

Motion 5 - WIRRAL COUNCIL TO COMMIT TO KEEP IT LOCAL CAMPAIGN

Proposed by Councillor Janette Williamson

Seconded by Councillor Tony Jones

Wirral Council believes in the power of community. That's why we understand the best way to tackle the challenges we face as an authority and create transformative local services for our residents is to Keep it Local.

Keeping it Local means, we will work to harness the local potential that exists in our authorities' neighbourhoods and communities, by building strong local partnerships, sharing power and maximising local strengths.

In doing so, we can use public resources to invest in the local economy and support community capacity, Social Value and the opportunity to keep wealth in Wirral. We will provide services which intervene early to reduce long-term costs and drive down pressure on our public services.

Council notes that recent years have seen a trend towards outsourcing services at scale, which has crowded out local community organisations. Wirral Council aspire to adopt a different way: to Keep it Local.

Wirral Council calls upon Cabinet to join the Keep it Local Network – a coalition of forward-thinking councils like ours. To sign up to the network, Cabinet will commit to work towards six 'Keep it Local principles':

1. Think about the whole system, not individual public service silos.
2. Co-ordinate services at the neighbourhood level.
3. Increase local spend through progressive procurement to invest in the local economy.
4. Focus on early intervention now to save costs tomorrow.
5. Commit to communities and proactively support local organisations.
6. Commission services simply and collaboratively so they are 'local by default'

We call upon Cabinet to convene a discussion with the local community to co-design what it means to Keep it Local in the Wirral setting and continue to work with Locality and peer councils in the Keep it Local Network to assess and improve our current practice.

We also call on Cabinet to appoint a 'Keep it Local Champion' within the Cabinet and in the Senior Management Team to take ownership of this work and work with colleagues in pursuit of these aims.