

## **BOROUGH OF TELFORD & WREKIN**

**CABINET – 28 FEBRUARY 2013**

**CO-OPERATIVE COUNCIL UPDATE**

**REPORT OF THE MANAGING DIRECTOR**

**LEAD CABINET MEMBER – CLLR SHAUN DAVIES**

### **1. SUMMARY**

- 1.1 In July 2011, the Council made a clear commitment to become a Co-operative Council and became a founder member of the Co-operative Council Network ([www.councils.coop](http://www.councils.coop)).
- 1.2 We stated that as a Co-operative Council we would work together with the community to build a new partnership where power and responsibility were more balanced and where our employees, local people and organisations would be more actively involved in shaping services and decision-making.
- 1.3 A programme of work was agreed to translate this vision into action. Over the last 18 months, we have regularly reported progress to Cabinet on the delivery of this work programme. This report provides an update about what has been achieved over the last 6 months and illustrates that we have made further progress in putting co-operative working into practice. The report also sets out how we plan to develop our approach in future.

### **2. RECOMMENDATIONS**

- 2.1 **That Cabinet notes progress in delivering the Co-operative Council Work Programme;**
- 2.2 **That Cabinet approves the launch of the Telford Loyalty Card, as set out in Section 4.1 of this report.**

### **3. SUMMARY IMPACT ASSESSMENT**

Community Impact	Yes	This programme of work contributes to the Council's priority to be a Co-operative Council. Many of the projects/initiatives in the work programme are already delivering community benefits. Other initiatives will be assessed for community impacts as the proposals are developed.
Financial & Value for Money Impact	Yes	The draft Service & Financial Planning Strategy for 2013/14 to 2015/16 was presented to Cabinet on the 10 January 2013. The strategy is set in the context of severe financial pressures facing the Council, including significant reductions in Central Government funding and service

		<p>pressures due to the difficult economic climate which is having an impact on the community and increasing demand for council services.</p> <p>A clear priority in our strategy is adopting a Co-operative Council approach, working with residents, partners and local organisations to collectively deliver services to the area within the resources available. This report highlights areas of work which have developed co-operative working. There is a small co-operative council budget of £15k, available to be used to pump-prime monies for community projects. Given the financial constraints, the scope for any additional investment is very limited and progress has been achieved, in the main, using existing resources. Telford Loyalty Card is a current project and the financial implications are set out in paragraphs 4.1.7-4.1.9.</p>
Legal Issues	Yes	<p>The General Power of Competence under the Localism Act 2011 provides that councils are specifically empowered to do anything not prohibited by legislation and subject to public law principles and due process. In addition, the provisions regarding Community Right to Challenge are being implemented. Legal Services' advice will be sought on specific projects and any necessary legal arrangements such as property documentation, appropriate partnership agreements or any appropriate contract documentation will be put in place.</p>
Other impacts, risks and opportunities	Yes	<p>The ongoing programme of work will be evaluated to ensure risks are identified and managed and any associated opportunities are maximised. Mainstreaming the Co-operative Values and ways of working throughout the authority amongst officers and members remains key to becoming a Co-operative Council.</p>
Impact on specific wards	Yes	Borough-wide impact.

#### **4.0 Progress Update**

##### **4.1 Adopter Projects**

4.1.1 One of the main ways that we have embedded co-operative working across the Council is through the delivery of a range of practical 'Adopter Projects'. In the current phase of work there is at least one project in each of our service areas.

