

Minutes of meeting of Derby City Partnership Board 28 January 2008

Present	Cllr Chris Williamson - Chair Cllr Philip Hickson John Cadwallader Kim Harper Steve Hall Julie Acred George Mighty Rev Stephen Greasley Helen Bishop Professor John Coyne Andrew Flack Brian Blissett John Forkin Helen Osler	Derby City Council Derby City Council Derby Cityscape Ltd Derby Community Network Derby Evening Telegraph Derby Hospitals NHS Foundation Trust Derby Millennium Network Forum of Faiths for Derby Rolls-Royce plc University of Derby Chair, City for Children and Young People Chair, Cultural City Director, Marketing Derby Derby City Partnership
Advisor		

Item	Issue	Action
01/08	Introductions	
	<p>Apologies were received from Graham Bennett, Garry Bryant, Ray Cowlshaw, Cllr Amar Nath, Jack Russell and Prem Singh.</p> <p>Cllr Williamson welcomed Cllr Hickson and Steve Hall to their first Board meeting.</p>	
02/08	Confirmation of the minutes of the last meeting and matters arising	
	<p>The minutes of 22 November were agreed as a true record.</p> <p>13/07: A paper from the PCT was circulated of suggestions on how partners could contribute to reducing health inequalities.</p> <p>32/07: Helen Osler had clarified the details for the meeting on climate change with Cllr Williamson.</p> <p>33/07: Sharon Squires will bring neighbourhood plans and profiles to Management Group in the summer.</p> <p>34/07: A project board is being set up to oversee the development of the Sustainable Community Strategy and will include the Strategic Leads from each of the Cities.</p> <p>37/07: Raising aspirations will be the theme for the next State of the City Forum.</p> <p>40/07: Helen Osler confirmed that she had been contacting partners to seek financial contributions and had received a good response.</p>	Sharon Squires

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03/08	The Local Area Agreement – a driver for change	
	<p>Helen Osler gave a presentation on the Local Area Agreement or LAA, which covered how the picture of Derby or “story of place” was being developed through the LAA, the 35 indicators currently being negotiated and how this will then be used to drive change.</p> <p>She explained that LAAs would be statutory from April this year. This showed the Government’s desire to drive local change through partnership working, with local authorities as the lead. The LAA is made up of 35 national indicators selected by the partnership from the 198 that cover activity Local Authorities deliver alone or in partnership. There were also 16 statutory indicators relating to educational attainment. From 2009 the new Comprehensive Area Assessment will inspect the outcomes for each “place” rather than individual organisations, so the LAA will be based on stretching targets and then managing risk, underpinned by how we manage resources. Funding will come from using mainstream budget commitments and the Area Based Grant, which is £15 million for Derby, and we will be expected to undertake joint commissioning across the partnership to change the way services are provided. At the end of the three years there will be reward funding on performance of all the 35 targets.</p> <p>Evidence for the “story of place” was being collected. The 2007-09 Community Strategy sets out our two key priorities and supporting objectives, but since the October Board away day, our thinking had begun to move towards the key issues for 2008-11. With the new Sustainable Community Strategy being rewritten for 2009 it had seemed appropriate to update our themes in this LAA and give a clear picture for the next three years. Three main themes have emerged which are: raising aspiration, improving and strengthening communities and creating and retaining wealth for all.</p> <p>There has been wide consultation, in a variety of ways, to engage with a full range of stakeholders. One of the most important questions to agree was “should the LAA be addressing weakness or raising aspiration?” and it was clear that we needed both in Derby. The indicators selected also needed to be cross cutting and not for one sector or service only. The final consultation event with partners will be held on Monday 4 February and will look at how we make a difference in the way we deliver the LAA.</p> <p>Helen took the Board through the 35 national indicators alongside the initial supporting evidence, which will be refined as it is gathered. Some indicators are new and do not yet have national or local data.</p> <p>Andrew Flack clarified that the “Children subject to a Child Protection plan” referred to children being registered for a second time. He also added that it was easy to sideline the 16 mandatory indicators but that these could all sit in the “raising aspiration” theme.</p> <p>John Forkin felt that there was an imbalance of the economic against the “social” indicators. He was concerned that if this was a reflection of</p>	

