

Our Place Programme

Shrewsbury's Involvement



National Policy Context

- Public services under pressure
- Budgetary constraints – only half way through period of “fiscal consolidation”
- Demand pressures
- Increasing expectations
- New technology
- Need to think radically about service delivery
- How can we help people to help themselves



Government Pump-priming

- Our Place
 - More powerful communities
 - Better, more efficient services
 - Stretches neighbourhood spend
- Transformation Challenge Awards
 - support English local authorities transform their operation, make changes to their business processes and work with the wider public sector to improve services for local people.



Why Bid Locally? – The Rationale

- Public Sector Partners have been hard hit by “fiscal consolidation” (Shropshire Council £80m; West Mercia Police £31m)
- Some Public Sector Partners already enjoy some elements of collaborative working
- There have been identified financial benefits of working together
- It makes sense



Impetus for an Our Place Application

- Meeting in late February at Monkmoor Police Station to discuss the future & long-term sustainability of Safer Shrewsbury
- Evident willingness on all parties to work more collaboratively
- Early identified benefits to individual parties but also the business & residential communities to do so



Benefits of Joint Working

- **Fiscal** – Savings to the Tax Payer
 - Eg less admissions to A&E
- **Economic** – Savings to the Individual/Business
 - Eg Increased Footfall/Spend
- **Social** – Benefits to Society
 - Eg Civic Pride, Improved Public Realm





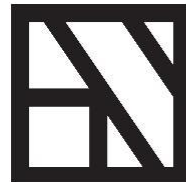
Shropshire
Fire and Rescue Service



West Mercia
POLICE



SERVING - PROTECTING - MAKING THE DIFFERENCE



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT



Good Examples of Partnership Working

- Shrewsbury Town Council & Shropshire Council
- Bloom
- Unauthorised Bonfires
- Community Action Days
- Neighbourhood Wardens
- Community Enablement Team



What was in the initial bid?

To develop an enhanced co-ordinated approach amongst various stakeholders to addressing anti-social behaviour, creating a safer environment and encouraging visitors to visit, dwell and ultimately spend; utilising respective stakeholders strengths we intend for this approach to be proactive involving local people and the business community.





Aims

- Increased feeling of well-being
- Understand public perception of safety & fear of crime
- Understand Stakeholder roles
- Reduce Unintended Consequences
- Create near real time reactivity to problem solving
- Use stakeholder's engagement tools more effectively
- Increase Footfall & Spend
- Identify cost saving & efficiency
- Embed “Team Shrewsbury” ethos across partners



Community Engagement

- Detailed analysis of existing knowledge base
- Street Surveys
- Use of Sixth Form College & Shrewsbury College
- Community consultation
- Use of social media & smartphone technology
- Involvement with the Voluntary & Community Sector



Role of the Elected Member

- Link between local community and the public sector organisations
- Local knowledge – they know their patch, the local personalities and their local issues
- Sit on many Local Groups
- Have key leadership role



How successful were we?

- 372 initial applications
- 123 put on Our Place Programme with £3k Getting Started Funding
- 19 Parish & Town Councils across the country
- 10 in the West Midlands
- 1 in Shropshire



Resources Available through Our Place

- Getting Going funding £10,000
- Going Further funding £7,000
- 4 Days Relationship Manager Support
- 5 Days Specialist Legal Advice
- Courses & Webinars Available



How do we operationalise this ?

- Get things happening on the ground
- Speak partners' language
- Build the evidence base & share data
- Work with Decision Makers
- Be flexible



Development Strategy Stage

- £3,000 Getting Started Funding - allocated to prepare a Development Strategy
- Majority of partners contributed greatly to its preparation
- Strategy was discussed with those Senior Personnel who would be required to sign off the Strategy (Area Commissioners, Police Superintendent, Chief Fire Officer)
- Submitted End of May



Logic Model Stage

- Condition/Local Context
- Programme Objectives
- Rationale
- Inputs
- Activities
- Outputs
- Intended Outcomes
- Intended Impacts



Operational Plan Stage

1. Context, Background & Vision
2. Community Involvement Undertaken
3. Priority Issues for the Community
4. Our Place Approach
5. Business Case (Including Cost Benefit Analyses) – Need to prove change is worthwhile
6. Governance
7. Implementation Plan



Key Areas of Focus

- Inappropriate Car-parking, Driving & Cycling
- Misuse of Drugs in Public Places
- Begging & Busking in the Town Centre
- Alcohol & Drugs Misuse in the Night-time



Collaborative Outcomes

- Creation of TEAM SHREWSBURY across all partner agencies
- Better sharing of data, experiences & intelligence
- Better understanding of problem to be tackled
- Utilisation of collective assets to meet the town's needs
- Inform the Shrewsbury Place Plan of Community Priorities
- Co-locating of like-minded operatives across various agencies
- Break Barriers to change
- Establishment & use of effective communication tools
- Involving community in solving local problems
- Faster Community Response
- More Productive role for the Local Joint Committees
- Better value for money

Intended Impacts

- People feel safe 24/7 in Shrewsbury
- Reduce the public perception of crime & ASB
- Community that polices itself
- Improved public realm
- Better visitor/resident experience
- More footfall/spend
- Better local/national perception of Shrewsbury
- Improved health of community/individuals
- Vibrant economy (day-time & night-time)

Where We Are?

- Development Strategy Approved in July
- Getting Going Funding Approval (£10,000) – 90% received already
- Going Further Funding Approval (£7,000) – 90% of funds in September
- Logic Model submitted by 1 September 2014
- Draft Operational Plan by 21 November 2014
- Final Operational Plan by 20 March 2015
- Remaining funding released once Operational Plan



What have we learnt from exercise?

- Buy in at Senior Level
- Operational willingness to delivery
- Right personalities around the table that will drive the delivery
- Understanding of public sector working, hierarchy, decision making
- Value in all singing on-message
- Power of social media
- Even if we don't get the funding, we should do this anyway



Where next?

- Possible roll-out across the rest of the Town Council area
- Possible roll-out across other towns in Shropshire
- Possible roll-out across Safe Neighbourhood Teams in both West Mercia & Warwickshire Police
- Use as best practice by My Community Rights



Additional information

<http://mycommunityrights.org.uk/our-place/>

<http://locality.org.uk/projects/place/>