4.1.2 Over the past 6 months, achievements include:

- **The Co-operative Values and Priorities** - have been developed by the Co-operative Commission (see section 4.2) and are based on what residents and council employees told the Commission about the sort of council and borough they would like to see in Telford and Wrekin. The Values which are detailed in Appendix 1 have been adopted and widely promoted. The work of the Co-operative Commission contributes to the delivery of the Council's priorities and work continued at the Commission 'State of the Borough' Event on 15 February 2013 (see section 4.2.5).
- **Family Connect (single point of contact for Children and Family Services)** - Police, Community Health, Child and Adolescence Mental Health Services and Probation Services systems are all now operating from the Family Connect Hub at Darby House. This is providing a more joined-up service for customers, better information sharing and quicker decision-making.
- **Brookside** – an Employment and Skills Partnership covering Brookside has been established and plan developed. The Lifelong Learning Team has made over 300 contacts in Brookside; 16 clients have secured employment and 30 residents have come forward as volunteers to establish a community cafe within the Community Centre.
- **Apprenticeships and Internships** - the Council currently has 86 apprentices in post with numbers expected to exceed our target of 100 within the next month. The Apprentice Forum is now working well and the apprentices are preparing activities and events for Apprenticeship Week in March 2013. A new award of 'Apprentice of the Year' was included as part of Customer Service Awards in November 2012 with 9 apprentices gaining awards. We have also employed 6 interns through a pilot programme who have all successfully completed project work. Three internships have been extended in order to complete additional assignments and we have recently appointed a trainee solicitor in Legal Services.
- **Wi-Fi** -.Members of the public and visitors can now access free Wi-Fi at 19 Council buildings across the Borough. The next phase of the roll-out is to look at possible high street areas as part of regeneration projects.
- **Small Business Loans Fund** – Since its launch in May 2012, £230k of funds have been loaned to 7 businesses who were originally unable to access finance through the main stream lenders, enabling business development to take place that would otherwise have stalled. In one case, the availability of the loan fund has helped secure a new business investment in Telford. In addition, 4 loans are at the application stage.
- **First Point for Business** – the 'Business & Planning First Point' reception service opened on 4 February 2013 based in Wellington Civic offices at the heart of the Council's business support environment. It will offer a single point of contact and provide greater opportunities to support investment, business,

planning and property enquiries than the existing telephone service can provide.

- **Parish Environmental Teams (PET)** – working in conjunction with Town and Parish Councils, we are continuing to increase the number of Parish Environmental Teams (PET). Hadley & Leegomery Parish PET went live on 2 January 2013 with an apprentice position to be recruited to imminently. Hollinswood & Randlay Parish Council will be going live shortly with a PET+ scheme which uses their existing officer with enhanced hours. It will also include a Council apprentice. Discussions are ongoing with Wrockwardine Wood & Trench and with Stirchley & Brookside Parish Councils and there are also discussions around having a shared Rural PET for the north rural Parishes. To date, 7 apprenticeships have been secured through PETs and over 5 years, 35 apprentices will be trained and supported. External funding associated with these PETs over 5 years is £600k.

4.1.3 One of the adopter projects that we have developed over the last 6 months is to introduce a new **Telford Loyalty Card (TLC)**. There are two main aims in introducing TLC:

- To promote health and well-being by encouraging greater participation in sport and leisure activities, a key element of our plans to build an Olympic legacy in the Borough;
- As a 'Business-Winning, Business-Supporting Council', to encourage more people to 'shop local'. For example, if every household in the Borough spent an additional £5 per week with local businesses, this would generate an additional £18m a year for the local economy, helping to protect and support local jobs.

4.1.4 TLC will replace and enhance the Council's existing Flex card and will offer card-holders discounts on Council leisure activities and at participating businesses. Key differences between TLC and Flex are:

- TLC will offer discounts at a much wider range of local businesses (currently 25 businesses offer discounts via Flex cards, mainly in Wellington and Oakengates; the target is to increase this to a minimum of 75 at launch with a better geographical spread across the Borough);
- TLC will be free to all in order to encourage everyone who lives, works or visits Telford & Wrekin to use shops, services and leisure facilities in the Borough (there is currently a charge for Flex cards);
- TLC cards will be available through a wider network of Council services, such as all First Points, Libraries and Community Centres (Flex cards are currently only available at leisure centres);
- The TLC card will improve the Council's customer services offer through enhanced online functions.

- 4.1.5 We are now seeking approval to launch TLC in April 2013 to coincide with the transfer of Public Health to the Council. Cards will be distributed via Your Voice to every household in the Borough, significantly increasing access to and potential uptake of discounted leisure activities. Cards will be available on request for non-residents, although residents will get a bigger discount on Council leisure activities than non-residents. To encourage card-holders to participate in leisure activities, there will be regular marketing and promotions through the year. Usage data from the TLC card will help inform future service planning and will enable targeted initiatives to increase physical activity in more sedentary areas or groups, contributing to our Health and Well-being Priority and helping to reduce health inequalities.
- 4.1.6 TLC will be launched in partnership with 2 main sponsors; AFC Telford and Telford College of Arts and Technology (TCAT). Businesses based in the Borough will be able to join TLC free of charge, although the Council reserves the right to refuse or discontinue a business' participation, for example if a business is subject to legal action by the Council. The Council will actively market the 'shop local' aspect of TLC to card-holders.
- 4.1.7 There are both one off and ongoing costs associated with the proposed Telford Loyalty Card scheme. The one-off costs of introducing Telford Loyalty Card are estimated to be £40,000:

	£'000
Production of Cards	18.0
Distribution	4.5
Marketing & Registration Forms	16.0
Other	1.5
<b>Total</b>	<b>40.0</b>
Note: any staffing costs will be accommodated within current Cooperative Council budgets	

