily have been included in a specific way, but within a more general statement. So for example, the input (above) “XXX is forgotten part of the

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county” would be addressed both within the Economy and Resources vision and the overall vision for the municipal district.

This stage may seem an unnecessary burden, but since the drafting task is interpretive and the vision could be expressed in different ways, checking back over all the inputs helps verify that the vision is a valid representation of the consultation submissions.

7.0 Overall Vision for PPN with Multiple MDs or other sub-divisions

For single unit PPNs, only one overall vision may be generated. However, in PPNs with multiple municipal districts or other sub-divisions, it will be necessary to generate a unifying PPN vision. As for visions developed for each of the sub-divisions (above), this work is best done by the drafting group, ensuring that there is a representative of each of the 3 social inclusion, environment and community & voluntary sectors on the Secretariat that have participated in the process as well as the resource worker.

This overarching vision will be brief and based on the visions generated by the various municipal districts (or other sub-divisions).

8.0 The Structure for presenting the Vision for Community Wellbeing

The Vision itself is made up of:

- The overall core vision
- An expanded vision under each heading
- Goals identified under each headings that expand on the characteristics of that vision heading.

It is possible to envisage the WBS as a web with the core vision at the centre surrounded by each heading, within each of which specific goals are located (see the example below).

9.0 Presentation of WBS

The WBS may be set out on paper with the various headings listed (in no particular order) or in the web-like structure described above, as the PPN thinks most appropriate. It is recommended that the web-like structure is used whenever possible when presenting the vision to avoid implying that there is any hierarchy in the 6 different headings that make up Community Wellbeing.

It is very important that the vision can be communicated simply and concisely; for example, an A3 folded leaflet that sets out the vision with a brief introductory text explaining what community wellbeing is, why a vision is important for the PPN, how it was developed and also how it will be used and revised. It is important to think about who the vision needs to be communicated to in developing any design for it. Customisable templates for an A3 folded leaflet and PowerPoint slide presentation are available in the Toolkit.

