



## Be Birmingham Executive Board Brief

The meeting of the executive board on 26th January considered the following:

### Communications review

Steve O'Neill and Andrew Harrison shared the results of the work they have been undertaking around Be Birmingham's communications review. There needs to be a shift towards creating a dialogue with stakeholders and strengthening partner relationships whilst moving away from traditional broadcast style communications. Work will begin over the next couple of months to take this forward.

### Total Place

The Total Place programme highlights a more efficient way of working and will enable us to deliver more for less during this time of predicted public spending cuts, it will enable us collectively to achieve better outcomes for our citizens by joining up service delivery more effectively.

Jackie Mould and Stephen Taylor presented learning from the six pilots. In summary there is a need to focus on:

- Prevention being better than cure
- Need for a budget for Birmingham
- Focus on a whole person, family or community
- Develop a culture of collaborative leadership and strong governance
- Shared services and administration costs
- Building social capital
- Achieving cultural change

Dame Helen Ghosh, Permanent Secretary DEFRA, added that three key themes had emerged from other areas including simplifying targets and systems; tackling benefits in relation to the transition points; and budget pooling. With regard to pooling budgets, she anticipated that central government would be doing some work on this issue.

The final Total Place report has now been sent to government and the next stage will be to agree a programme of action.

Over 350 people attended the Total Place summit on 3rd February to discuss how they can deliver services at less cost. Speakers included Sir Michael Bichard, executive director of the Institute for Government, Cllr Paul Tilsley and Stephen Hughes.

### Child poverty

A framework for tackling child poverty in Birmingham has been developed following Be Birmingham's summit on child poverty. Tony Howell, strategic director for Children, Young People and Families presented the report which focuses on the areas of employment and skills, financial support and capabilities, education, health and support to families, environment and neighbourhoods. The message for all is that child poverty is everybody's business. Multi-

agency teams will be developed to take the approach forward.

The following actions were agreed by the board:

- Develop a Birmingham child poverty network
- Build upon what works well
- Identify gaps in addressing child poverty
- Develop key workers that can be advocates for families
- Work more effectively through a more joined-up approach
- Identify how we can involve communities
- Encourage greater involvement of private sector
- Gain a commitment across agencies
- Enhance income maximisation and benefit take up

Over the coming months partners will work together to drive forward these actions.





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### Social enterprise strategy

Partners were called upon to support and develop Birmingham's social enterprise strategy in order to maximise the impact of social enterprise activity in the city. Short-term commitments are needed to take the strategy forward including:

- Partners combining and coordinating their efforts, opportunities and resources to improve social enterprise
- Working closely with Birmingham and Solihull Social Enterprise Consortium
- Developing a public awareness campaign to make Birmingham the social enterprise capital of the UK

### Working Neighbourhoods Fund update

The board was updated with WNF progress. Performance is improving and spend is increasing. Be Birmingham will continue to monitor spend and progress of projects very closely until the end of the programme.

The board approved a number of funding requests, in summary:

- Approved WNF funding to 48 social capital and enterprise projects totalling £780,980
- Approve £1.186m funding to support the Green New Deal - a new project that will see up to 25,000 homeowners and 1,000 businesses offered the chance to have significant energy improvements made to their properties which will help to reduce fuel poverty by increasing energy efficiency
- Approved £717,600 funding to implement a series of higher paid jobs within Future Jobs Fund (FJF) programme

### NHS strategic challenges

Birmingham's three PCTs have been asked to look at their future aims in the context of striving for better efficiency and more joined-up working. Following engagement with stakeholders a proposal of creating one primary care trust for Birmingham has been suggested to help reduce management costs and work towards improving joint commissioning. The proposals will be considered by the Strategic Health Authority on 11th February.

### Future Jobs Fund

Over 500 people have been successfully awarded placements as part of Birmingham's FJF programme which has been cited as one of the best in the country. Jackie Mould encouraged public sector partners to create more jobs to help achieve the target of 2,000 FJF placements by March 2011.

### Next meeting

The next meeting is to be held on 11th March 2010 at 08:30.

Jackie Mould, director