- 4.1.8 The two sponsors will contribute a total of £10,000, which will go towards these costs. The balance will be funded from existing Cooperative Council budgets (£8,000) and the Public Health grant payable to the council from April 2013.
- 4.1.9 There is also an ongoing financial impact on Leisure income. Currently there is a charge for the purchase of Flex cards which generates £0.075m per annum; this will be covered from the new Public Health Grant in future. Leisure currently generates income from both non-Flex card-holders (i.e. not discounted) and Flex card-holders. Given the new cards are to be free and distributed to all households, it is likely that there will be an increase in income generated from Telford Loyalty Card holders (i.e. discounted) which will have an impact on total sales income. It is, however, anticipated that the wider distribution and marketing campaign will increase overall uptake of leisure activities which would help to offset the reductions in income and may exceed them. Leisure income will be closely monitored and any variances highlighted through the corporate financial monitoring process following implementation.

4.1.10 Appendix 2 sets out an overview of all Adopter Projects.

## **4.2 Co-operative and Employee Commissions**

4.2.1 We have also established and been working with two Commissions; the Co-operative Commission involving community and business leaders, and an internal Employee Commission. The Commissions were asked to make recommendations for new ways of working based on co-operative principles.

4.2.2 Both Commissions set up five task-finish working groups to look at specific topics, chosen by members of the Commissions. The working groups made recommendations to Cabinet in May 2012. Since then, we have worked alongside Commissioners to deliver significant progress in implementing the working groups' recommendations. Achievements include:

### **Co-operative Commission**

- Launching the **automotive excellence campaign**, including brochure and Invest in Telford Website (7,000 companies contacted);
- Piloting a **partnership approach to recruitment** with Morrisons, TCAT and Job Centre plus, resulting in work experience placements and guaranteed interviews for 16/17 year olds and encouraging learners to attend the Morrisons **Skills Based Work Academy** at TCAT, resulting in 16 learners gaining employment;
- Developing, adopting and widely promoting **Co-operative Values**;
- Introducing a Telford & Wrekin **phone application** for members of the public, providing easy access to information about Council services;
- Launching **Facebook community notice boards** in priority wards to improve understanding of the Council's work and a **community newsroom** which brings together information about council initiatives and latest news in one place;
- Promoting **volunteering**, for example through a single point of access to volunteering opportunities on the Council's Website and a volunteering event at Telford Town Park;
- Developing a draft **commissioning framework** in partnership with the voluntary sector and a 'one stop shop' web page of information to the voluntary sector.

### **Employee Commission**

- Introducing a council **volunteering policy** and promoting a range of community projects and events for employees to get involved with;
- Developing and successfully piloting a **mentoring scheme** in Leisure Services. The scheme will now be expanded and available for new starters and re-deployees across the Council;
- Procuring an **e-learning** system to provide cost-effective learning and development for employees (delivering £50k savings in 2013/14). A number of volunteers are currently piloting the system before it is launched;

- Enabling employees who do not have permanent access to a Council computer to access the Intranet and staff communications from their home computer or in any Council building using a **personal 'Cloud' account** (to date, more than 280 employees have requested a personal account);
- Launching annual **customer service awards** in November 2012 with over 200 employees receiving awards;
- Running **social responsibility campaigns**, for example collecting over 1,400 donations of food and other items from employees for the Telford & Wrekin Crisis Help Network.

### **Commissions - Next Steps**

- 4.2.3 As the Commissions' original recommendations have now been implemented or are in progress, we have been reviewing with Commissioners what should happen next.
- 4.2.4 For the Co-operative Commission, the Commissioning and Procurement Group will meet twice again this year to monitor progress and contribute to the continuing work around the recommendations. The Employment and Skills Group will continue as a Skills Task Force with a particular focus on the 16-24 year old agenda. The Economy and Image Group's recommendations will continue to be delivered through the Development, Business and Housing Service Area Delivery Plan. All other groups have agreed that they do not need to continue to meet as much of the work around the original recommendations has been delivered.
- 4.2.5 The last Co-operative Commission Assembly meeting took place in October 2012 where we asked for views on a proposal for the future working of the Commission. It was clear from the feedback we received that the Commission was keen to continue to build on the success of the work completed to date. Based on Commissioners' feedback, we held a Commission 'State of the Borough' Event on 15 February 2013, which will raise awareness of the key issues and challenges facing our community in order to identify future areas for targeted co-operative working in 2013/14.
- 4.2.6 For the Employee Commission, the Social Responsibility Group will continue to meet regularly throughout the year to raise awareness and support social responsibility campaigns. In addition, some members of the Employee Volunteering Group will meet every six months to monitor uptake of volunteering by employees. The other three groups have agreed that they do not need to continue to meet, however, will receive progress updates about any work that is still in progress.
- 4.2.7 Looking ahead, we have also considered how we engage and get employees involved in how we run the organisation on an ongoing basis. Based on feedback from employees, we will be launching 'Employee Voice' in February 2013. This will offer a range of ways for employees to get involved, including online surveys, discussion forums, focus groups and in some cases, task-finish employee working groups (similar to the Employee Commission

