

**Report of Partnership Day 10, Access to Services  
Event,**

**Thursday 3 March 2011, NWBC**

## **1. Pre – event information**

In advance of this event each of the delegates was circulated a copy of the programme and a copy of North Warwickshire access to services, customer focussed vision (prepared by NWBC).

## **2. Background of the North Warwickshire Community Partnership**

### **North Warwickshire Community Partnership**

The simple rationale behind the work of the partnership is that by working in partnership, we are more likely to achieve more by working together than if we were to work in isolation.

#### **The partnership's vision is:**

“Rural North Warwickshire; a community of communities. A place where people want to live, work and visit, now and in the future, which meets the diverse needs of existing and future residents, is sensitive to the local environment, and contributes to a high quality of life. A place which is safe and inclusive, well planned, built and run, and offers equality of opportunity and good services for all”.

#### **The partnership's strategy and priorities**

The partnership is responsible for the delivery of the *North Warwickshire Sustainable Community Strategy* and action plans. The strategy sets out our three key priorities for improving the overall quality of life in North Warwickshire from 2009 to 2026. These are:

- Raising aspirations, educational attainment and skills
- Developing Healthier Communities
- Improving Access to Services

#### **The North Warwickshire Community Partnerships membership**

The partnership comprises of representatives of the public, private and voluntary sector including the Borough and County Councils, NHS Warwickshire, Warwickshire Police and a range of other organisations from the voluntary, business, community and public sectors. Through its diverse membership, the partnership seeks to influence the way partners plan and deliver services, providing the strategic co-ordination within the area and will put in place the appropriate structures to deliver the strategy.

As the North Warwickshire Community Partnership is working in an increasingly complex and challenging environment with greater expectations being placed on it, this has increased the need to ensure that the partnership is fit for purpose and able to respond to new challenges. This has involved setting up a new group to look at some of the partnership's challenges namely, the Coordinating Group and replacing the original Theme Groups with Task and Finish Groups.

## ***Structure, membership and roles and responsibilities***

Thus, the North Warwickshire Community Partnership comprises of the following:

- The North Warwickshire Community Partnership Board
- The Coordinating Group
- Task and Finish Groups

### **The North Warwickshire Community Partnership**

The North Warwickshire Community Partnership structure comprises a 'family of partnerships' brings together a number of partner agencies responsible for the delivery of the North Warwickshire Sustainable Community Strategy.

### **North Warwickshire Community Partnership Coordinating Group**

The Coordinating Group with the support and approval of the Vice Chair of the Partnership role is to ensure that the work of the Partnership is co-ordinated in the intervals between Board Meetings and be a forum for the identification and resolution of work streams arising from the operational activity of the Partnership.

### **Task and Finish Groups**

The Task and Finish Groups are responsible for the delivery of the actions set out in the North Warwickshire Sustainable Community Strategy and for providing quarterly progress reports.

The North Warwickshire Community Partnership Task and Finish Groups will be established following on from the three events.

## **3. Partnership Day 10 Events**

The North Warwickshire Community Partnership agreed to hold three partnership events to consider current priorities and look to have clear priorities and actions for the coming year.

The Healthier Communities' event was held first on the 16<sup>th</sup> February with the Access Event following. A further event is planned for Wednesday 16<sup>th</sup> March that will focus on education.

## **4. Event aim**

The aim of this event was to inform the preparations for the North Warwickshire Community Partnership, Improving Access to Services Action Plan (Access Strategy) and focussing on the added value of partnership working.

A copy of the programme follows:

**Partnership Day 10**  
**Access to Services Partnership Event, Thursday 3 March 2011**  
**Venue: The Council Chamber, Atherstone.**

