

# Developing positive narratives and positive engagement:

- promoting cohesion at a local level

Gill Grainger  
Community Diversity Manager  
Wrexham County Borough Council



# Why engage with migrant communities?

- Policy framework and legislation
- Reality for front line services
- Demographic change
- Community cohesion
- Financial constraints

# Context:

- International and National debate
- National community cohesion agenda
- Regionalisation / Sub-regionalisation
- Geography of communities
- Financial constraints

# Is there a cost to not engaging?

## Strategic level:

- Information sharing
- Identifying emerging issues
- Shared solutions
- Horizon scanning

## Community level:

- Power and voice
- Cost effective, targeted services



# Examples of positive engagement:

- Strategic Equality Plans
- Equality Monitoring / EIAs
- Black History Month
- Asylum Seekers and Refugees
- Tackling hate crime
- Community initiatives
- Emergency Planning arrangements

# Developing positive narratives – challenges:

- Information and data
- Who's who?
- EU referendum; negative migration debate
- Clarity of message + myth busting
- Confidentiality + vulnerability

# Developing positive narratives – opportunities:

- Partners and supporters
- Local networks
- Organisational communications
- Wellbeing of Future Generations Act – Needs Assessment
- Migrant people

# Contact details:

Gill Grainger

Tel: 01978 292261

Community Diversity Manager  
Wrexham County Borough Council

[gillian.grainger@wrexham.gov.uk](mailto:gillian.grainger@wrexham.gov.uk)