working groups). The first topic will focus on raising awareness of and encouraging employees to get involved in **charitable giving and various charity/fund-raising events** including the Mayor's Charity. Employees will be encouraged to suggest future topics for discussion and action.

### **4.3 Partnership Working**

4.3.1 We continue to strengthen partnership working, latest developments include:

- The **Health & Wellbeing Board** will be formally constituted in April 2013. It has responsibility for developing the provision of health and social care services in the Borough commissioned by the Council and the new Clinical Commissioning Group led by GPs. The Board's Health & Wellbeing Strategy identifies the priorities the Board will focus on delivering to improve the health and wellbeing of the Borough - this will be signed-off by the Board in March. In developing its Strategy and the delivery of its priorities, the Board continues to engage with stakeholders. The latest event on 30 January included 80 representatives from health and social care providers, commissioners and service users and their representatives.
- The **'Strengthening Families' Task Force** brings together partner agencies to improve the outcomes for those families with very complex needs which need multi-agency support through better co-ordinated support. We have now identified 145 families who we intend to work with in the first year of the programme. As well as directly supporting families, a core element of this project is rethinking how we design our services to meet the needs of families. The Citizen Engagement Company (CEC), a local Social Enterprise have been appointed to work with us to develop, pilot and implement a community action research programme including:
  - Reaching out to people who don't currently use our family support services and may benefit from using them;
  - Exploring opportunities for joint working with statutory and voluntary organisations to meet unmet need;
  - Explore community / or voluntary organisation provision within the community.
- A lack of preparedness for work and the necessary skills has been identified as a core barrier to employment in the Borough. To address these, an **'Employment & Skills' Task Force** has been established focusing on ensuring better communication between employers, training providers (including schools) and those seeking work. Due to the challenges facing 16 to 24 year olds, it now has a specific focus to develop and enhance pathways to work for this age group through training, apprenticeships and volunteering.
- A **Homelessness & Resettlement Task Force** has been established to relieve significant budget pressures, manage the impact of Government benefit reforms, improve the quality and use of accommodation and develop more effective contractual arrangements with Private and Registered Social Landlords. As a result we have seen a significant reduction in the use of bed

and breakfast accommodation as emergency accommodation for families in need.

- 4.3.2 We have commenced development of a new Community Strategy '**Shaping Our Future: Our Journey to 2020**' – this will set out a shared view of the challenges and opportunities facing the Borough and what the Council together with partners will focus on achieving to 2020. This will be presented for approval at the March Cabinet meeting.

## **5.0 Next Steps – Co-operative Commercial Projects**

- 5.1 Moving forward, a key element of our approach to co-operative working will be to deliver a programme of **Co-operative Commercial Projects**. The aim is to benefit the Council and the community, financially and socially. As well as looking at income potential for the Council which has to be a paramount aim, we will also take account of the broader non-financial benefits of potential commercial ventures and how these can contribute to the delivery of our Co-operative Priorities. This work forms part of our draft Service and Financial Planning Strategy for 2013/14.

## **6. PREVIOUS MINUTES**

- 6.1 Minute number CB23-26 July 2011
- 6.2 Minute number CB89 - 26 January 2012
- 6.3 Minute number CB25 – 26 July 2012

## **7. BACKGROUND PAPERS**

- 7.1 None.

**Report prepared by Felicity Mercer, Policy & Strategy Manager, Tel: (01952) 380136.**

## Appendix 1 – Co-operative Values

- **Ownership**

We will – be accountable for our own actions and empower others with the skills to help themselves

We would like everyone to the best of their abilities to – take action and responsibility for themselves and their community

- **Openness & Honesty**

We will – be open and honest in the way we work and make decisions and communicate in a clear, simple and timely way

We would like everyone to – be open and honest about what they want to improve in their community

- **Involvement**

We will – work together with our communities, involving people in decisions that affect their lives and be prepared to listen and take on new ideas

We would like everyone to – work with and support others, get involved and share their views to help us develop the way we do things

