

Politics of inclusive growth: amplifying the voices of 'hard-to-reach' groups in Greater Manchester

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Inclusive growth strategies

- Employment
- Education and Skills
- **Connecting people to existing and new opportunities through services**

Inequalities in GM (CoDE, 2017)

Figure 1. Absolute Inequality Education Manchester LAD

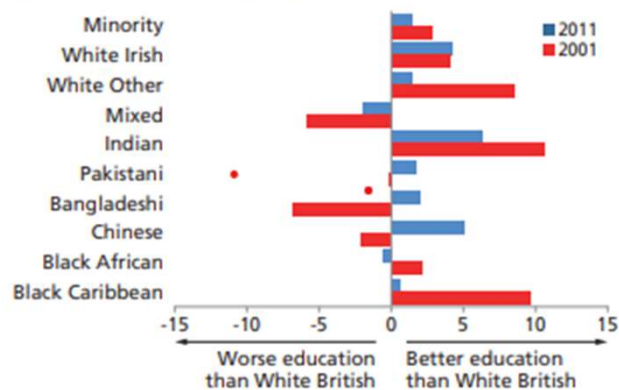


Figure 3. Absolute Inequality Employment Manchester LAD

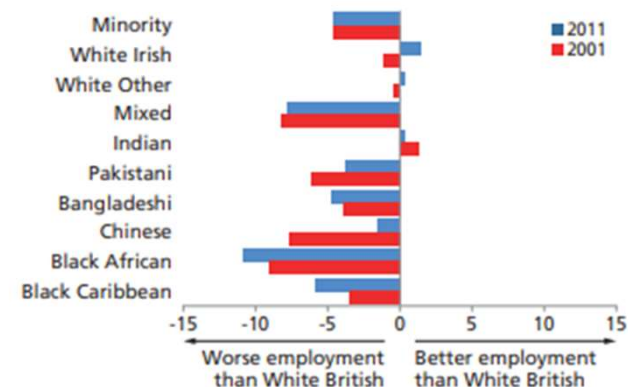


Figure 5. Absolute Inequality Health Manchester LAD

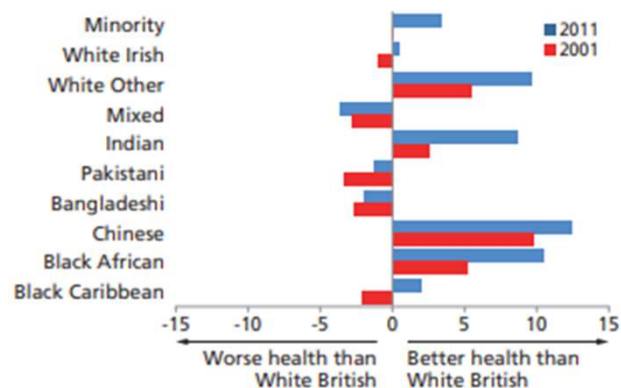
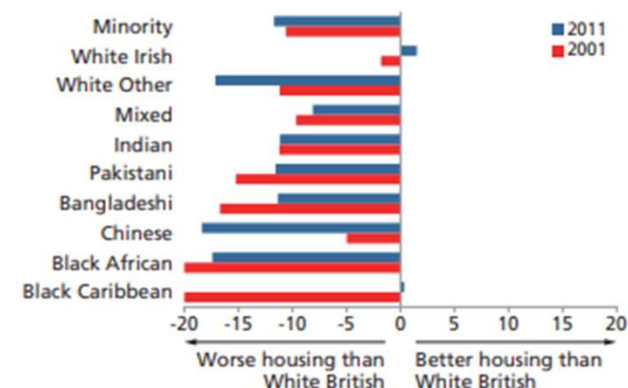


Figure 7. Absolute Inequality Housing Manchester LAD



Target populations - 'Hard-to reach'

Eligible for assistance but do not usually take up the help - the 'unengaged'

- Why? (Doherty et al., 2003)
 - Structural barriers e.g. disconnect from opportunity
 - Service does not appear to meet their needs
 - Service resistance due to previous experiences/personal circumstances

This research

- Takes issue with 'hard-to-reach' label
- Problematises the organisation practices that shape access to service (Brackertz, 2007)
 - Has a standpoint that the practices in service design/delivery are deficient
- Question: how can we understand how these practices are structural barriers in order to resolve the issue of a lack of engagement with public services?

