

REPORT TO CABINET – 10th June 2010

COUNCILLOR IAIN BRODIE-BROWN

Cabinet Member for Performance and Governance

1. COMPREHENSIVE AREA ASSESSMENT

The Audit Commission has announced all work surrounding the Comprehensive Area Assessment (CAA) should stop immediately. The CAA was the previous Government's performance assessment regime for public agencies and its Partners. The CAA system had two components – the Organisational Assessment and the Area Assessment.

NEXT STEPS:

As a Local Authority we need to consider the options available to ensure we maintain:

- Standards and validation of service delivery and/or services
- Value for money and efficiency
- Challenge to Performance Improvement
- Identification of Risk

2. GOVERNANCE REVIEW

The key milestones in the Governance Review have been met including:

- Review of Thematics and other Boards being undertaken, and draft transition plans in process of being prepared to implement new framework for Area Management. Work underway with Political Groups to plan implementation as the first stage of an 'influence' model for a range of Council Services in the new municipal year;
- Partnership mapping exercise conducted, new database of partnerships goes live in new municipal year, pilot begins 17th June, database should go live July 2010;
- Review of Outside Bodies underway – linked to partnership mapping exercise and a refresh of the Cabinet Member Portfolios following local elections;
- Overview and Scrutiny Away Day is in the process of being planned, to review the current arrangements and determine how O and S can meet its wider responsibilities relative to partners and to take account of the emerging roles of Area Committees and the Area Partnership model;
- Cabinet Member Portfolios will need to be refreshed in 2010/11 to ensure that they reflect priorities and to provide clarity of links to the new organisational structure.

The new arrangements will need to be monitored and developed over the next 12 months. The review of the Overview and Scrutiny Function, quite appropriately, will take place in the new Municipal Year as the SBP and area management develops. The emerging arrangements for area management will impact on the O and S role as Area Committees will be well placed to performance manage what is being achieved at a local level by area partnerships.

3. PERFORMANCE MANAGEMENT & INTELLIGENCE

3.1 Performance Management Framework

A new performance management framework has been approved by Council for implementation during the 2010/11 municipal year. The new framework follows extensive

consultation with Members, council officers and partners; and represents a new approach to managing, improving & reporting performance and risk.

3.2 Core Evidence Update

In October 2009 Mott MacDonald published a report which was commissioned by the Performance & Partnerships team entitled Sefton “State of the Borough Core Evidence Report”.

The report contained primary & secondary data on population, deprivation, crime and disorder, economy employment & worklessness, housing, health & wellbeing, children’s & young people, environment, transportation and cross cutting themes to produce a holistic report.

An officer has been seconded to refresh the Core Evidence Base and report, as several new data sets have been published since the original report was produced. Ongoing work:

- Compilation of a spread sheet of data sets and documents used in 2009 version of the report, along with there next refresh date and refresh frequency.
- Compilation of a list of additional data sets not used in the original document but containing valuable data to help provide an up to date picture of Sefton. Where possible the data is being obtained at Ward / Lower Output area as the original report contained data primarily at a borough level.
- Additional data will be added to the evidence base as well as that from colleagues in partner organisations.
- Analysis of data sets has started to update the report which will focus on the SBP areas of
 - Our People
 - Our Older People having the best quality of life
 - Our Children, families and adults reaching their full potential
 - Our Places
 - Our most deprived neighbourhoods are regenerated
 - All our neighbourhoods are attractive, safe and connected

3.3 Partnership Intelligence / Data Observatory

On 21st May 2010, the partnership intelligence group (“Sefton Understood”) held its sixth meeting. The group identified a number of council workstreams where it will be able to support either immediately or in the near future:

- *New performance management framework* – Sefton Understood will assist in mapping partner contributions and resources to community outcomes, performance indicators and projects/programmes
- The Health Inequalities pilot will involve Year 1 pupils from 3 schools and their parents, guardians and grandparents. The pilot aims to establish how the families go about their daily life, looking at issues such as “What they eat, where they go, what they do, what works well in their community, what could be better and what their hopes for the future are”. As well as identifying what, if any, differences exist between the North and South of the borough.

Kings Meadow Primary in Ainsdale, Lander Rd Primary in Litherland and St Elizabeth’s Primary in Litherland have been selected and agreed to take part in the pilot.

Rev Roger Driver is carrying out a “Walk About” with Cabinet Members in the communities surrounding each school and an observation session will take place within each school.