**Programme**

<b>9:00</b>	<b>Arrival and registration</b>	
<b>9:30 – 9:35</b>	<b>Welcome</b> <ul style="list-style-type: none"> <li>• Event overview and background</li> </ul>	<b>Colin Hayfield, Chair of NWCP</b>
<b>9:35-10.00</b>	<b>The Here and Now – An Access Overview</b> <ul style="list-style-type: none"> <li>• A road map to our current delivery and options</li> <li>• Our Customer Service vision</li> </ul>	<b>Bob Trahern, Lead on Access and ACE, NWBC</b>
<b>10.00 -10:30</b>	<b>Delivering our Communities Needs</b> <ul style="list-style-type: none"> <li>• An analysis of access points and customer preferences in North Warwickshire using Customer Insight data</li> </ul>	<b>John Crossling, WCC</b>
<b>10:30-10:35</b>	<b>Introduction to the workshops</b>	<b>Bob Trahern</b>
<b>10:35-11:35</b>	<b>Workshop One (4 Groups)</b> <ul style="list-style-type: none"> <li>• What are the barriers to delivering effective access in NWBC?</li> <li>• What are the best 3 projects in terms of improving access to communities you are aware of (outside of Atherstone Town Centre)?</li> <li>• What information or consultation is informing your current decision making and thinking around access?</li> <li>• Where are the gaps in current provision or what needs to change to meet future challenges?</li> </ul>	<b>Facilitated by</b>  <b>Robert Beggs (NWBC)</b> <b>Martin Gibbons (WCC)</b> <b>Julie Taylor (NWBC)</b> <b>Sally Roberts (NWBC)</b>
<b>11:35-11:50</b>	<b>Coffee break</b>	

<b>11:50 - 12:15</b>	<b>The B.O.B project</b> <ul style="list-style-type: none"> <li>• A partnership approach to addressing financial inclusion</li> </ul>	<b>Sally Roberts, FI Coordinator, NWBC</b>
<b>12:15 – 12:50</b>	<b>Addressing Rural Isolation – Connecting Communities in Partnership</b> <ul style="list-style-type: none"> <li>• Switch On Shropshire – The Broad place case study</li> </ul>	<b>Bobby Mulheir, Head of Customer Services, Shropshire CC</b>
<b>12:50 – 12:55</b>	<b>Questions</b>	
<b>12:55-13:30</b>	<b>Lunch</b>	
<b>13:30-13:35</b>	<b>Welcome to the afternoon session</b>	<b>Bob Trahern</b>
<b>13:35 -14:35</b>	<b>Workshop Two:</b> <ul style="list-style-type: none"> <li>• What actual or type of projects should we be prioritising going forward? <ol style="list-style-type: none"> <li>1. Could be existing? If so, what</li> <li>2. Could be being developed</li> <li>3. Could need developing</li> </ol> </li> <li>• What funding and resource sharing opportunities are available to deliver these?</li> <li>• What further consultation or evidence is needed to make decisions and what do we need to do to get it?</li> <li>• How do we better communicate our messages together across the borough and coordinate activity? What other partners (if any) do we need to engage with?</li> </ul>	<b>Facilitated by</b>  <b>Robert Beggs (NWBC)</b> <b>Martin Gibbons (WCC)</b> <b>Julie Taylor (NWBC)</b> <b>Sally Roberts (NWBC)</b>
<b>14:35 -14.45</b>	<b>Next steps – Actions and Timescales</b>	<b>Bob Trahern</b>
<b>14:45-14:55</b>	<b>Summary &amp; Close</b>	<b>Colin Hayfield</b>

## **Summary of the Sessions**

A brief summary of each of the sessions is provided.

### **9:30 – 9:35 – Welcome**

Colin Hayfield, the Chair of the North Warwickshire Community Partnership (NWCP) introduced this item. Colin highlighted the development of a new Sustainable Community Strategy and recent changes in the North Warwickshire Community Partnership, its three priorities and the challenge ahead.

### **9:35-10.00 – Working in Partnership to Deliver Effective Customer Access - The Here and Now – An Access Overview**

Bob Trahern, Assistant Chief Executive (Community Services) and Lead on the Access Theme provided an overview of the days expectations and issues by providing

1. An analysis of the boroughs population and current preferences to accessing services
2. An overview of the current delivery model and how this needed to develop to deliver outreach opportunities / development of new customer expectations and preferences

He concluded his session by indicating that the **“timing was right”** to develop new and improved facilities in partnership setting the tone of the event and anticipated outcomes (see Appendix C). He also provided a customer vision document as a supporting paper which is attached at Appendix D.