Co-production

- A tool that can be used to draw on the ideas and lived experience of local people to co-produce solutions to better engagement with services



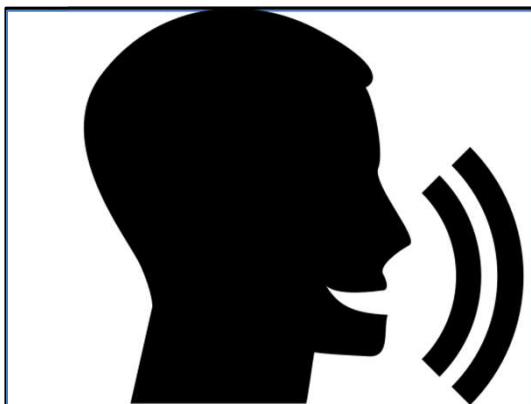
Co-production

'mix of activities that both public service agents and citizens contribute to the provision of public services. The former as professionals or 'regular producers' while 'citizen production' is based on voluntary efforts of individuals and groups to enhance the quality and/or quantity of services (Parks et al, in Pestoff 2006, p506).

Inclusive co-production

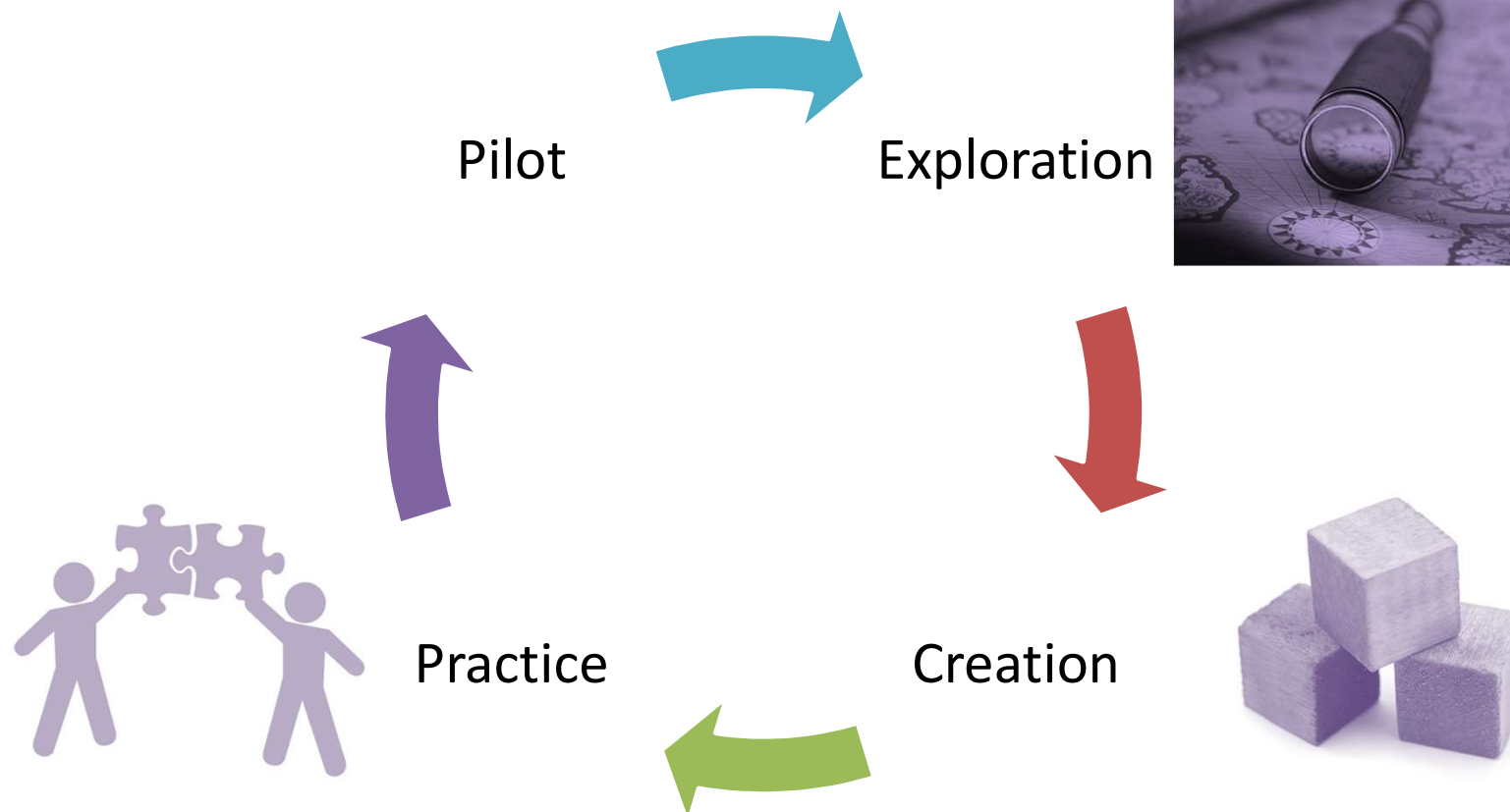
Active strategies to ensure

- Politics of presence
- Substantive representation
- In deliberative spaces



Amplifying voices: Co-City Protocol

Adapted from LabGov's CoCities cycle



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