

Notes of Meeting

Chief Executives Management Board

Monday 27th April 2009

Crompton Suite, Oldham Civic Centre, Oldham

1pm – 3.00pm

Attendance:

Gail Richards, Veronica Jackson, Caroline Ball, Ian Kendall, Hugh Broadbent, Carolyn Wilkins (Chair), Elaine McClean, Emma Alexander, John Howard, Kath Thomas, Jayne Clarke (for Nick Brown), Alan Higgens (for item 3), Alison Vaughan (notes),

Welcome and Introductions – Carolyn Wilkins

Apologies: Charlie Parker, Nick Brown, John Eley, Geoff Harris

Minutes and Matters Arising

All matters arising are covered on the agenda

Item 2 has been removed from the agenda

1 Planning for the future – apprenticeships Kath Thomas

- Group agreed this needs to be taken forward and for it to be grown incrementally to facilitate young people moving forward.
- Funding is already available and being ring-fenced and DCSF are due to announce further opportunities
- There are issues with more apprentices being available than employers and a potential over supply in certain areas. We need to expand the range of opportunities available, target the approach where needed by identifying work placements in sectors/skills where there is demand ie ACS/finance
- Need to acknowledge the demographic shift and age profile issues and ensure they are not a barrier
- There are issues with creating sustainable and permanent posts with a need to 'grow our own' and supporting trainees in position being crucial.
- Need a targeted and balanced approach to disadvantaged group, pitched at capabilities but also addressing aspirations
- Need to make it easy to sign up to as currently a plethora of initiatives. Needs to be co-ordinated and less bureaucratic with consistent advice and support to employers and apprentices – we need one point of contact, effective communication and publicity

Actions

- 1.1 Partners commit to signing the Skills Pledge – full document to be circulated by KT and a target set to work to
- 1.2 Develop a strategic programme of action with tangible benefits and outcomes that is effectively resourced. Be clear who is doing what and numbers committed to with a clear statement of the drivers and links to the equalities agenda within this. Oldham College to provide the lead
- 1.3 Co-ordination, communication and sustainability issues to be picked up from this
- 1.4 EM to discuss with Chamber of Commerce links with the business sector

3 Developing an Oldham Partnership Alcohol Strategy – Gail Richards/Alan Higgins

- Group agreed a true multi agency approach with a broad view is required that gives a clear strategic direction and pulls together the current piece meal approach. This to be jointly owned with a clear governance structure that leads to a delivery programme based on best practice/best in the field and tangible outcomes
- Potential requirements for short term capacity issues to ensure we do it right, that it happens and brings all research, issues and current activity together to give a clear context for moving forward
- Need to ensure we minimise detrimental impacts ie night time economy

Actions

- 3.1 ASDB through HWB to be the lead - ensure clear political input and elected member buy in, O&S built in to the process and DAAT integral to process
- 3.2 Assessment of how activities complement each other undertaken and a strategy developed to draw this all together
- 3.3 A clear strategic action plan, with a delivery timetable to be developed with a deadline of September to tie into budget setting/planning processed

4 Commissioning – a new approach - Veronica Jackson

- The group agreed the content of the paper and the proposals for moving forward. Agreement that we need One approach on how to do this that is evidence based, with the political agenda managed by the side of this
- There is already some shared capital within the process but we need to build on this
- Vital that this work links to the Neighbourhood working agenda and new ways of working. Need to be clear on how we are doing, what we are doing and who for – what does it mean in our neighbourhoods
- Need to tackle inequalities and target specific vulnerable groups and hard decisions will need to be made around moving resources to do this
- Outcome is a clear commissioning process done in a single place, through a single process and that it is done once to ensure we don't commission the same thing twice. Need to ensure there is collaboration without stifling competition
- Develop an Oldham approach – what works for us. Recognise that governance arrangements may need to be changed and may be affected by the regional MAA dimension. ie area working, ABG allocations – geographical v outcome

Actions

- 4.1 Task Group to meet again to develop further and for 'Staircase' to be overlaid with an action plan that lays out the benefits and implications
- 4.2 Workshop to be arranged to broaden engagement and input

5 Area Working - Carolyn Wilkins

- Paper is going to Cabinet 6th May 2009 with Veronica and Carolyn joint leads. Need for Councils formal decision making process first but also Partnership support needed and buy in across all political parties for sustainability.
- An option is for the approach to be called 'District Partnerships'. They will be aligned with the 6 area action teams and everything aligned to this approach – Enhanced Housing Options, customer strategy and broader support offer, person centred approach using our physical localities to deliver this
- Need to be able to respond quickly to customer needs and it's crucial this is addressed in the pilots. Not just about physical access and VFM but needs to be in proportion to the needs of our customers
- Mapping of what's going on in areas is already underway. We also need to learn lessons from what's happened already and the sustainability of actions/findings from NDC
- Good Relations Oldham in pilot areas on principals. Issues of civic diplomacy and opportunities for doing things differently – what can go in or do we just need to do things differently

Actions

- 5.1 Different version of this paper to be produced for partners to ensure brought on board and that this is a Partnership approach
- 5.2 EMB to be the over-arching steering group with the papers recommended group underneath to drive the activity forward. CW to take forward

6 Community Cohesion - Carolyn Wilkins

- The Group acknowledged that there is already a considerable amount on offer but this is not well co-ordinated or communicated – there is a campaign management approach within the Council in place to pick this up
- Need to move quickly to put in place activity and recruit. There are resource implications that can be met through ABG 08/09 under-spend and BSF.
- Need to identify priorities and actions, hot spot areas, stratification of age groups and activity put in place around this and then for this to be communicated. We are currently missing opportunities for 16-25 year olds but also gaps for 20 -40 year olds
- A calendar for 2010 is being developed around our sports agenda is being developed by 9th June. Need to ensure the approach is on-going and that it continues beyond the summer period to ensure sustainability
- Neighbourhood management will enable us to map our communities better and make sure we put the right activity in place. Need a flexible use of our assets and service areas ie libraries, schools, etc
- Festival of Diversity needs to be re-badged – Oldham Festival?

Actions:

- 6.1 Stop using the term 'diversionary activity' and promote as 'our offer'
- 6.2 Improve our communications and improve our 'sales pitch' by adding on to what we are doing already
- 6.3 VJ to take forward the agenda

7 Free Swimming

- Take up has been better than expected with 1,500 people taking up free swimming. Haven't been able to interrogate the system yet to see who and how
- Activity will link to Free Swimming lessons and there will be targeted marketing to do this.

Actions

- 7.1 HWB lead and a meeting us to take place 6th May to take this forward and a further report will follow

8 External Funding Update

- The group agreed the recommendations and supported the submission of applications
- Highlighted concerns that we need to link submissions to prevent duplication of effort or conflicting applications

Actions

- 8.1 OPST to look at co-ordinating the submission of funding applications and develop an external funding strategy

Workplan, Date of next Meeting and AOB

NB currently in London promoting the LSP

Debra Brown, GONW is lobbying for the Science Centre in Oldham on our behalf

18th May 2009 1-3pm Crompton Suite, Civic Centre