### **10.00-10.30 One Front Door – Taking Key Services to Those In Need**

John Crossling, Project Consultant on Customer Services & Access from Warwickshire County Council provided an in depth analysis of customer preferences around access based on data used by the Warwickshire Observatory (see Appendix E).

He presented the data in the form of a series of maps supported by reports (see Appendix F) which summarised the preferences of individual communities based on evaluating each ward within the borough boundary. To demonstrate how the information could be used at a very localised level, he used Kingsbury as a case study where he highlighted the buildings currently available to deliver customer access and by overlaying customer data indicated the opportunity for greater partnership use of facilities to deliver improved access and choice against a backdrop of savings.

### **10:30-10:35 Introduction to the workshops - Workshop One (4 Groups)**

The 45 delegates (see Appendix A) who attended represented a wide range of agencies and organisations. They were all allocated a group which were agreed in advance to achieve a good cross section of views and experiences. They each considered the same questions over a one-hour session and the results were

analysed quickly on the day to inform more focused afternoon workshops on delivery of three key projects determined by the morning sessions

Delegates were asked to consider the following questions:

- What are the barriers to delivering effective access in NWBC?
- What are the best 3 projects in terms of improving access to communities you are aware of (outside of Atherstone Town Centre)?
- What information or consultation is informing your current decision making and thinking around access?
- Where are the gaps in current provision or what needs to change to meet future challenges?

The output from the individual workshops are attached in the appendices and summarised at the end of this report on pages 9 and 10. They are included in detail at Appendix B.

### **11:50 - 12:15: The B.O.B project – An Overview**

Sally Roberts, the Council's Financial Inclusion Coordinator presented a paper outlining the major successes of the DCSF sponsored pilot into Child Poverty that the Council had delivered in partnership with the local CAB and the Coventry and Warwickshire Cooperative Development Agency since June 2009 (see Appendix G).

Sally provided evidence how the outreach service that has worked in some of the boroughs most deprived wards had been a major success and indicated what results had been achieved in terms of addressing the project's initial ambitions around promoting a range of financial inclusion activities (debt advice, benefit take up, and encouraging saving and budgeting). She highlighted how the project had developed beyond initial expectations with the setting up of 23 school banks, its links to developing a robust referral system to a very wide range of organisations and how adopting a recognisable brand not associated easily with authority had helped breakdown traditional barriers to access.

### **12.15-12.50 - Addressing Rural Isolation – Different Communities, Different Solutions**

Bobby Mulheir, Head of Customer Services, Shropshire CC provided a very good presentation on how Shropshire councils had developed a series of very successful ICT community hubs called "Broadplaces" across the county. These were located in a variety of community facilities (both public and private) with a number offering the opportunity for virtual face-to-face interviews using video conferencing technology (see Appendix H).

Bobby shared their experiences of how they had set up this infrastructure, the services available to the public and provided a valuable insight into the potential pitfalls and benefits should we seek to replicate their achievements.

### **13:35 -14:35 Workshop Two:**

Following the morning workshops, the outputs were analysed and a summary of the findings given. Based on this information, the same four groups from the morning session were asked to consider the questions below with regard to the three most popular projects that attendees wanted to develop further:

- What funding and resource sharing opportunities are available to deliver these?
- What further consultation or evidence is needed to make decisions and what do we need to do to get it?
- How do we better communicate our messages together across the borough and coordinate activity?
- What other partners (if any) do we need to engage with?

The write up of the workshops are attached in the appendices and are summarised below at pages 9 and 10.

### **14:35 -14.45 - Next steps – Actions and Timescales**

As part of the event, the 3 key projects identified as priorities for further work will result in 3 task and finish groups being set up

These will involve arranging a cross section of representatives who attended on the day being selected to meet on a “to be determined” basis because of the specific interest or contribution they can make to delivering on the 3 areas

### **Delivering Awareness Equipping Front Line Staff and Developing a Single Hub Referral System**

The initial meeting will take place on 21 March 2011 and has been combined with a key theme identified from the Health event that was held on 16 February 2011. It will seek to develop information in a user friendly way that will enable all front line staff from a wide range of public and third sector agencies to signpost and refer customers more effectively. It will dovetail very neatly with work currently underway involving the delivery of the countywide Child Poverty agenda and the group will work towards delivering a coordinated event on Friday 17 June 2011. This will launch this agenda and be followed by smaller training events for key staff over the summer.

