

Innovation in Breckland:

Future Breckland LGA Session



Breckland
COUNCIL

Why do we think we're innovative? Lessons for the sector from our work Breckland:

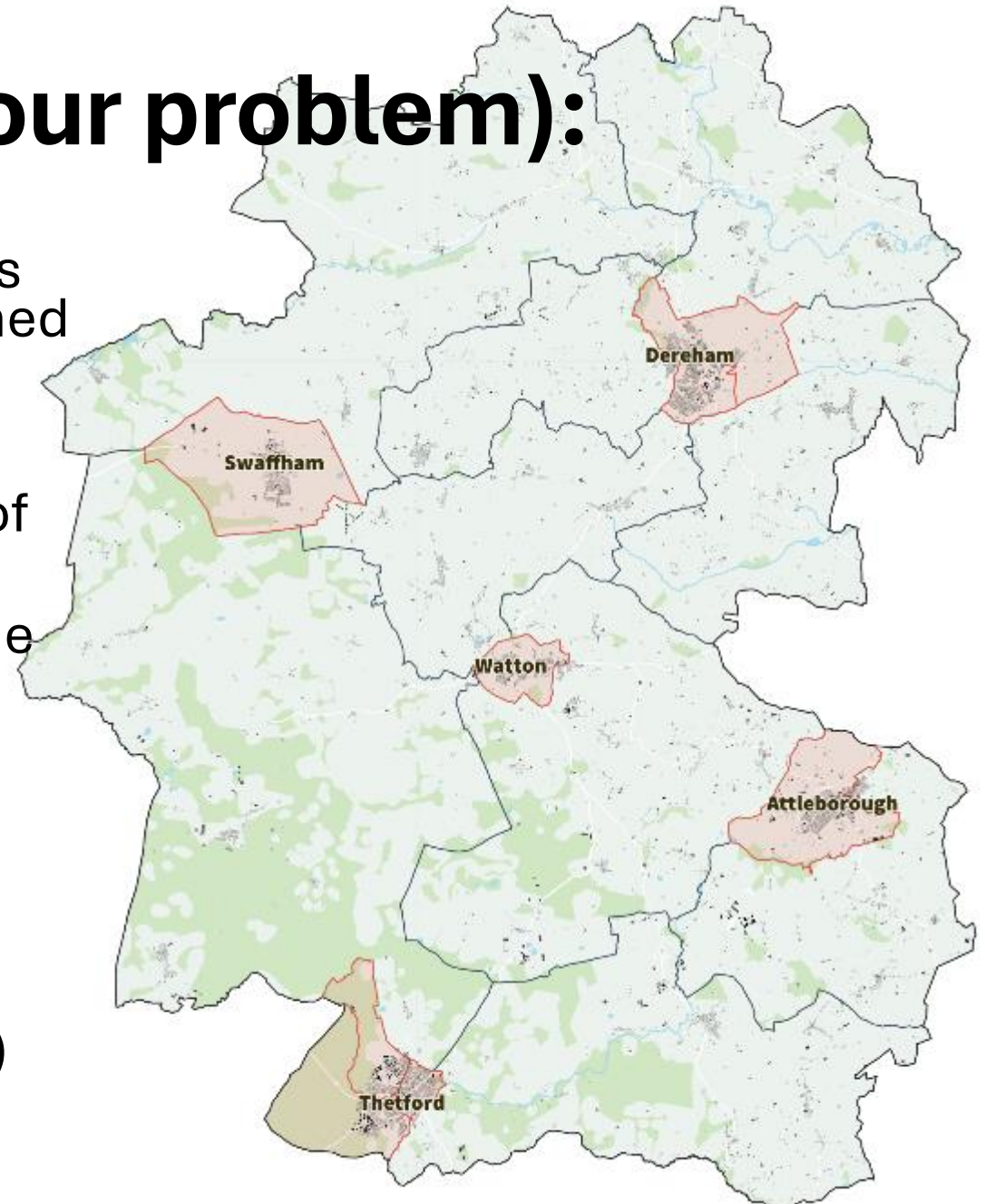
- ❖ **Flipped** the role of engagement and **blended it into delivery, and turned it into a movement**
- ❖ Proven the **benefit of time, investment and breadth**. Real conversations to achieve genuinely meaningful engagement.
- ❖ Defined a key role for the Council in **'leading from the back'**
- ❖ Taken a step back, **got off the hamster wheel of funding**, and activated thousands of residents, enabled 100s of projects and leveraged £millions of investment already.

