



REPORT TITLE	Wirral Council to Commit to Keep it Local Campaign
REPORT OF	Commissioning Services Manager

REPORT SUMMARY

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

RECOMMENDATION/S

That the Cabinet Member approves the recommendation to join the Keep it Local Network – a coalition of forward-thinking councils like Wirral.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 Keeping it Local means we will work to harness the local potential that exists in our authority neighbourhoods and communities, by building strong local partnerships, sharing power and maximising local strengths.
- 1.2 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.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 “Keep it Local” is a unique collective founded on set 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’

No other options therefore have been given consideration.

- 2.2 The “do nothing” option was not considered on the basis that membership of Keep it Local provides synergy with a number of other community wealth building initiatives that the Council is actively pursuing.

3.0 BACKGROUND INFORMATION

- 3.1 Wirral Council is working to harness the local potential that exists in our neighbourhoods and communities, by building strong local partnerships, sharing power and maximising local strengths.
- 3.2 If 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 be able to provide services which intervene early to reduce long-term costs and drive down pressure on our public services
- 3.3 The opportunity to join the Keep it Local network aligns with other associated programmes of work commissioned to retain the wealth of the Wirral population, encourage social investment and increase levels of social value within our communities, most notably – work with the Centre for Local Economic Strategies (CLES), Social Value portal and Power to Change.

4.0 FINANCIAL IMPLICATIONS

4.1 There will be no cost to Wirral to join the Keep it Local Network in Year 1. Wirral will look to undertake a benefits realisation exercise before committing to continue membership into Year 2 (expected year 2 cost if membership retained circa £400)

5.0 LEGAL IMPLICATIONS

5.1 There are no associated legal implications

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 There are no resource, Asset or IT implications

7.0 RELEVANT RISKS

7.1 There are no risks associated with the Council joining the Keep it Local Network

8.0 ENGAGEMENT/CONSULTATION

8.1 As part of the Keep it Local principle, engagement with communities will be a continuous process.

9.0 EQUALITY IMPLICATIONS

9.1 Membership of the Keep it Local Network will encourage wealth to be kept within local communities including some of the most deprived areas of the Borough.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 Membership of the Keep it Local network will encourage greater levels of Social value to be embedded into our purchasing and commissioning decisions which will consider climate change implications.

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APPENDICES

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Full Council Motion Approved	22 October 2019