

Commenced: 6.00pm  
Concluded: 7.08pm

## **Corporate Scrutiny and Governance Board 18 August 2014**

Present        Councillor Lisa Eldret (Chair)  
                  Councillors Carr, Davis, Dhindsa, Pegg, Stanton & Whitby

08/14        **Apologies for Absence**  
                  Councillor Shanker

09/14        **Late items introduced by the Chair**  
                  There were no late items.

10/14        **Declarations of Interest**  
                  There were no declarations of interest.

11/14        **Minutes of the meeting held on 23 June 2014**  
                  The minutes of the Corporate Scrutiny and Governance Board meeting held on 23 June 2014 were agreed to be an accurate record.

12/14        **Demand Management**  
                  The Board were presented with a report on behalf of the Chief Executive, which informed the members that Derby City Council had commissioned iMPower to look for opportunities to either save money or achieve the more likely outcome of reducing demand pressures as part of the Medium Term Financial Plan, (MTFP). The report outlined the pilots that have been developed by iMPower.

The Board heard that iMPower had successfully delivered projects in a number of councils, which were underpinned by a behaviour change focus for staff and customers that have delivered savings while still maintaining customer satisfaction. Key areas of this work included recycling, litter, school transport and adoption amongst others. These projects were based on a deep insight into the behaviours of service users and staff, which allowed the development of specific measures leading to reduced costs. Demand management is one of the Council's key strategies to address budget pressures and achieve challenging savings targets. To support this we undertook a review of opportunities (January to May 2014) to either save money or reduce demand pressures on service areas going forward. The options appraisal identified opportunities where applying a demand management proposal in the following areas...

1. Special Educational Needs Out of Areas Placement.
2. Fostering and Adoption.
3. Nursing and Residential Care Placements.

4. Environmental Services.
5. Libraries.

A summary of projects 1 to 3 was included at Appendix 2 of this report, which were developed as part of the options appraisal. These three projects (SEN, Fostering and Adoption and Nursing and Residential Care placements) are now commencing and full Project Initiation Documents are being produced. Work is on-going to develop the last two projects, Environmental Standards and Libraries.

Cumulatively, these projects aim to deliver around £5million savings or reduced cost pressures over the next five years although experience from other local authorities suggest some could deliver higher. Crucially, the projects will also seek positive outcomes for service delivery and the people who use the services by supporting services to understand current needs, improving user experiences and developing better relationships with service users and partner organisations.

These plans were developed jointly by Derby City Council Directorates and iMPower Consulting Limited who were commissioned in June to take forward their delivery as a first tranche of projects. Further reports on the programme and the pilot projects will be brought to the Corporate Scrutiny and Governance Board as they progress.

Members of the Board questioned the presenting officer seeking more information about the five projects and their completion times. The officer responded and confirmed that the majority of projects would be completed within 18 months. Clarification was also sought regarding the estimated savings after implementation of the measures recommended by iMPower, the officer stated that savings in the area of £5million was the aim.

A member asked if benchmarks would be in place especially in the areas of Children and Young People, Adults Health and Housing to ensure that service users were not put at risk. The member was assured by the officer that service users would be consulted and their responses would be reviewed throughout and reiterated that this exercise was not just about reducing cost but also cost pressures without reducing the quality of services Derby City Council deliver.

**Resolved to note the report and recommended the following for future reports to Corporate Scrutiny and Governance Board meetings:**

- 1) more detailed reports on the five projects including cost benefit and expected outcomes at a future meeting of the Board**
- 2) Complete reports on Project 4 – Environmental Services and Project 5 – Libraries**
- 3) Members of the iMPower team to attend to make their own presentations and answer members' questions.**

## Big Conversation

An officer presented a report on behalf of the Chief Executive entitled The Big Conversation. The Big Conversation is an engagement programme which aims to be the widest consultation ever conducted on the future of the Council and its services.

The report outlined what Derby's Big Conversation is about:

- exploring with stakeholders the challenges facing the city due to cuts in government funding to public sector service providers
- developing a strong, meaningful long term vision for Derby
- creating a partnership between public, private, voluntary, faith and private organisations and communities
- finding new innovative ways of providing the support and services that people need across the city to prosper at every stage in life.

The first phase of the Big Conversation, which was taking place between the 21 July and the 19 October 2014, comprises a mass participation consultation that utilises an online budget simulator – Your Council, Your Money, Your Views. This is an interactive tool designed to get people thinking in more detail about the extent of the savings the Council is required to make over the next three years and the impact on services and therefore service users.

A target had been set of engaging with 10,000 people from across the city through the Big Conversation programme, making it the biggest consultation process ever undertaken by Derby City Council but a figure of 5000 participants would need to be engaged.

To achieve this target a large scale marketing campaign had been launched, a programme of events is being devised and Council Members and officers will be attending events already planned to engage people.

In addition to using the online budget simulator, participants are also able to forward views, comments and opinions via an online and paper based feedback form. As a result the Council will be collating both specific data on the allocation of resources to Council services (through completion of the budget simulator) and more general qualitative data on both the allocation of resources and suggestions about how to deliver services differently.

To maximise participation a large scale marketing campaign has been launched to raise awareness of the Big Conversation and to encourage people to participate by either using the online budget simulator or submitting general comments. The latter can be submitted using the electronic form on

the Council's website, by completing the paper form that is available at events or by emailing [yourcityyoursay@derby.gov.uk](mailto:yourcityyoursay@derby.gov.uk). Any comment related or relevant to the Big Conversation can be submitted using any of these methods by Members, officers, residents and stakeholders. On publicity material a telephone number is also provided for the Policy, Research and Engagement Division, which will also log any comments.

Proposals for future marketing, promotional and engagement activity included (but not exclusively)...

- Lamp post banners and roadside, car park and bus station advertising.
- Media/social media promotion.
- A promotional stall at various city centre locations throughout the summer.
- Neighbourhood Forums.
- A programme of activity and participation in schools, colleges and the university when the new academic term begins.
- Engagement events hosted by voluntary and community organisations.

A member of the board congratulated the officer on their experience regarding the ease of use of the online interactive website.

**Resolved to note the report, the Board also requested an update on the responses of the Big Conversation and to review it the December 2014 Corporate Scrutiny and Governance Board meeting the results and review how effective it had been.**

## 14/14 Draft Work Programme

At the last meeting of this board, members were asked to give their suggestions for the board's annual work programme. Items received have been included in the attached table and the board is asked to consider and adopt its work programme for 2014-15.

Scrutiny boards are required to set a strong, robust and timely work programme at the start of each municipal year.

In setting the work programme the board should consider adopting the following principles

- Strategic vs operational issues
- Focus on outcomes for local residents

Board members discussed the Forward Plan but as yet there were not any items on it which fall in this Board's remit. Following a Review of Local Elections in October 2014, members were keen to view statistical information about the voting demographic, particularly young voters. Members expressed an interest in exploring ideas and developing strategies to engage voters. The way in which voters register has changed and members felt they needed an update on this.

**Resolved to conduct a review of voter turnout.**

MINUTES END