Setting the scene (and our problem):

Breckland – 400 sq. miles and 113 parishes worth of rural and urban Norfolk, constrained by (until we started this journey at least):

- ❖ Long history of being less than the sum of our parts
- ❖ Lack of coherent, supported vision for the future – and faced with a lot of changes
- ❖ Traditional approaches constrained in reach, scope and ambition - and engagement dominated by a noisy 1%

Our dilemma of “placemaking in a place which isn’t a place” (and has many places)



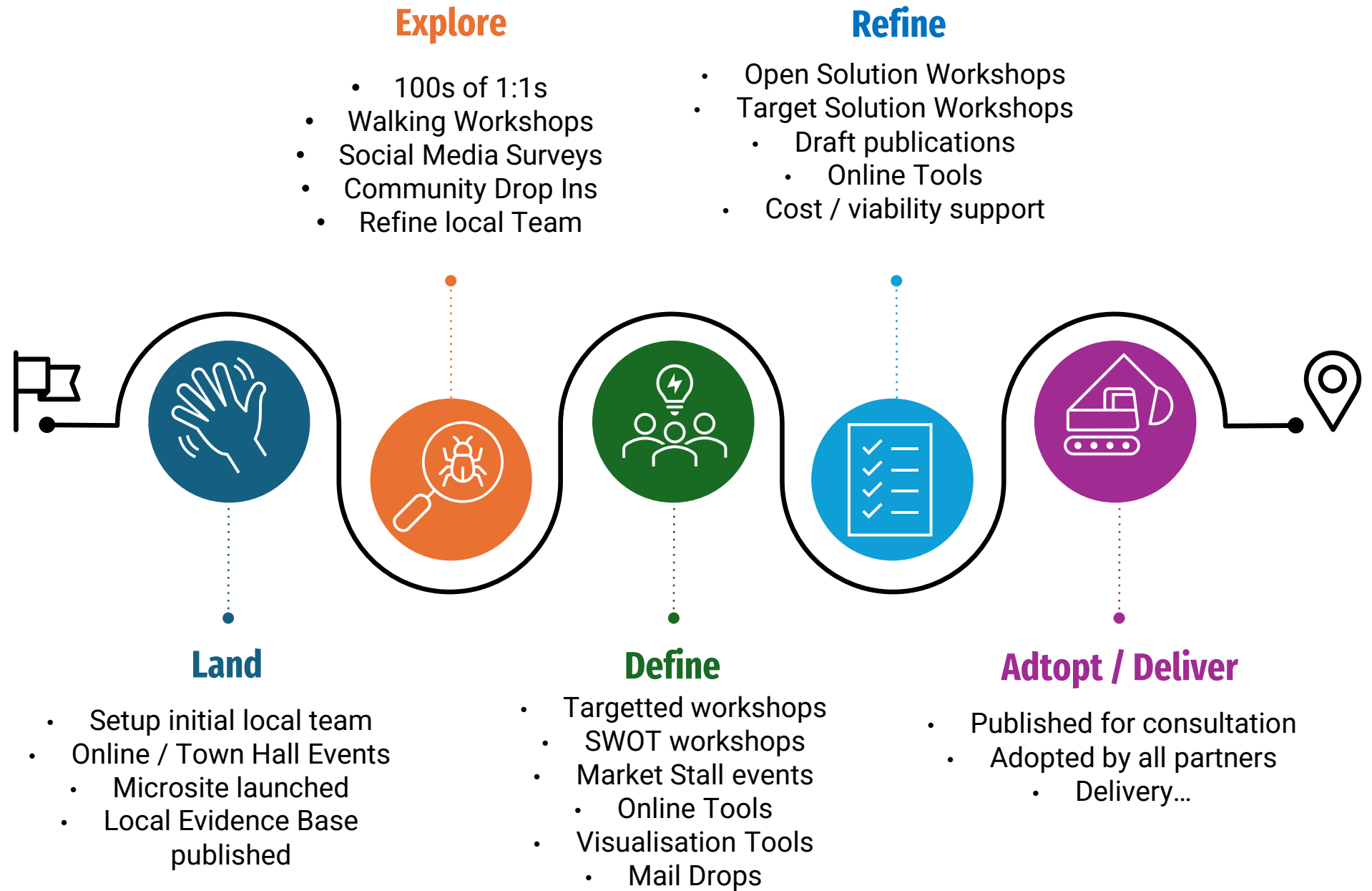
Our solution: facilitate community-led, place-based and outcome-focussed plans for the future of people's places:

- Spending real-time **embedded** in each of our **five towns over 18 months**
- **Lead from the back**, provide investment, space and facilitate the discussion with **pool of experts**
- Meet people **in their places, on their terms**. But be proactive in taking the conversation to them where needed.
- Use **evidence as a backdrop**. But challenge it constantly.
- Start with a **blank piece** of paper and build out the details collaboratively, including being **sector and authority agnostic**

Future Breckland: Thriving People and Places



Typical – 4 month journey for each of our Towns



A vibrant, colorful cityscape built with LEGO bricks. The scene features various architectural styles, including a white building with red arches, a brown brick building, and a large grey and white building with many windows. There are green trees, bushes, and a blue sky. The foreground shows a paved area with a white arrow pointing right.