- **Fairness & Respect**

We will – respond to people's needs in a fair and consistent way

We will and would like everyone to – respect and care for themselves and others, valuing the different ideas and skills that people bring and treating each other as equals

## Appendix 2 – Co-operative Council Adopter Projects Update

Adopter Project - High Level Action	Progress Update (February 2013)
<p>Develop 'Family Connect', a new single point of contact that will allow members of the public, schools and other professionals to access services for children and families via one user-friendly telephone number at flexible times. There will also be a Family Connect one stop shop reception area for face to face enquiries</p>	<ul style="list-style-type: none"> <li>• Triage process now operational for Police, Community Health, Child and Adolescence Mental Health Services and Probation services. Wrekin Housing Trust System due to be installed.</li> <li>• This has resulted in swifter information sharing processes between partners and is enabling improved decision making and appropriate support to be identified. There has also been an increased call rate and use of email contact.</li> <li>• Communication Strategy commenced: newspaper adverts, inclusion in Your Voice, publication across all schools via LCD displays, posters and post cards made available to all community buildings. Presentations completed across partnership agencies and some GP practices. Radio presentation planned which will involve the full partnership.</li> <li>• Educational Psychology service is now receiving all referrals via Family Connect.</li> </ul>
<p>Continue to work with partners to bring Dawley Town Hall back into community use</p>	<ul style="list-style-type: none"> <li>• Friends of Dawley Town Hall established. Local people elected and collectively have a voice in making decisions about development of the Hall. One of the primary aims of the Group is to raise awareness of the Town Hall and gain more supporters.</li> <li>• A Face book site has been set up and has over 100 friends. The group has attended a number of local events and interviewed many people to find out what they would use the hall for.</li> <li>• A bid to Wolves Aid (Wolverhampton Wanderers Community Trust) was submitted in December 2012. If successful this will enable a fully accessible kitchen area allowing people of all abilities to learn catering skills and provide a refreshment service to customers.</li> <li>• Basic refurbishment is underway: new double glazing, re-commissioning the heating system and painting exterior frontage.</li> <li>• Capgemini continuing to develop business plan for management of the Hall. A small working group has been set up to get this work produced.</li> <li>• In September 2012 Great Dawley Parish Council committed £20,000 towards the appointment of a Project development Officer to support the Town Hall development. This post will be appointed to at the end of February 2013.</li> <li>• Planned launch/opening to public is September 2013.</li> </ul>
<p>Brookside – continue co-operative working pilot and develop proposals for physical and social regeneration</p>	<ul style="list-style-type: none"> <li>• Central Telford Employment and Skills Partnership covering Brookside has been established and an employment, skills and training plan has been developed.</li> <li>• The Lifelong Learning Team has made 311 contacts in Brookside, 16 clients secured employment. 30</li> </ul>

Adopter Project - High Level Action	Progress Update (February 2013)
of Brookside	<p>residents come forward as volunteers to establish a community cafe within the Community Centre.</p> <ul style="list-style-type: none"> <li>• We plan to appoint an external consultant to lead on the design of the Community Centre refurbishment/ extension and design of public realm. Four architects will be asked to quote. As part of the appointment process we will be arranging for the architect/s who submits the most competitive quotation to do a presentation to the resident design group and to young people from the Youth Centre. This is to ensure they have necessary skills to work effectively with the community. Appointment planned for late February 2013.</li> </ul>
Develop proposals for a borough wide Telford Loyalty Card for residents, offering discounts on Council services and with other local organisations and businesses.	<ul style="list-style-type: none"> <li>• Subject to Cabinet approval, TLC will be launched and new cards will be distributed to every home in the Borough in April (see Paragraphs 4.1.3-4.1.9 in main report).</li> </ul>
Increase the number of apprenticeships and internships offered by the Council and encourage other organisations within the Borough to offer more apprenticeships and internships	<ul style="list-style-type: none"> <li>• As at end December 2012, 57 new starter apprentices had been recruited so far this financial year compared to 38 for same period last year.</li> <li>• Together with existing employees who are following an apprenticeship framework, this means we now have 86 apprentice employees. Several more have been appointed for January starts and we have 6 current vacancies.</li> <li>• Over 5 years (up to Sept 2012) we have had 179 employees following the apprenticeship programme. Of these 179, 125 initially secured permanent, temporary or casual posts within the Council and 67 are still employed by the Council.</li> <li>• 18 apprentices have attended mentee training and the organisation now has 35 trained mentors. More sessions are planned for February and will be actively promoted to the apprentice new starters. The mentor scheme to be promoted more widely from April 2013, when face-to-face training will be supplemented by e-learning.</li> <li>• Apprentices are working collectively on a number of projects including: planning a Mayor's charity event, completing a charity fun-run in the Town Park and preparing activities and events for Apprenticeship Week in March 2013</li> <li>• A new award of 'Apprentice of the Year' was included as part of Customer Service Awards 2012. One apprentice received a gold award as 'Apprentice of the Year', four were awarded silver and 4 achieved bronze awards in Nov 2012.</li> <li>• 6 interns were recruited during May-Aug 2012 and successfully completed project work. 3 internships have been extended (2 of which are working on a part time basis) in order to complete additional</li> </ul>

