

# Notes of Meeting

---

## Chief Executives Management Board

**Monday 26<sup>th</sup> January 2009**

**Crompton Suite, Oldham Civic Centre, Oldham**

1pm – 3.30pm

**Attendance:** Caroline Ball, Gail Richards, Clare Fish, , Veronica Jackson, Nick Brown, Geoff Harris, John Hurst, Tom Flanagan, Charlie Parker (chair), Ian Kendall, Kath Thomas, Lee Robinson, Hugh Broadbent, John Eley (advisor), Alison Vaughan (notes)

### Apologies:

#### 1 Welcome and some thoughts – Charlie Parker

CP outlined the rationale for establishing the group and its membership. We already have an effective LSP and Public Service Board to address the Oldham Partnership's strategic issues, but there is a need for increased operational connectivity to ensure that our strategic priorities actually get delivered. The Public Sector need to be more aligned to take forward strategic agendas through increased potential for co-location of staff, shared services and joint appointments. This is to ensure we don't deliver in isolation or work against what is agreed through the LSP.

In addition, There will be a ramp up in the efficiency agenda over the next few years that will have implications across all Public Sector organisations and this will be reflected in future CSRs. So how do we use our infrastructure to share best practice and increase opportunities? There needs to be investment in shared processes, that support our business offer, shared capacity and facilities with political 'buy in'

#### Actions:

- **John Eley to bring initial proposals for a work programme for the next 12 months to the next meeting**

#### 2 Partners response and key issues

- Where are we starting from/where do we see ourselves
- Need to be looking at the social and educational issues around the recession
- How do we join up our capital investment more effectively- need a holistic investment framework
- Break down silos – not who delivers service but how/who can do it most effectively
- Need to be ready for emerging regional agendas
- Gateway review of BSF – how do we link to engagement activity and extended schools agendas

**Actions:**

- **Set targets with stretch within work programme at next meeting**
- **John Eley to liaise through LSP executive to inform workplan**
- **Position paper on Neighbourhood working with consideration of political governance to be brought to next meeting. 3 questions for consideration around this to bring back to next meeting**

**3 So where are we up to – John Eley**

- We need to challenge what our priorities are and commissioning our capital and revenue programmes effectively to deliver these.
- We need to be more specific and focus more effectively using a prospectus approach to merge agendas. The LAA and ABG can provide the challenge around making these links to local priorities through a consistent and simple methodology around evaluation. A RIEP application is being submitted to support this agenda.
- We need to ensure those receiving the support have an input into determining the value and impact of services. Increased focus on the customer required, ask what they want and address the casual issues more effectively.
- How can we look at ‘short circuiting’ decision making but still be held to account for our actions. There should also be a regional perspective and link effectively into these ie HMR and ORESA.
- Our technologies need to be joined up to support the provision and delivery of shared services and also take account of differing agendas
- How do we prioritise ABG and ensure we are not funding driven?

**Actions**

- **ABG under-spends to be challenged through PSB and redirected to deliver some of the required changes and to ensure improved accountability for delivery**
- **To develop a Dragons Den that is not risk averse**

**4 How are we going to do it? Terms of reference**

Agreed that issues from this group should feed into the Political agenda and Overview and Scrutiny to bring it all together and ensure not being delivered in themes or becoming disjointed. Outcomes of the group should help influence and shape the agenda rather than just report through

The group agreed the proposed terms of reference

**Actions**

- **Behaviours to be added to TOF**

**5 Commissioning – what’s it all about? Veronica Jackson**

- What does Commissioning mean to Oldham. We already have a framework through the LSP but needs to clearly reflect the different approaches to commissioning from thematic areas.
- Need to look at moving to One Commissioning Board
- Should not just be a focus on policy, needs Partnership joining up
  - one consistent model
  - agree our priorities
  - sign up to joint delivery
  - agree methodology to do this
- Prospectuses should influence the way we commission and activities should contribute to priorities but have we the capacity to adopt into core mainstream activity too and not just ABG activity.
- Need to move to standardisation and uniformity but still retain innovation in delivery and evaluate the benefits more effectively
- Need to understand better what we do and what we can do collectively, capitalise in what we do well, what we can do and what we could do through effective evaluation
  
- Need to adapt to new challenges, prevention agenda and where demand is, including the independent sectors.

#### **Actions**

- **A single Commissioning Framework broader than ABG to be developed**
- **Move to one Commissioning Board and focus away from resources to desired outcomes**
- **Approach piloted through ABG and re-directing initially under-spends through the LPSB**
- **Develop a process and routemap for change**
- **Comments and recommendations to Veronica and John to co-ordinate for next meeting with input/comments from Gail Richards**

#### **6 One Oldham can we do it? New branding for Oldham – Sue Vanden**

- It's a brand for Oldham NOT just the Council. There's a need for us to be acting as one and how do we use the branding to do this in a way that is understood by residents
- Need for outward focus not inward looking
- Confirmed that there is no additional cost for using the branding and this should not be prohibitive
- May be certain occasions where not appropriate to use the branding but need to move to 'one brand concept' where possible
- Need to be clear on interpreting brand values so used correctly. Need a positive culture shift to do this

**Actions:**

- **Toolkit and guidance to be circulated by Partnership Support Team**
- **Start branding as 'One Oldham@ and to contact Karen McCrackle (tel 770 5256) to progress this**
- **Develop positive communications on what we are going to do to regenerate areas**
- **Ensure branding is in contracts**
- **Improve signage to help create a local identity**
- **Check and challenge that we are using the branding**

**7 Let's make a start – developing a joined up approach to Environmental Management Systems - Adam Hackett**

- Need a coherent approach to move the agenda forward as a Partnership rather than individually and sell the message
- We should be working to support the regional agenda and to shared goals and efficiencies – where are the shared opportunities
- Need to do this before it's done to us as is a key Government agenda
- Pool resources to draw in further resources and look at best practice in this area.
- Try and prevent duplicate systems being established and focus on joined up promotion of what we are doing, including the private and independent sectors

**Actions**

- **Examples of best practice regionally and nationally to be given to Adam**
- **Development of a toolkit to help output/outcome achievement, reduce costs and create benefits**
- **Adam to make linkages with other sectors for their input, ie Groundwork**

**8 For information – Statutory City regions: draft expression of interest from Greater Manchester - Charlie Parker**

There are potentially additional resources being devolved to the regional level to create increased flexibilities. Need to ensure Oldham can contribute to this and understand what it means for Oldham. The LSP needs to create opportunities to effect the agenda at a local level.

**Actions**

- **Charlie Parker to circulate details for input from partners to ensure we can feed into the process collectively**

**9 Date of next meeting**

23<sup>rd</sup> February 2009