

WIRRAL COUNCIL

Policy and Performance Coordinating Committee

1st April 2014

SUBJECT:	Update on the Community Budgets/Public Service Transformation project
WARD/S AFFECTED:	ALL
REPORT OF:	Emma Degg
RESPONSIBLE PORTFOLIO HOLDER:	Cllr Phil Davies
KEY DECISION?	No

1.0 EXECUTIVE SUMMARY

1.1 This report updates members on the Public Service Transformation initiative that Wirral Council is part of. Members are asked to comment on the latest developments and proposed activity as the project workstreams move into implementation from April 2014.

2.0 BACKGROUND AND CONTEXT

2.1 Members will be aware that the Council has embarked on a significant agenda of strategic change. Together with our partners, we are committed to new ways of working, to deliver public service transformation across the Borough based on the clear principle of finding local solutions to local problems.

2.2. One strand of activity within this agenda is Wirral's role in the Public Service Transformation (PST) Network. Public Service Transformation aims to build on the opportunities created by Community Budgets around the country, leading to more joint working and shared services and a new way for local public service providers to work together to meet local needs. The Community Budgets Pilots, initially launched in 2011, aimed to encourage public service partners to share budgets, improving outcomes for local people and reducing duplication and waste in order to:

- make better use of their resources by establishing joint budgets and sharing local knowledge, community assets and voluntary effort;
- flex central rules and regulations so local partners can provide better services that suit their area;
- give people greater control over their local public services; and
- establish local partnership & governance arrangements to create a unified approach

2.3. During 2012, four areas in England (Cheshire West, Essex, Greater Manchester, and in London the Tri-borough of Hammersmith and Fulham,

Kensington and Chelsea and Westminster) began piloting Community Budgets as a mechanism for tackling some of their biggest local challenges, from domestic violence to skills and employment. In each of those four localities, public services, business and the voluntary sector have been working together to develop new joint responses to those challenges. See link for further detail. <http://communitybudgets.org.uk/>

2.4. Building on this approach, in July 2013, the Government announced that Wirral was one of the nine new areas that had been selected to be part of the Public Services Transformation Network as set out below::

- Bath and North East Somerset
- Bournemouth, Poole and Dorset
- Hampshire
- Lewisham, Lambeth and Southwark
- Sheffield
- Surrey
- Swindon
- the West London Alliance (Barnet, Brent, Ealing, Harrow, Hillingdon and Hounslow)
- Wirral

3.0 PUBLIC SERVICE TRANSFORMATION WORKSTREAMS

3.1. Wirral’s broad approach to the Public Sector Transformation initiative is set out within the Joint Statement of Intent (JSI), attached as Appendix 1. Wirral’s Public Service Board (PSB) is providing the overarching direction for Public Sector Transformation activity, and partners have now developed a number of workstreams as part of this.

3.2. A key point to note is that the PST initiative is one strand within a number of wider transformational initiatives for Wirral, The workstream projects outlined below will have a very specific focus on one strand of activity, but clearly there is also a range of related projects and delivery taking place across all public service agencies.

3.1. PRIORITY THEMES

Wirral’s JSI sets out a focus on a number of priority themes, each with a specific workstream focus as set out below. Each workstream has a project lead and a detailed project plan, currently being developed, which sets out the specific activity that will take place in the coming months.

Priority Theme	Workstream Focus	Lead
Addressing Health Inequalities	Wirral Food Plan Public Health officers are leading on the development of the Wirral Food Plan. This aims to transform local food culture and attitudes to eating in order to improve the health and	Julie Webster, Head of Public Health

	<p>wellbeing of the local population whilst enabling economic growth and prosperity.</p> <p>Wirral Health and Wellbeing Board originally sponsored the development of a Food Plan, and they provide ongoing oversight.</p> <p>This programme also reports to the Public Service Board for strategic direction and ongoing steer.</p> <p>4 Constituency Teams are engaged on this issue and are harnessing community interest. VCAW is similarly providing support to develop an understanding of community assets.</p> <p>Additional support has been secured from the national Systems Leadership Programme to develop the project.</p>	
<p>Driving Economic Growth</p>	<p>Tackling Health Related Worklessness</p> <p>Building on a range of discussions that have been taking place with WEDS & Welfare Reform, Health and Housing partners, the focus for this theme is Health Related Worklessness.</p> <p>Wirral has some persistent spatial concentrations of residents claiming key out of work Benefits, with a significant proportion of these because of a health condition. Headline data includes:</p> <ul style="list-style-type: none"> • 38,930 residents claiming 	<p>Rose Boylan</p>