**Meeting people on their terms in
their places, going the extra mile**



As a result, we've got some plans (hooray)

Much more important - engagement evolves into opportunity for the community to produce, and a mandate for the Public Sector to deliver





**And engagement evolved into ownership,
delivery and coordination**

NEWS

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England | Local News | Regions

Five towns in the East to benefit from £400m pot of money

7 March

Budget 2024



Protecting Swaffham's heritage in partnership

By Tom Navarro
OCT 27, 2022



Pictured: Maxine O'Mahony, Chief Executive at Breckland Council and representatives of leading national and local heritage organisations.

The visit, which was organised by Breckland Council, saw Claudia...

toured the historic heart of the town and met with local businesses to discuss the positive impact recent grant funding has had in the area.

Eastern Daily Press

Attleborough Leisure Centre's proposed new-look revealed

23rd March 2023

LOCAL GOVERNMENT ATTLEBOROUGH



Home > Bury St Edmunds > News > Article

Multi-million Thetford funding boost announced by chancellor in spring budget

Coffeesmiths opening in the old post office in Attleborough

5th February

BUSINESS ATTLEBOROUGH

£1M FUNDING FOR HISTORIC MARKET TOWN IN NORFOLK

SWAFFHAM

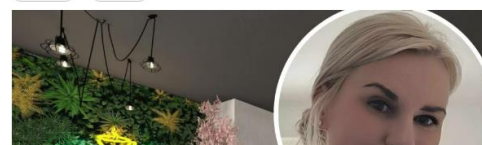
WHAT IS THE HERITAGE ACTION ZONE?

A new project funded by Historic

BeeStro eatery to open in Watton High Street

6th January

BUSINESS WATTON



Breckland News

5000 VISITORS WOW'D AT THETFORDS STAGE AND SCREEN EVENTS

MAMMA MIA WOWS AUDIENCE

Work starts on restoring Swaffham Assembly Rooms

31st May 2023

HERITAGE NORFOLK



Assembly Rooms, currently being refurbished by the ICENI. Truss meets with Breckland Councillor Paul England & Dennis Talon from the ICENI.

Castle

Twenty empty shops filled by Breckland Council scheme

By RICHARD BOND

Since launching in 2022 Breckland Council have supported 21 business owners to take the leap and open their first premises on the high street. This has enabled 20 landlords to fill their historically empty commercial units, while bringing new life to Breckland's 5 market towns.

on last year's... United States... developing mo... to make gain... age increas... come from C... The Chinese g... heavily in mo... the past dec... ment to macro... pay dividends... expanded mos... of arable land... mosse mamber... to 60,000 maki... exporter for th... good news for... lia, a barren u... inhabits desire... table desire for... cross in Beiji... anticipated to... relatively strai... but increase M... trade with its... Historically... to China in t...

PARK RUN NEWS

Park Run comes to Dereham thanks to Breckland Council and ... Council

With momentum creating momentum, and success breeding success

ings Lane in ... k Run route to be ... set. Thanks to Junaung from Breckland Council

**We really believe in this
– but we're probably
the least well placed to
talk to it....**



Dr Dent, Wayland Partnership.

“For a long time I’d been working on my own on the concept for a new ‘Digital Media Centre’ for the community in Watton. It’s now part of a plan the whole Town has bought into, and this year we started trials for new activity”



Claire, Iceni Partnership

“I’ve worked in Community Development for over 30 years, and was more than a little cynical about just *another* consultation. I’m delighted though that this has become all about action, change and delivery on the ground”





Alex, Goregate

“Our family have owned property in the Town for over 100 years. For the first time we feel bought into a vision for the future - we’ve been happy to coinvest in that vision”



Glyn, AboutDereham

“We represent a network of 30 community groups in Dereham, and we’ve been crying out for more green space in the Town for years – now we’ve three new parks!”

Emma, Engagement Manager, Flagship Housing

“I started out just responding to this as a resident, now I’m working in a role funded by multiple partner's and actually making it happen – its really exciting!”





Jess, Puddin

“I first engaged with Future Breckland during the initial consultation, and made the point there wasn't enough opportunities for young people – since then I've started my own shop in a unit sponsored by the Council”



Our reflections to the sector:

- ❖ Engagement isn't a fixed point in a process, it's a state of mind
- ❖ Take your time, and meet people on their own terms in their own places, you will get far more powerful results
- ❖ The public sector is confusing maze – only Local Authorities can help communities see a way through
- ❖ It's quicker, and easier, to fundraise without worrying about funders
- ❖ It takes courage – for Officers and Members - to step back and listen – but if you do, you'll get positively pushed in some interesting directions

Thank you!



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COUNCIL

