

PLACE BASED INTERVENTION PILOTS UPDATE

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1. Summary

- 1.1 This report provides a brief update on the four Place Based Intervention Pilots in Fairfields (Market Drayton), Sandpits (Ludlow), Harlescott (Shrewsbury) and Oswestry. The learning from these pilot projects will contribute to the Whole Place Community Budget programme.
- 1.2 Each project is being implemented in different ways reflecting the differences in the key issues being addressed and the agencies involved whilst still contributing to the overall aims of building trust between partner organisations; supporting strong and visible leadership; developing sustainable solutions and identifying efficiency savings; and involving local people in the design of services.

2. Sandpits update

- 2.1 Following extensive engagement with local people and local frontline service delivery teams, the Rockspring Community Centre has been developed into a Community Hub. Once a week, Rockspring Thursdays bring together staff from a range of public and voluntary and community sector organisations to provide advice and support to local people on issues ranging from getting back into work, dealing with debt, as well as healthy eating and growing your own vegetables.
- 2.2 A shared action plan has been developed by partners and local people to address the following key priorities –
 - Developing community hubs
 - Improved health and wellbeing & reduction in benefit dependency
 - Improved access to affordable housing for young people
 - Youth employment, culture & enterprise
- 2.3 A grant of £135,000 from the Job Centre Plus Flexible Support Fund has been awarded to a partnership team consisting of Shropshire Council, County Training, South Shropshire Furniture Scheme and Shropshire Housing Group to support the establishment of multi-agency community hubs at both Rockspring Community Centre on Sandpits in Ludlow and Charter Court on Fairfields in Market Drayton.

3. Harlescott update

- 3.1 The pilot has focussed in on the York Road / Kynaston Road area. An initial scoping meeting of the project team was held in December 2011 and provided an opportunity to share information about the issues facing families in this community. The key areas of concern are
- Employment opportunities
 - Low skills and education
 - The welfare system and disincentive to work
 - Local environment and culture
 - Parenting
 - Debt
- 3.2 Five families have volunteered to be part of the pilot project and Shropshire Council's Business Redesign Team are conducting informal discussions with the families to understand the service jigsaw from the customer's perspective.
- 3.3 Partners have been asked to provide estimates for the costs of a range of interventions so that the potential savings from new ways of working can be quantified.
- 3.4 It is anticipated that the research phase will be completed by the end of January and co-design and trialling of different service delivery will take place during February.
- 3.5 The pilot is focussing on removing demand for services rather than simply redesigning services to meet the same demand in a different way.

4.0 Oswestry update

- 4.1 Rather than focussing on a particular neighbourhood, the Oswestry pilot is focussed on substance misuse. Initial research has shown that the target group for the pilot is the MOSAIC group of 'transient singles, poorly supported by family and neighbours'.
- 4.2 Two key areas have been identified
- Developing better support for individuals at the crisis points in their lives
 - Developing peer networks and buddy systems
- 4.3 The next steps are to create a small project team to manage the pilot. It is not anticipated that all partners need be actively involved in all aspects of the pilot, but that partners contribute as and when appropriate. To that end, partners have been asked to provide contact details for key staff to be the identified link.
- 4.4 During January, individuals from the target MOSAIC group who are existing or previous service users will be recruited to the project to be part of the service redesign team.

5.0 Market Drayton update

- 5.1 Shropshire Housing Group are now leading this pilot project which is focussed on tackling worklessness. Residents of Fairfields are actively involved in the project steering group and have been undertaking research from similar initiative elsewhere including Perry Common near Birmingham.
- 5.2 Work is on-going establish a multi-agency community hub at the Fairfields estate as part of the Flexible Support Fund project.

6.0 Emerging issues

- 6.1 The following potential barriers have been identified
- Information sharing and data protection. Information has been shared to scope the pilot projects but procedures for continued information sharing to ensure services are designed around the needs of individuals and families need to be developed.
 - Lack of understanding of the cost of interventions. It is difficult to prove that different ways of working are more cost effective unless the current costs are known.
 - Lack of capacity and resources to design different ways of working. In the long term, redesigned services should be more sustainable and cost less as current inefficiencies should have been removed, and demand for services reduced. However, the transition to new service delivery may incur some additional costs, as may targeted activity to reduce demand for services.
 - Difficulty in breaking down organisational and departmental silos. A significant cultural shift is needed to truly focus services and interventions around people and places.
- 6.2 The following opportunities and learning points have emerged
- Willingness and innovation of frontline teams. Staff have a good understanding of the problems faced by our more deprived communities, the things that work and those that don't, and ideas for doing things differently. The challenge is to harness this knowledge and understanding and empower staff to make changes.
 - Willingness of local communities to be involved in redesigning services. Local people do want a say in how services are provided and can bring valuable insight and challenge to the way services are currently delivered.

7.0 Future work

- 7.1 A cross partner steering group is to be re-established to oversee the four pilots. The purpose of the group will be
- to ensure that projects remain focussed on the Place Based Intervention Pilot aims in particular designing sustainable solutions by reducing demand;
 - to share learning between projects;
 - to work together to overcome barriers;
 - to challenge and critically review the projects.
- 7.2 The Steering Group will provide quarterly updates to the Leaders Board, with reports at intervening times in relation to any barriers to success that cannot be resolved at Steering Group level.