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	<p>Derby rather than a response to accessing funding streams, then it was light on creation of wealth and growth of jobs.</p> <p>Helen Osler clearly stated that the LAA was not put together to attract specific funding, but was to create change in the way services are delivered using mainstream and some un-ringfenced budgets. She agreed however, that it wasn't currently a rounded picture; the 198 indicators were themselves weak on economic indicators. She had already met with emda to discuss how this could be addressed. It was likely to be through the inclusion of local indicators, which will sit alongside the 35 national ones, but these would not be negotiated with Government Office and wouldn't attract reward funding.</p> <p>Cllr Williamson echoed Helen's comment saying that he saw the LAA as a start not an end and that the LAA can be used to cement a partnership working approach across the city.</p> <p>Helen explained that the 35 indicators had gone to GOEM for negotiation with the Government, along with the evidence GOEM had requested. She proposed that the LAA should be linked to the 2008 focus on raising aspiration and to use our supporting evidence to energise and direct that work. She asked the Board to consider a series of questions to shape their discussion.</p>	
	<p>Was there support for the indicator set?</p> <p>There was general support for the indicators and it was acknowledged that 35 was a much smaller number than in previous LAAs. It was agreed that the economic agenda needed to be better represented, although the skills indicators could also sit in the creating wealth theme. Cultural indicators were also thought to be light with use of public libraries a surprising choice.</p> <p>Andrew Flack reminded the Board that the LAA was only one part of planning and activity within the Cities and that each could argue for the inclusion of more indicators, so they needed to be seen in that broader context.</p> <p>Helen Osler also advised the Board that some indicators had not been selected as, once the definition was known, they did not measure what had been suggested in the title. This had been the case for one on congestion and for some of the arts indicators.</p> <p>Board supported the selected indicators but agreed that the "Creating wealth for all" theme needed to be strengthened with local indicators where there are gaps.</p>	<p>Helen Osler</p>
	<p>How do we ensure all sectors can feel engaged and contribute or does it feel public sector?</p> <p>Cllr Williamson said that although we were good at partnership working in Derby, the LAA should drive us to stronger collaboration. Issues like climate change had to be addressed together to achieve more for the</p>	

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	<p>benefit of everyone. The principle of working in this way would have benefits outside the LAA.</p> <p>The private sector, John Forkin suggested, may not easily be able to see where they can engage. He suggested that the new Sustainable Community Strategy should more strongly reflect economic development.</p> <p>Helen Bishop felt that some of the drive could come from simple communication of some of the statistics, to inspire organisations and individuals to want to make change.</p>	
	<p>Do we have the information to drive the change – do we know who already contributes to the indicators and how?</p> <p>John Coyne felt that there were statistics that set a strategic context for the economic indicators and could drive change. For instance, average salary in the five key deprived wards is below the national average, yet the average salary of the companies located in those wards is above national average. Also, we export our wealth outside the city boundary as the average salary of people working in Derby is £30,000 where the average of people living in Derby is £21,000.</p>	
	<p>How do you focus on 35 indicators to have a real impact? Should we take one cross cutting one from each city and produce a delivery plan that's owned by all five cities, such as - children in poverty, climate change, prevention of circulatory disease, engaging young people in positive activities, community cohesion?</p> <p>While generally supportive of a narrower focus, John Coyne cautioned over managing the message so that this did not become an expression of a city in crisis. This would affect the external attractiveness of the city and negate the positive changes that were being delivered through business and enterprise.</p> <p>Julie Acred felt that it was more important to influence a few cross cutting themes where we can add value, than focus on a few specific indicators. Whether they are where we are not performing as well or where we aspire to do better, it should be how as a collective we can do things differently to make a difference.</p> <p>Kim Harper welcomed the idea of cross cutting themes with delivery plans. She felt the voluntary and community sector could make a strong contribution and empower them to bring more to the table so that they could feel a strong part of the solution.</p> <p>Board agreed that focusing on a number of cross cutting themes with supporting delivery plans should be pursued.</p>	<p>Helen Osler</p>
	<p>How do we make sure targets are stretching but achievable so that we can win our reward funding?</p> <p>George Cowcher felt it was important to balance budgets rather than be</p>	

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	target driven on a few areas, as the LAA is only a snapshot of what was happening across the city.	
	<p>George Mighty asked if the LAA could be revised in a year's time? Helen Osler explained that it was a three-year agreement and so only minor amendments could be made each year.</p> <p>Cllr Williamson confirmed the consensus with the 35 indicators and that consideration would be required on the local indicators. He reiterated the need to use this opportunity to work together and address these key themes by working and delivering services in different ways. He wanted a genuine Derby LAA that was agreed together and then together we work to find different ways of funding and delivering services. This shouldn't be something that is simply handed down from central Government but where we can have more control of our own destiny.</p> <p>There was agreement to keep building on the LAA as it developed over the future to achieve this goal.</p>	Helen Osler
04/08	Raising aspirations	
	<p>Julie Acred introduced this report as chair of the small working group. She felt that DCP was all about aspiration, but that we tended to only measure things we could make an impact on. At the Board away day discussion had begun that looked more widely. Derby performs well, and is a happy place with high growth but we are not good at shouting or acknowledging that. If we could raise aspirations it would impact on everything we are trying to achieve, including the LAA. This was however, a great challenge.</p> <p>She explained that the group had first discussed what was meant by aspiration and then had agreed to break it down to find an easier way to get below this complex issue:</p> <p>Personal</p> <p>The working group discussed some of the barriers to aspiration and considered some of the issues that had already come to the Board such as NEET, climate change and saving 2,000 lives. They agreed that the Board did not capitalise on the enthusiasm generated. They also felt there was a role as leaders to engage with individuals to help raise their aspiration perhaps through mentoring, coaching or as role models to get people to take pride in their future.</p> <p>Community</p> <p>There was a need for aspiration to be set in something more than the self. Place and environment were important to our aspirations and through the neighbourhood forums people were coming together and growing in confidence. Getting more involved in your community helped people with their own personal aspiration. It was therefore essential to capture and develop opportunities for people to do this. Positive role models can create peer pressure and change anti-social behaviour, which then inspires others.</p>	