The pilot will involve six half day creative work shops in each school entitled “Me, My Life & My Community” followed by a celebration event for family members.

The timescales for the pilot are that the workshops will take place between June & September and the findings will be report in November.

3.4 Quarter Four 2009/10 Performance Reporting

Quarter Four monitoring has been completed, including updates against the Corporate Plan, Departmental Service Plans and National Indicators.

Using Sefton’s latest performance, officers will compare our performance with that published regionally and nationally to determine Sefton’s direction of travel.

3.5 Service Planning

Now the Cabinet is in place for 2010/11, Members will take the lead in determining priorities going forward, which will inform the development of the Corporate Plan.

It is anticipated that following this, service plans and new corporate plan will be in place by early June for approval. A fuller approach to service planning is under development for 2011/12, but a lighter touch approach will assist the Council determine its priorities in the light of evidence. Supporting information such as value for money assessments, using the Audit Commission data, will be used to appraise services.

The Sefton Borough Partnership will be undertaking a similar exercise using the core evidence base, JSNA etc, to determine the priorities within the Sustainable Community Strategy. The challenge to partners will be to demonstrate how they are meeting, through planning and delivery, the aspirations within that strategy.

3.6 Value for Money

The Audit Commission developed the value for money (VfM) profile tools to help auditors and assessors carry out assessments.

Sefton and partners can also use the profiles to help them evaluate how well they deliver VfM. The tools use comparative information about an organisation’s performance in managing costs and delivering services and outcomes. The profiles also track performance over time. This helps to assess the impact of improvements and whether performance is moving in the right direction. They can also look more closely at a particular service area if they want more information about costs and performance.

The tool uses the most recent nationally available data. Organisations may also have more recent data of their own which they can use to supplement it. Sefton’s Value for Money Report is available on the Intranet and Partners reports can be accessed via the Performance & Partnerships Team.

3.7 Other Developments

- The final SPRINT Enhancements version 3.2 has been uploaded Mid May after testing.
- Data Quality - National Indicator responsibilities have been amended to include change of officer responsibilities

4. LOCAL AREA AGREEMENT

The Performance and Partnership Team are currently preparing the next joint report of performance both Council and Partnership which will be presented to the Overview and Scrutiny Management Board in July (as outlined above). This incorporated LAA performance the Corporate Plan and National Indicators Overview and Scrutiny Management Board requested a one-page summary to be produced which will be updated quarterly.

5. CORPORATE COMMUNICATIONS

Work on the Communications PID is being carried out at a significant pace with a number of separate workstreams focussing on:

- Public Relations / Media Handling and Reputation Management
- Internal Communications
- Brand Identity / Design and Print
- Advertising, Marketing and Sponsorship
- Web Communications
- Social Marketing and Access Channels
- Public Information (agendas, leaflets, plans and strategies)
- Consultation and Engagement
- Event Management

Departments are in the process of identifying spend, which will lead to streamlined activity across the council and a more corporate approach to communications for the authority. This activity will lead to a Communications Strategy which will be produced for approval by members. This approach will reduce expenditure to achieve the £250k saving in the current year, and contribute to the £1M integration/rationalisation saving next year.

All departments are in the process of identifying what they 'must do' in terms of the communications Workstreams. The Communications Board will continue to challenge activity to ensure that what goes forward as a proposal to members is what is deemed necessary and affordable for the Council.

Alongside this activity the day-to-day work of the Corporate Communications team continues. There have been a number of high priority enquiries in the last month mainly centring around safeguarding issues and government spending.

The Corporate Communications team led the media liaison and accreditation of journalists for the borough at all election counts and also ensured the Council's internet site was uploaded with live results as they came in for the local election. Display screens were also set up at all the counts to allow guests to see results as they were uploaded.

Main success secured by Corporate Communications in recent weeks include Sefton being highlighted on BBC North West Tonight for an aviation event in Formby, good press coverage of the recent Cabinet decision to move ahead with the Southport Cultural Centre and also the setting of the new Council/Cabinet and installation of the Mayor. Good positive press has been secured for the consultation on the Kew housing scheme and the recent activity to raise awareness of Alzheimer's by Health and Social Care.

A lot of work has also been carried out in conjunction with the organisers of the Cycle Tour of Britain to ensure Sefton is presented in the best light when the tour visits Southport in June.