### **Developing the B.O.B bus project**

The initial meeting will take place on 24 March 2011 and will seek to identify a sustainable delivery model that will enable the service and brand to be delivered beyond the 31 March 2012. It will seek to work in tandem with the above task and finish group in terms of providing a key vehicle for distributing key messages and engaging with traditionally hard to reach communities.

## **Developing Community Hubs**

The initial meeting will take place on 31 March 2011 and will seek to use the customer insight data used on the day to determine suitable locations for developing hubs akin to those successfully developed in Shropshire.

Initial meetings have already taken place with a potential number of interested partners around coordinating applications to a variety of possible funding sources. The Council as part of the 2011/12 budget announcements has already identified funding to develop and pilot at least two hubs in the financial year ending March 2012 and will be linking discussions with those currently being undertaken around the library closure consultation shortly to be undertaken by Warwickshire County Council starting in March and ending in June 2011.

## **14:45-14:55 - Summary & Close**

### **6. In Summary**

In summary, the event attended by over 50 people (including facilitators) has received very positive feedback due to its clear focus and ambitions. It also provided some excellent networking opportunities to enhance existing partnerships and identify new opportunities. The level of acceptances to attend the task and finish groups also indicates a clear desire to explore the opportunities to work evermore in partnership and deliver on the commitments to develop better access across the borough together.

This report is compiled directly from flip chart notes and key points from table discussions generated on the day. This section summarises these, and pulls out the key points for the North Warwickshire Community Partnership to consider.

### **These key messages from the morning workshops were**

#### **Barriers**

- Finance
- Resources / Capacity
- Geography
- Transport links
- Patchy Broadband
- Lack of Access to Internet
- Communication difficulties (no paper / radio / North Talk is only issued twice per year)
- Education levels
- Distrust of authority
- Lack of Volunteers
- Lack of Data sharing
- Physical location of most facilities in Atherstone

## **Key Projects to Develop**

The three leading projects identified to take forward were –

1. **Developing B.O.B mobile service** – review focus; funding and partners – links with family learning programmes;
2. **Equipping Front Line Staff better** – link up work around home fire safety visits; various health visits and projects; luncheon clubs; cook and taste projects – links to joining up information delivered under one brand or more consistently
3. **Developing Community Hubs and ICT portals** – links to web development; addressing welfare reform changes; race on line commitment; digital inclusion; volunteering base and links to Parish Councils and the VAN forum

**Other projects mentioned (of note)**; Sport and Youth initiatives (links to BOB project); Transport via Beeline and Wheels to Work – possible opportunities to develop via LEADER ?

## **Information or consultation informing decision making**

Warwickshire Observatory – could be used better  
Experian and Gov Metric Data for the Borough and County Council  
Customer Surveys also used by the above as well as other organisations  
Patchy and Inconsistent  
Lack of Data Sharing

## **Gaps / Challenges**

Indicated need to make ICT more accessible as well as training  
Broadband and Building infrastructure concerns  
Better use and sharing of data – partners needed to work more smartly  
Community Transport schemes – promoting car share; impact of cuts?  
Lack of services particularly in rural communities  
Reducing / Removing perception of “Authority” barrier – common branding  
Improving Links to local businesses  
Improving volunteer levels  
Improving links between Councils and parish councils / grass root community levels

In the afternoon sessions, the groups focused on looking at opportunities how to develop the taking forward of the three key projects identified from the morning workshops;

## **Possible Funding and Resources**

- Review of Partner organisations current commitments (budgets and resources) to ascertain whether existing spend could be better deployed
- LEADER and Big Lottery funding opportunities for community based projects
- Section 106 opportunities (particularly in North of the borough)

Other issues prompted by the questions raised at each session are included at appendix A and will be picked up at the task and finish groups set up to consider the issues in greater detail. These are all taking place before the end of March 2011 to ensure momentum is maintained.

A follow up report on progress will be issued by the end of October 2011-04-01

**Bob Trahern**  
**Lead Officer on Access, North Warwickshire LSP**

**22 March 2011**