Adopter Project - High Level Action	Progress Update (February 2013)
	<p>assignments.</p> <ul style="list-style-type: none"> <li>• We continue to promote apprenticeships at every opportunity. This has resulted in an increased awareness of apprenticeships for employers and the identification that 16-19 apprenticeships still need to increase. The age grant is also being promoted. A discussion with members of the HR Forum has resulted in an improved employability course which can include this age group. Funding resulting from the UK Commission for Employment &amp; Skills bid is still awaited, recruitment for an apprentice will start as soon as funding comes through. Further skills research has now been commissioned and started. This seeks to engage with all employers across Telford.</li> <li>• Two employers have requested further information on apprenticeships; this does not include those contacting the National Apprenticeship Scheme or the Education and Skills team. An enhanced apprenticeship programme has been developed within the UK Commission for Employment &amp; Skills bid which will mean a more intensive programme resulting in more experienced and qualified apprentices.</li> </ul>
<p>Investigate providing free and filtered wireless Internet access to members of the public's personal devices when they are in the vicinity of a publicly accessible Council owned building or site in priority areas</p>	<ul style="list-style-type: none"> <li>• Members of the public and visitors to the following Council buildings can now access Wi-Fi, using their Council Flex/Library Card or a 'Wi-Fi code' issued by a Council Officer. <ul style="list-style-type: none"> <li>- Addenbrooke House</li> <li>- AFC Telford Learning Centre</li> <li>- Business Development Centre</li> <li>- Darby House</li> <li>- Dawley Parish Council</li> <li>- Downing House</li> <li>- Edward James House</li> <li>- Granville House</li> <li>- Leegomery Community Centre</li> <li>- Madeley Library</li> <li>- Meeting Point House/Telford Library</li> <li>- Newport Library</li> <li>- Oakengates Tennis Centre</li> <li>- Portico House</li> <li>- Stafford Park 11</li> <li>- Sutton Hill Community Centre</li> <li>- The Place @ Oakengates</li> <li>- West Road</li> </ul> </li> </ul>

Adopter Project - High Level Action	Progress Update (February 2013)
	<p>- Whitechapel House</p> <p>The next phase is to look at possible high street areas as part of regeneration projects.</p>
Develop a new Community Hub (Southwater One)	<ul style="list-style-type: none"> <li>• First Point successfully moved from Civic Offices to Addenbrooke House on 17 December 2012. This is a temporary home for First Point until it moves to Southwater One in March 2014.</li> <li>• The contractor for Southwater One started on site on 28 January 2013.</li> </ul>
Launch a pilot co-operative small business loans fund	<ul style="list-style-type: none"> <li>• £230k of funds has been loaned as at the beginning of January 2013 to 7 businesses.</li> <li>• 4 loans are currently in application stage with £85k set aside if these are successful.</li> <li>• Impetus (the loan company) are attending business exhibitions and networking events to continue to promote the scheme which runs until 31 March 2013.</li> <li>• TWC are delivering the marketing campaign for the scheme which includes promoting it via the council's business networks (e.g. Telford Business Board), investintelford website, business events and other routes such as social media. Case studies will be developed shortly to showcase this success.</li> <li>• 7 businesses that were originally unable to access finance through the main stream lenders have been supported by the Small Business Loans Fund. This has enabled business development to take place that would otherwise have stalled. In one specific case, the availability of the loan fund has helped secure a new business investment in Telford (Aceon).</li> <li>• Outputs will continue to be monitored as job creation impacts for example will be secured once the business projects have been delivered. The scheme is due to end in March 2013 and we are exploring opportunities to extend the provision of loans to businesses.</li> </ul>
Hold an event to promote Fair-trade in the Borough and to agree how the Council can work with others to promote Fair-trade in the future	<ul style="list-style-type: none"> <li>• Terms of reference and an action plan now developed. Main focus in short term is promoting awareness during Fair-trade Fortnight 2013 (25 February - 10 March 2013).</li> <li>• A formal launch of the Fair-trade Partnership took place at Harper Adams University on 22 February 2013 to kick start this work.</li> <li>• The longer-term aim of the Partnership is to achieve Fair-trade Status for the Borough.</li> </ul>
Develop a 'First Point' for business in conjunction with local businesses - to provide a single point of contact and more co-ordinated support for businesses	<ul style="list-style-type: none"> <li>• The 'First Point' for business officially opened on 4 February 2013 offering a single point of contact and providing for greater opportunities to support all investment, business, planning and property enquiries.</li> </ul>