	<p>key out of work benefits (19.5%)</p> <ul style="list-style-type: none"> • 48% (18,750) health related (ESA/IB) • ESA/IB represents 9.5% of working age population <p>Specific spatial concentrations</p> <ul style="list-style-type: none"> • Centre for Social Justice identifies Vittoria Dock in Birkenhead as 'benefit ghetto' with the 4th highest rate of worklessness in England/Wales (56%) • Morpeth Dock – Stronger Communities Initiative (43.3%) <p>Within the context of welfare reforms, recent discussion with partners have focused on developing a pilot initiative to work together to develop new approaches to address high levels of health related worklessness.</p> <p>The proposal is to link this to the newly established Parliamentary Constituency Model to drive a pilot in Birkenhead. Health, Housing and Employment partners are key to shaping up new joint delivery and services.</p>	
<p>Increasing Neighbourhood Resilience</p>	<p>Increasing Neighbourhood Resilience</p> <p>This project aims to inspire communities to come together to find the right solutions to address local need. To do this we will identify new and innovative ways of ensuring our residents have access to the services, advice and guidance that they need and provide them with the tools and</p>	<p>Jacqui Cross</p>

	<p>knowledge to enable them to make the choices that are right for them and their families.</p> <p>This will lead to reduced demand for services and improvements to health, the economy and the local environment through the following:</p> <ul style="list-style-type: none"> • Behaviour change among partners, residents, service users and customers • Major service review and redesign • Reduced duplication and waste among services • Increased joint commissioning, shared services and budgets • Reduced demand for public services 	
<p>Data sharing and improved intelligence</p>	<p>Mapping public sector investment into Early Years 0-5 services</p> <p>This project aims to develop a more cost efficient approach to targeting public sector resources through use of data, intelligence and analysis to understand service delivery and need.</p> <p>The project will ensure public sector partners can share data on investments and expenditure as part of transforming services in Wirral</p> <p>It will also help to inform Public Sector priorities for investment</p> <p>It also aims to ensure that the 'Wirral Pound' is spent in the most effective and efficient way possible</p> <p>The initial pilot scoping exercise is mapping public</p>	<p>Jacqui Cross</p>

	sector services expenditure for 0-5 year olds across the 4 constituencies	
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4. NEXT STEPS

- 4.1. Detailed business cases and project plans for each workstream are currently being developed. From April 2014, the workstream projects move into detailed delivery and implementation. Ongoing updates will be brought to PSB meetings in order to monitor delivery, and to further refine the focus of the projects.

5. RELEVANT RISKS

- 5.1. There are none directly relating to this report.

6. OTHER OPTIONS CONSIDERED

- 6.1. N/A

7. CONSULTATION

- 7.1. The project business cases include detailed proposals for further partner and community engagement, and a number of stakeholder events are being planned for the coming months.

8. OUTSTANDING PREVIOUSLY APPROVED ACTIONS

- 8.1. N/A

9. IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 9.1. A key principle running through all of the PSTN aims to share local knowledge, community assets and voluntary effort, and to inspire communities to come together to find the right solutions to address local need.

10. RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

- 10.1 N/A

11. LEGAL IMPLICATIONS

- 11.1 N/A

12. EQUALITIES IMPLICATIONS

- 12.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?
The report is for information to Members and there are no direct equalities implications at this stage. Detailed EIA's are being developed for each project workstream.

13. CARBON REDUCTION AND ENVIRONMENTAL IMPLICATIONS

- 13.1 N/A

14. PLANNING AND COMMUNITY SAFETY IMPLICATIONS

14.1 N/A

15.RECOMMENDATION/S

Members are requested to:

- a) Comment on the proposed direction and focus of the PSTN workstreams;;and
- b) Identify any issues, barriers or support required in order for it to progress.

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APPENDICES

Appendix 1: Joint Statement of Intent