

REPORT TO : Members of the Improvement and Efficiency Commission

REPORT FROM : Joyce Redfearn

SUBJECT : AN UPDATE ON TOTAL PLACE INITIATIVE

DATE : 7 October 2009

## **1. Introduction and background**

1.1. Members will recall that the Manchester City Region (including Warrington) is one of 13 Total Place Pilots nationally. This report provides an update on progress and makes proposals for sharing the Interim Report with colleagues.

1.2. There are three key strands to each Total Place pilot, though there is flexibility in how each area shapes its local programme, theme and priorities. The three strands are:

- Mapping all public spending in an area – “counting”
- Developing proposals for significant service transformation within the pilot area to substantially improve outcomes for residents, i.e. how we do things around here – “culture”.
- Developing an evidence base from our customer data and insight - “customer”.

1.3. The pilots provide an opportunity for all local partners to give clear messages to Government about the barriers to effective collaboration, service improvement and the tangible delivery of efficiencies.

1.4. There is a strong commitment from CLG (Department of Communities and Local Government), HM Treasury and the Cabinet Office. The programme is driven through the high level officials’ group chaired by Sir Michael Bichard.

Joyce Redfearn (Chief Executive, Wigan) is the Manchester City Region lead on Total Place and is a member of the officials’ group.

1.5. The outcomes expected from Total Place in an area are as follows:

- Service transformations that can improve the experience of local residents and deliver better values.
- Deliver early efficiencies to validate the work.
- Develop a body of knowledge about how more effective cross-agency working delivers these in practice.

1.6. The Manchester Region (MCR) has identified as its theme 0 to 5 years. We have been awarded £250,000 to facilitate the Total Place work. Each area is required to appoint a Programme Facilitator drawn from a shortlist suggested by the Leadership Centre for Local Government, together with appropriate project management support.

## **2. Current Position**

2.1. The Interim Pre Budget Report (PBR) report was submitted on deadline and a copy of this is attached. This report provides a summary of progress and describes the thinking processes of the wider project team and considers the next steps.

2.2. The overall count of public spending has been completed by specialist financial staff provided by Manchester City Council and Wigan Council. The 'Total Count@ report has been submitted and has formed part of the Interim report. A total of £22 billion was counted with more than 80% of the total coming from three of the fourteen sources. (Local Authorities - £7 billion, SHAs - £5 billion, and DWP - £6 billion). We have now begun to scope the "deep dive" of spend into our thematic area and have also validated the information from the "first cut".

2.3. Two workshops have been held. One, in early July, with directors of Children and Young People's services and specialists in the field of 0 to 5 years to explore how the "culture" side of the work can be taken forward. A second workshop with front line workers was held in late September and messages from this positive event will form part of the work going forward.

2.4. We have established a project support team to co-ordinate the project and appointed a programme agitator, with a strong background in children and family policy, to support the overall Total Place process.

2.5. Customer insight has become a more dominant theme of Total Place and Wigan Council is taking the lead in this area for the City Region pilot.

Tribal Consulting have been appointed by Idea to consolidate all Customer Insight available in the pilot areas and their initial report is attached.

Additionally, there is further work by the AGMA Potentials Group who have Idea funding for a project on 'Developing customer insight to improve the take up of entitlement to services and benefits by 'property rich, but cash poor citizens' across the Greater Manchester city region. This work is being aligned with Total Place.