Adopter Project - High Level Action	Progress Update (February 2013)
<p>Promote joint investment opportunities with Town and Parish Councils to encourage environmental improvements e.g. Town and Parish Councils fund materials, Council provides labour</p>	<ul style="list-style-type: none"> <li>• Hadley &amp; Leegomery Parish PET went live on 2 Jan and the Apprentice position is to be interviewed for imminently.</li> <li>• Hollinswood &amp; Randlay PC are shortly going live with a PET+ scheme which utilises their existing officer with enhanced hours and will include a BTW Apprentice.</li> <li>• Discussions are ongoing with Wrockwardine Wood &amp; Trench and Stirchley &amp; Brookside Parish Councils and we are also in discussions for a shared Rural PET for the north rural Parishes.</li> <li>• 7 Apprenticeships have been secured through these PET's to date. External funding over 5 years is £600k associated with these PET's to date. Over 5 years these PET's will have supported and trained 35 Apprentices.</li> </ul>
<p>Leisure – implement freedoms and flexibilities agreed in Phase 1</p>	<ul style="list-style-type: none"> <li>• New ways of working are to be piloted at Telford Ice Rink building upon the Co-operative Council principles. Model will be reviewed after a period of 12 months.</li> <li>• The Ice Rink Steering Group first met in January and looked at developing a joint 'Vision' and Terms of Reference. The group are currently focussing on a joined up approach to the 'showcase opening event' of the Ice Rink with a view to hold a weekend of events enabling all stakeholders to showcase their particular sport. This is scheduled to take place on 6/7 April. It is hoped that this event will lead to an increase in footfall and improved partnership and co-operative working.</li> <li>• In considering the future management arrangements at the Ice Rink, wider leisure services and other income generating frontline service areas, the opportunity also exists to review historic working practices and policies and explore new and alternative ways of working. It is considered that these be explored to enable the Ice Rink and other services to be more innovative, creative and to support an entrepreneurial spirit amongst management, staff and stakeholders.</li> <li>• A standalone website for leisure services is being developed, with its own branding. It is planned that this will go live before the end of March 2013.</li> </ul>
<p>Pilot project in Dawley to give the community more involvement in the running of Dawley Park, to include devolving the additional works budget</p>	<ul style="list-style-type: none"> <li>• Further meetings have taken place with local residents to discuss delivering the original ideas.</li> <li>• A funding application for a trim trail in the park to the Post Code Lottery fund was unsuccessful.</li> <li>• An application made for horticultural improvements was also unsuccessful. However it is still planned to undertake planting in the spring with the community involved.</li> <li>• The group have been working on obtaining additional costs for the events programme and an Application Awards for All bid was submitted in January 2013.</li> </ul>

Adopter Project - High Level Action	Progress Update (February 2013)
Work in partnership with organisations in the Ironbridge area to provide activities and support packages for Children in Care or on the edge of care and their families. This will provide targeted support for children and families with complex needs	<ul style="list-style-type: none"> <li>• We commissioned Kreative Kids as part of our short breaks offer for Disabled Children. They based themselves in the visitor centre at Ironbridge in the summer to do arts and crafts and the children worked with the stone mason to produced sculptures which will be situated in the new town park development.</li> </ul>
Develop 'early intervention' support to prevent homelessness and work with private landlords to improve the quality and management of private rented accommodation	<ul style="list-style-type: none"> <li>• Task Group set up, workstreams established and review underway.</li> <li>• Needs Analysis being developed and Homelessness Strategy being revised.</li> <li>• Outcomes of the review and the strategy scheduled to go to Cabinet in March 2013.</li> </ul>
Pilot a 'Community Ambassador' scheme where volunteers provide early intervention peer support to families in the very early stages of difficulties	<ul style="list-style-type: none"> <li>• A review of Children Centre provision is underway and due to report in April 2013. This will include recommendations around the most effective and efficient ways to deliver universal services. The Community Ambassador scheme will be central to this.</li> <li>• Visits are planned to Bradford MDC who have an established Community Ambassador scheme in place.</li> <li>• Exercise completed by group managers and their teams to map opportunities for engaging volunteers and extending our work to voluntary partners.</li> <li>• The Strengthening Families Task Force has appointed a local Community Interest Company to develop a community action research model. The model will allow us to reach out to people who don't currently use the services and explore opportunities for voluntary/community provision within the community.</li> <li>• Two events have taken place where partners, staff and parent/service users were consulted on how we could work collaboratively to improve Children Centre services; the event was facilitated by 4 Children (a national and families charity).</li> <li>• Five researchers from the community have been recruited and are a third of the way through their training which is ASDAN accredited (a charitable social enterprise with awarding body status).</li> </ul>
Investigate the Council's Legal Services providing free legal advice sessions for local community and	<ul style="list-style-type: none"> <li>• CVS have been holding discussions with local businesses relating to providing support services to VCS organisations as part of their development of a Voluntary Sector Hub at the Glebe Centre in Wellington. A meeting took place with CVS to discuss this further on 20 February 2013.</li> </ul>