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	<p>Organisational</p> <p>Employees increasingly want to know what they are doing at work that contributes to something more than what they make or what they earn. We need to respond to this and link it into our communities. This would require organisations to make it happen and provide support to people to take the step towards something outside the norm that is challenging but will bring its own rewards.</p> <p>Derby</p> <p>As a backdrop to everything we need to create the tools and mechanisms that help raise the city's image and aspiration will follow. This needs to be a fully rounded message and not focused only on one aspect of city life. Marketing Derby had already begun this work and during DCP Week a City ambassador scheme will be launched. This work will inspire inward investment and visitors as well as the people who live here. A toolkit will be developed which can be presented in schools and then rolled out into communities. It's impact can then be measured through the City Council's Pointer Panel question "I believe that Derby has a more positive image than 12 months ago", where the results for 2007 already show significant improvement from the previous year.</p> <p>Discussion</p> <p>John Cadwallader suggested that aspiration was about people setting higher standards and that, as leaders, the Board should be spreading the word and recruiting people to get involved. Cllr Williamson agreed and said that that there were some mechanisms in place, like schools and neighbourhood forums but these opportunities needed to be drawn together. Also that we need to recognise that for some people the glass is "half empty", particularly because of the circumstances and environment they find themselves in and that we need to inspire them to change their lives.</p> <p>Brian Blissett agreed, but also said that it was important not to ignore the "suburbs", particularly with the cultural offer where we want people outside the city to come in and be inspired. A good example of that was Festé last year, which would be built on in a big 3-day event in October 2008. A cultural programmers group had been established and through cultural activity we can say to Derby "this is what Derby can do!".</p> <p>There is already work going on to promote achievement and Steve Hall highlighted some of the recent Derby Evening Telegraph campaigns. He felt that role models worked well, showcasing people who have set themselves new horizons above those that they might have perceived was their level. He added that the current work only scratches the surface and this source could be drawn on more deeply, through whatever medium, to stimulate aspiration. John Coyne agreed, citing the work the University and the Telegraph had done promoting some of the amazing personal stories of people who had graduated. He said that many people had gone through challenging decisions before they got to University, a place they may have thought was not for "people like me".</p>	

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	<p>He circulated the University's annual report that focused entirely on people. John also felt that often where there is strong community aspiration, you would find an inspirational individual who gives people the confidence and belief that something is possible.</p> <p>George Mighty felt that motivational factors created aspirations and that happened at a community level. Voluntary organisations helped people with their own aspirations, creating self-esteem and motivating them. The frontline workers in community organisations do that for themselves and help others to do that every day.</p> <p>Helen Bishop agreed but said that none of this happens on its own, and it needed brokerage to give people the confidence to do something different, to let them they know they won't be on their own and to ensure that the experience is a successful one. Such support was very resource intensive. Helen Osler also suggested that peer to peer engagement was important and that Board members could do this across their organisations to challenge and inspire each other.</p> <p>Kim Harper said that communities were complex and for some people just getting through the day might be an aspiration, so we need to be creative in how we engage people and take it to communities, not expect them to come to us as organisations.</p> <p>The Board agreed that the breakdown into the four areas was the right way forward. Julie Acred felt that the project would be multi-faceted and really needed to bring together what is being done and the co-ordinate our efforts to get maximum impact.</p> <p>Julie Acred advised that the Board discussion would be taken back to the Aspirations Working Group for consideration. They would then come back to Board with practical proposals for how partners can get involved. Helen Osler added that they would also consider widening the working group membership and invite a representative from each City.</p>	<p>Aspirations Working Group</p> <p>Helen Osler</p>
05/08	Any other business	
	<ul style="list-style-type: none"> • Board agreed that emda should be invited to join the DCP Board as an advisor. • Derby has been identified to be part of a Local Strategic Partnership case study, which the Board supported. Helen advised that interviews were likely to take place during March. 	
06/08	Date, time and venue of next meeting	
	Monday 17 March 2008 from 2pm to 4pm at Friar Gate Studios.	