

## case study

# Greater Peterborough Partnership

## A new community strategy

The Greater Peterborough Partnership (GPP), Peterborough's local strategic partnership, was looking to engage the communities of Peterborough in the development of a new Community Strategy.

The new strategy was to be developed alongside the city's nomination as a growth area and in the same time-frame as a number of other major public consultations. The local news agenda was crowded and there was considerable scepticism and consultation fatigue amongst the general public.

### Athene's approach

Athene was appointed to develop and implement a consultation strategy with a budget of £10,000, including consultancy costs.

Our approach was to engage people around a simple question: What is Your Vision for the Future of Peterborough?

A leaflet setting out Peterborough's growth aspirations was mailed to local organisations. As well as details on the proposed new strategy, this contained the personal visions of many community leaders, setting out their hopes and ambitions for the future of Peterborough.

In addition a new section on the GPP website was developed allowing people to submit their visions on-line. Links to this website were also sent to the employees of the city's largest public and private sector organisations.

At the same time Athene launched a competition through the Peterborough Evening Telegraph, inviting people to submit their visions for the future of Peterborough. The winning entries were offered a variety of prizes provided by partner organisations.

The Telegraph launched the competition with a double page spread setting out the background to the new Community Strategy and featuring the personal visions of the community leaders. Entrants could submit their visions either on-line, by post or by text.

Interest in the competition was sustained through a series of adverts, with the faces and visions of the community leaders, reminding people how to enter the competition. There were also supporting radio interviews, including a phone-in on BBC Radio Cambridgeshire.

As well as this media activity, Athene arranged engagement events with community groups, including black and minority ethnic groups at which members of the public were invited to put their visions on post-it notes. These events were held as part of pre-existing community events with food and other activities, including health checks.

Finally the competition was rolled out to local schools, with pupils invited to draw their vision for the future of their city and additionally through an on-line consultation on Peterborough's Young Persons Information Network (PYPIN).

### Results

In total the GPP received nearly 300 responses (in addition to those who took part in the engagement events) – a good result relative to the other consultations taking place at around the same time.

Of particular note were the responses received from two primary schools, where classes had spent time discussing what they wanted from Peterborough in the future and, via PYPIN, from young people.

The responses were collated and the main themes distilled in a report that was submitted to the GPP Board and used to develop the final version of the Community Strategy. The winning entries to the competition were featured in the final version of the strategy.