Adopter Project - High Level Action	Progress Update (February 2013)
voluntary organisations	
To develop a Food Bank facility for the residents of Telford & Wrekin and to address the underlying issues associated with food poverty and other crisis situations.	<ul style="list-style-type: none"> <li>• Group first met in May 2012, consisting of a mix of private, public and voluntary organisations. We agreed there was a need to work together to provide a more holistic emergency provision for Telford and Wrekin.</li> <li>• Since that first meeting, the group has increased its membership, has developed a business plan/memorandum of understanding, and in December it recruited a project co-ordinator.</li> <li>• The first priority for the co-ordinator is to identify some suitable premises to open up a central food depot.</li> <li>• The Group is also working with the Benefits Team to see how it can link in to the work of the local social fund which is also launched in April 2013.</li> </ul>
Review of Meals on Wheels Service	<ul style="list-style-type: none"> <li>• Current mapping of the service is taking place i.e. number of people using the service, service costs, number of meals delivered, frequency of the service etc.</li> <li>• Research is also being undertaken to inform future options.</li> <li>• Initial discussions held with Women's Royal Voluntary Service (WRVS) regional manager as to other initiatives being developed within other regions with the support of WRVS.</li> <li>• Draft questionnaire to seek customer perspective is being developed.</li> <li>• Additional resource to support review has been secured from corporate procurement.</li> </ul>
Review of directly provided Adult Care Services	<ul style="list-style-type: none"> <li>• Engagement with service users, their parents, carers and employees has been completed and the feed back and comments received has been reviewed and collated into 8 common 'themes'. These themes and responses will now be presented to the working group for further evaluation to inform the service review as to potential areas of change and/or improvement for consideration.</li> <li>• To provide feedback on the responses received a newsletter to all concerned is being prepared. The newsletter will also detail the next steps and timescales.</li> <li>• An initial outline of a number of available options to the future provision of in-house services has been drafted. These are now being reviewed as part of an appraisal of options prior to being put forward to Senior Management.</li> </ul>
Review of Markets – to look at whether alternative service delivery options could offer additional benefits – scope and commence	<ul style="list-style-type: none"> <li>• Re-structure of Business, Development &amp; Housing is now complete and the Service Delivery Manager who is now responsible for markets will commence the scoping of this review, taking account of the recommendations of a recent audit review.</li> </ul>

Adopter Project - High Level Action	Progress Update (February 2013)
review	
Review of Lifelong Learning Provision - to look at opportunities to join up statutory school age education and lifelong learning and to consider alternative service delivery options	<ul style="list-style-type: none"> <li>• Review of lifelong learning has been completed and report presented to Children and Families Senior Management Group. All recommendations fully supported.</li> </ul>
Review of Oakengates Theatre (The Place) with the aim of improving the efficiency of the organisation and delivery of services and involving local people more in the planning and running of the Theatre	<ul style="list-style-type: none"> <li>• Phase 2 (engagement/information gathering) is now well underway.</li> <li>• A customer survey was carried out in December/January.</li> <li>• Visits have taken place at other Theatres and research/benchmarking is being carried out.</li> <li>• A meeting is taking place at the end of January with the sponsor lead, to review everything so far and start forming the draft report.</li> <li>• The review is scheduled to be completed by end of March 2013.</li> </ul>
Review of Employment Services (to include Payroll, PSE support, Recruitment and Contract Administration and Employment Checks) with the aim of improving cost- effectiveness whilst maintaining an accurate and good quality service.	<ul style="list-style-type: none"> <li>• Scoping document completed and phase 2 (engagement/information gathering) is nearly complete.</li> <li>• Final report and recommendations to be completed by April 2013.</li> </ul>