

Inverclyde Council - turning strategic plans into art

Introduction

The project aimed to make the [Inverclyde Council Plan 2023/28](#) and the [Inverclyde Alliance Partnership Plan 2023/33](#) more accessible to people for whom English is not their first language and those who do not have a high level of literacy and to support young people's engagement with the documents.

Inverclyde Council Plan 2023/28

The [Inverclyde Council Plan 2023/28](#) sets out the vision for the Council as a whole and the ways in which we hope to improve the lives of, and deliver better outcomes for, the people of Inverclyde. In striving to deliver this strategic Plan, and by working with our Inverclyde Alliance Partners, the Council will aim to achieve the vision of: ***Success for all - Getting it right for every child, citizen and community.***

The [Council Plan 2023/28](#) focuses on three Themes:

- Theme 1: People
- Theme 2: Place
- Theme 3: Performance

At its heart, the [Council Plan 2023/28](#) aims to ensure that Inverclyde Council is a dynamic service provider, able to respond to the needs of all our communities, and one that plays its part actively as part of public life, locally and nationally. The [Council Plan 2023/28](#) aligns with and supports the [Inverclyde Alliance Partnership Plan 2023/33](#), ensuring that Partners work together to create conditions that promote success for all and address inequalities.

Inverclyde Alliance Partnership Plan 2023/33

The Community Empowerment (Scotland) Act 2015 placed a legal duty on Community Planning Partners to demonstrate that they are significantly improving their residents' lives through the planning and delivery of local outcomes and the involvement of community bodies at all stages of community planning.

The Inverclyde Alliance is the local Community Planning Partnership, which includes CVS Inverclyde, the Department for Work and Pensions, Inverclyde Council, NatureScot, NHS Greater Glasgow and Clyde, Police Scotland, River Clyde Homes, Scottish Enterprise, the Scottish Fire and Rescue Service, Skills Development Scotland, Strathclyde Partnership for Transport, and West College Scotland.

The [Inverclyde Alliance Partnership Plan 2023/33](#) is a commitment by the Inverclyde Alliance to work together towards shared aims, focusing on tackling inequalities and the added value of partnership working.

The [Inverclyde Alliance Partnership Plan 2023/33](#) focuses on five Themes:

- Theme 1: Empowered people
- Theme 2: Working people
- Theme 3: Healthy people and places
- Theme 4: A supportive place
- Theme 5: A thriving place.

How the funding was used

The funding was used to purchase ICT equipment (including two iPads, two Pencils and a Stylus) to support work around the graphic design of the [Inverclyde Council Plan 2023/28](#) and the [Inverclyde Alliance Partnership Plan 2023/33](#).

When the designs were finalised, we procured a pull-up banner for each document, which can be used at events facilitated by Inverclyde Council and the Inverclyde Alliance.

To complement the main designs of the Plans and the pull-up banners, we designed mini leaflets (credit card size) outlining the three Themes of the [Council Plan 2023/28](#). These leaflets and printed copies of the designs of both Plans – can be distributed at Council and Inverclyde Alliance events, respectively.

Designed versions of the Plans

The designed versions of the Plans are:



Image: [Inverclyde Alliance Partnership Plan 2023/33](#) – main design

Inverclyde Alliance Partnership Plan 2023-33

getting it right for every
child, citizen and community



THEME 1
Empowered people



THEME 2
Working people

THEME 3
Healthy people
and places



THEME 4
A supportive place

THEME 5
A thriving place



Inverclyde Alliance

Image: Inverclyde Alliance Partnership Plan 2023/33 – pull-up banner



Image: Inverclyde Council Plan 2023/28 – main design



Image: Inverclyde Council Plan 2023/28 – pull-up banner

INVERGLYDE COUNCIL

PLAN 2023-28

our vision committed **getting it right** dynamic nurturing

safe for every child, citizen and community reliable positive healthy thriving

THEME 1

PEOPLE

healthy employed reduced poverty safe supported

CONNECTION

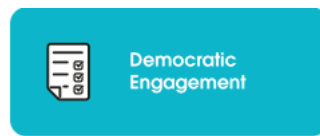


To find out more about the Council Plan 2023/28:
 01475 717171 / corporate.policy@inverclyde.gov.uk



Image: Inverclyde Council Plan 2023/28 – mini leaflet

How the project supports the Co-operative Councils' Innovation Network Principles



Democratic Engagement: *We will support the active engagement of the full range of residents in decision-making and priority-setting.*

A key aim of the project was to make the two strategic documents more accessible to people who may not usually engage with Inverclyde Council.

