

REPORT TO CABINET – 30th September 2010

COUNCILLOR IAIN BRODIE-BROWN

Cabinet Member for Performance and Governance

PERFORMANCE IMPROVEMENT & INTELLIGENCE

Intelligence

Sefton's "State of the Borough Core Evidence Report" was produced in October 2009. The report contained primary & secondary data about Sefton including population, deprivation, crime and disorder, economy employment & worklessness, housing, health & wellbeing, children's & young people, environment, transportation.

The report was used to produce a pictorial representation (Schema) of the boroughs future priorities which were divided into "Our People" and "Our Places". (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).

"Sefton Understood" the partnership intelligence group was formed to improve Sefton Borough Partnership's knowledge of its communities and improve service delivery; on the 24th October 2010 the group will hold its 7th meeting.

Sefton Understood has been building foundations to support its work plan including the approval of a data quality policy, the establishment of an online resource for operational / strategic documents and the strategic information sharing protocol which has been presented to the SBP Operations Board and is currently being signed off by partner organisations.

The group is currently collating and rationalising datasets across the partnership, which will achieve efficiencies and a better understanding of communities as well as assisting with the Core Evidence Base refresh. Individual partners will be asked at the meeting on the 24th October to contribute towards the refresh of the Core Evidence Base for their thematic areas.

Draft Area Profiles are in the process of being prepared at a ward level. The profiles will be used to assist with the creation of the refreshed Core Evidence Base, whilst supporting neighbourhood management and the coalition governments localism agenda. Additionally work is ongoing to identify data sets for inclusion in the refreshed Core Evidence Base. The ward profiles and evidence base will be updated biannually to ensure they are current. The core evidence base will be used in the future to produce an on-line data observatory with partners.

Quarter Two 2010/11 Performance Reporting

Quarter Two monitoring has commenced, and updates against Priorities, Departmental Service Plans and National Indicators will be completed by departments. Using Sefton's latest performance, officers are in the process of comparing our performance with that published regionally and nationally to determine Sefton's direction of travel.

Service Planning

A lighter touch approach to Service Planning is underway for 2010/11, which involves the identification of no more than 6 priorities per department. The new service plans have begun the process of seeking Cabinet Member approval.

2010-11 Approved Plans

- Chief Executive's Departmental Service Plan
- Adult Social Care Department Service Plan
- Children, Schools and Families Departmental Plan - Strategic Priorities
- Neighbourhoods and Investment Programmes Department - Service Plan
- Safer Stronger Communities Departmental Service Plan

2010-11 Plans due to be approved in October

- Leisure & Tourism
- Environment & Technical Services
- Operational Services
- Planning & Economic Development
- Legal & Admin
- Personnel
- Finance and IS

A fuller approach to service planning is under development for 2011/12.

CIPFA VFM Benchmarking

Sefton Council is currently completing the 2009/10 CIPFA Benchmarking club questionnaire for Corporate Services. These help public bodies to benchmark the efficiency and effectiveness of some of their major corporate functions including Human Resources, Legal, Communications, Finance, ICT, Procurement and Estates Management

The indicators are designed to ensure that public bodies are able to assess the performance and efficiency of their back office services, and compare their results against other UK public sector organisations. While use of the indicators is voluntary, they are recommended to audited and inspected bodies (AIBs) as a powerful tool to improve value for money.

PWC Benchmarking 2009/10

Sefton recently joined the Pricewaterhouse Coopers (PWC) Local Authority Performance Benchmarking Club. The North West Regional Improvement and Efficiency Partnership (RIEP) agreed to pay the membership fees for all authorities in the North West.

PWC has published the 2009/10 Year End tools. The Tools contain data for 2008/09 Outturn, 2009/10 Outturn and 2010/11 Targets. The tools allow a more hands on approach to decide which comparison's to use when viewing Sefton's results.

The results have been analysed and a briefing paper has been prepared detailing how Sefton compares with the Metropolitan Boroughs. Other comparisons can be made including Single/Upper Tier, Counties, Unitaries, London Boroughs, Districts, Regional Groups and Customised Family Groups.

CORPORATE COMMUNICATIONS

It continues to be a busy time for Corporate Communications as both media issues and Public Relations opportunities are dealt with.

In the last six weeks around £600,000 of press coverage has been generated with mentionable successes around the promotion of the Crosby Lakeside Adventure Centre being used as an Olympic Training Venue (regional TV and radio) and the 150th anniversary of Southport Pier (also regional TV and radio). The TV coverage for those two events added an extra £380,000 in Estimated Advertising Value making a total of almost £1 million.

Work was undertaken to promote the Southport Airshow with regional and national coverage and further potential TV opportunities being created. A protocol was put in place to deal with traffic information alongside the Merseyside Police press office with information being fed to local and regional radio stations throughout the event.

There have also been a number of issues and enquiries including the Sainsburys planning application in Crosby, the Kingsway nightclub fire in Southport, media briefings on the current budget position and Capital Programme, a regional TV story regarding a complaint about provision for a disabled service user, a 'Father's for Justice' protest in Bootle and the publication of a Serious Case Review.

Regular updates have been made to the news section of the Sefton Council Website and also the Team has maintained and updated the 'Informing Sefton' section of the staff intranet to continue to deliver corporate messages about the Transformation Programme and other internal matters.

COMMUNICATIONS AND PERFORMANCE PROJECTS

The creation of the Member Overseeing Groups referred to in the Transformation report elsewhere on the agenda, will ensure that the integration of the Performance Improvement and Communications Functions progress to the agreed timescales which is implementation within 2011/12. The in-year savings associated with these integrations of £250,000 relating to communications is on target to be achieved in year.

These integrations will enable, once in place, greater clarity of responsibility through the Performance and Governance Cabinet portfolio, of Communications activity in particular.

The Integration and Shared Services Overseeing Group will oversee and provide challenge to these and other integration workstreams and this will be reported through the regular Transformation reports. The Cabinet Member portfolio reporting will ensure that the future strategies around Communications and Performance Improvement/Intelligence, are developed through the portfolio, and will be updated through Cabinet Member reporting to Cabinet.