When the draft designs of our two Plans were available, we recognised the importance of consulting with young local residents at two events in February 2024. The aim of the consultation process was to seek the young people's views on the draft documents and gather their thoughts on any changes that they suggested could improve the initial designs. The feedback was very positive, and we later finalised the drafts prior to proceeding to the production of printed materials.



Co-production: *We will develop systems that enable citizens to be equal partners in designing and commissioning public services and in determining the use of public resources.*

With the support of the Co-operative Councils' Innovation Network, the graphically designed versions of the two Plans—the originals of which are unavoidably text-heavy—are now potentially more engaging to the general population and more understandable to young people, people for whom English is not their first language, including New Scots, and those who lack high literacy skills.

In the future, we plan to use the documents at consultation and engagement events in person and online. For example, during the Council's Budget Consultation exercises, the graphically designed suite of [Council Plan 2023/28](#) materials may be used as visual aids to explain the Themes of that strategic document.

Meanwhile, the Community Planning Partnership members can use the suite of materials regarding the [Inverclyde Alliance Partnership Plan 2023/33](#) when they wish to engage with stakeholders about the work of the Alliance Board.



Innovation: *We will embrace innovation in how we work with local communities to drive positive change.*

A non-cooperative Council that wishes to engage the local population with its strategic documents may do so via traditional means, including consultation and engagement meetings and focus groups with the community, its representatives, and special interest groups. Historically, this may have been done with the assistance of text-heavy strategic documents.

Inverclyde Council is now able to use the suite of materials produced as a result of the funding from the Co-operative Councils Innovation Network to support meaningful engagement with 'hard to reach' members of the local community. The materials can also be used by various colleagues from across the Council, including the Corporate Management Team and the Community Learning and Development Team.

Lessons learned during the project

Positively, the project's delivery was a very smooth process, which means there are limited examples of lessons learned. However, it is worth noting that it was important to allow sufficient time to compile the edited text that would form the basis of the graphically designed documents. This proved challenging because the plans were strategic and included a wealth of information. However, it was a key task that underpinned the success of the whole project.

We were fortunate to have two consultation events already planned with young local residents. These events are led by young people, with support from the Council's Community Learning and Development Team. The opportunities—named #ClydeConversations—enabled us to meaningfully consult with this key group of stakeholders without arranging separate, standalone events with a single or double-item agenda. If these events had not been planned, we would have needed to organize something similar, which would have to be incorporated into the timeline project.

Finally, it was appropriate to effectively manage competing pressures to ensure that key deadlines were met. Thanks to the flexibility about how the funding could be used, Inverclyde Council procured goods and services to maximise the benefits of the external support.

Legacy of the project

The first stage of the initiative is complete. It will be complemented by the legacy of the project, which will be that the ICT equipment can be used to amend the designs when the current Plans expire in 2028 and 2033, respectively. The main design of the [Council Plan 2023/28](#), together with the pull-up banner and the mini leaflets, will be used to promote and explain the Plan's Themes at Council events (the first of which took place on 23 May 2024).

The main design and pull-up banner of the [Inverclyde Alliance Partnership Plan 2023/33](#) will be used at Inverclyde Alliance events, which are facilitated by the Council and our Community Planning Partners, who are members of the Inverclyde Alliance Board.

Next steps

We have already made good use of our new materials by publishing them on a variety of pages on the Council's website, alongside the text versions of the two Plans. The paper versions of the documents have also been displayed on a notice board located in an area of high footfall at the Municipal Buildings.

Looking ahead, the suite of materials will be used at local engagement and consultation events to explain the Plans' key Themes and encourage understanding of what can be achieved together. The materials will also support discussions with community members about how we best work together to achieve the strategic aims of the Council and the Community Planning Partnership.

The next event where we plan to use the materials is a meeting in early January 2025 which will be attended by Officers from across the Council. We are confident that many external opportunities will present themselves in the future where we can use the printed materials and pull-up banners to engage with the local community; examples of these may include consultations events, listening

events on a variety of topics, and workstreams that aim to strengthen the community ownership and understanding of the Plans.

Contact details

For more information on this project, please contact:

Morna Rae, Head of Organisational Development, Policy and Communications, Inverclyde Council

morna.rae@inverclyde.gov.uk

01475 712055

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