

WORCESTERSHIRE DISTRICT COUNCILS AND COUNTY COUNCIL

MEETING OF THE WORCESTERSHIRE SHARED SERVICES JOINT COMMITTEE

THURSDAY 25TH NOVEMBER 2010 AT 4.00 P.M.

COUNCIL CHAMBER, THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Bromsgrove District Council: Councillor Mrs. M. Bunker
Bromsgrove District Council: Councillor P. Whittaker
Malvern Hills District Council: Councillor Mrs. B. Behan
Malvern Hills District Council: Councillor R. Madden
Redditch Borough Council: Councillor M. Braley
Redditch Borough Council: Councillor G. Vickery
Worcester City Council: Councillor Mrs. L. Hodgson (Vice-Chairman)
Worcester City Council: Councillor F. Lankester
Worcestershire County Council: Councillor S. Clee
Worcestershire County Council: Councillor D. Prodger, MBE
Wychavon District Council: Councillor Mrs A. Mackison (Chairman)
Wychavon District Council: Councillor A. Dyke
Wyre Forest District Council: Councillor Mrs. A. Hingley
(substituting for Councillor J. Baker)
Wyre Forest District Council: Councillor M. Hart

Note:

A visual display on 'What Matters' will be made available for Members to view before and after the meeting.

AGENDA

1. To receive apologies for absence and notification of substitutes
2. Declarations of Interest
3. To consider the minutes of the meeting of Worcestershire Shared Services Joint Committee held on 9th September 2010 (Pages 1 - 6)
4. Worcestershire Regulatory Services - 'draft' Protocol for referral of Decisions (Pages 7 - 8)
5. Project Plan Update - Ian Edwards (Pages 9 - 14)
6. Worcestershire Regulatory Services 2010 - 2011 Budget Update (Pages 15 - 22)

7. Worcestershire Regulatory Services - Draft Service Plan 2011/ 2012 (Pages 23 - 42)
8. Worcestershire Regulatory Services - Budget 2011/2012 - 2013/2014 (Pages 43 - 46)
9. Accommodation (to follow)
10. Food Choices Project (Pages 47 - 48)
11. Update to Press Release Protocol (Pages 49 - 50)
12. Date and Time of next meeting
13. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman considers to be of so urgent a nature that it cannot wait until the next meeting

K. DICKS
Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

17th November 2010

Agenda Item 3

WORCESTERSHIRE DISTRICT COUNCILS AND COUNTY COUNCIL

MEETING OF THE WORCESTERSHIRE SHARED SERVICES

JOINT COMMITTEE

THURSDAY, 9TH SEPTEMBER 2010 AT 4.30 P.M.

PRESENT: Bromsgrove District Council: Councillor Mrs. M. Bunker
Malvern District Council: Councillor Mrs. B. Behan
Malvern District Council: Councillor R. Madden
Redditch Borough Council: Councillor M. Braley
Redditch Borough Council: Councillor G. Vickery (during Minute No's 10/10 to 18/10)
Worcester City Council: Councillor Mrs. L. Hodgson (Vice-Chairman)
Worcester City Council: Councillor F. Lankester
Worcestershire County Council: Councillor S. Clee
Worcestershire County Council: Councillor D. Prodger, MBE
Wychavon District Council: Councillor Mrs. A. Mackison (Chairman)
Wychavon District Council: Councillor A. Dyke
Wyre Forest District Council: Councillor J. Baker
Wyre Forest District Council: Councillor M. Hart

Observers: Councillor Mrs. J. A. Pearce, Deputy Leader, Wychavon District Council, Mr. V. Allison, Deputy Managing Director with key responsibility for Treasury Management Services, Wychavon District Council and Mr. D. Guy, Worcestershire Enhanced Two Tier (WETT), Programme Manager, Worcestershire County Council

Invitees: Mr. I. Edwards, Regulatory Services Project Manager

Officers: Mr. S. Jorden, Ms. J. Pickering, Ms. C. Flanagan and Ms. P. Ross

The Chairman welcomed Members, officers and Invitees to the meeting. At the request of the Chairman brief introductions were given by those present.

10/10 APOLOGIES FOR ABSENCE

An apology for absence was received from Councillor P. Whittaker.

11/10 DECLARATIONS OF INTEREST

No declarations of interest were received.

12/10 MINUTES

The minutes of the meeting of the Worcestershire Shared Service Joint Committee held on 11th June 2010 were submitted.

RESOLVED that the minutes be approved as a correct record.

13/10 **PRIVATE WATER SUPPLY FEES AND CHARGES**

The Committee considered a report detailing The Private Water Supplies Regulations 2009 that came into force on 1st January 2010 and would apply to all private water supplies intended for human consumption including private distribution systems. The Regulations imposed new monitoring duties and required local authorities to carry out a risk assessment on areas of supply. The new Regulations aimed to protect public health and required each supply to undergo a risk assessment. Local authorities would have the powers to charge for the services provided. The Head of Worcestershire Regulatory Services responded to Members' questions regarding residents being made aware of the new Regulations and the proposed charges and whether the proposed charges had been based on full cost recovery.

RECOMMENDED that the Council for each Member Authority adopts the proposed fees and charges for private water supplies as follows:-

Risk Assessment	£40 per hour (up to £500 maximum)
Investigation (each investigation)	£40 per hour (up to £100 maximum)
Granting an Authorisation	£100 maximum
Sampling (each visit)	£100 maximum
Analysing a sample	
- taken under regulation 10 (small supplies)	£ 25 maximum
- taken during check monitoring	£100 maximum
- taken during audit monitoring	£500 maximum

14/10 **REGULATORY SERVICES BUDGET 2010 / 2011**

The Executive Director, Finance & Corporate Resources, Bromsgrove District Council and Redditch Borough Council apologised to Members for the late submission of the Regulatory Services Budget 2010 / 2011 report to the Committee.

The Committee considered a report on the revised Regulatory Services Budget for 2010 / 2011. The Worcestershire Shared Services Partnership Agreement agreed on 1st June 2010 had included a clause within the Financial Arrangements to approve a final budget for the period June 2010 to 31st March 2011. The Executive Director, Finance and Resources responded to questions from Members regarding the estimations that had been made and noted Members' requests that future reports contained further detailed information for each individual Member Authority.

RESOLVED that the Regulatory Services Budget for 2010 / 2011 be approved.

15/10 **WORCESTERSHIRE REGULATORY SERVICES PERFORMANCE SUMMARY**

The Committee considered a report on the current levels of performance as requested at the meeting of the Joint Committee held on 11th June 2010. The Head of Worcestershire Regulatory Services informed Members that performance was going well and that all Member Authorities performance would be monitored during fortnightly meetings where any issues would be raised and addressed. The Head of Worcestershire Regulatory Services responded to Members' questions regarding performance measures and informed Members that currently very few performance measures were consistent across the County but it was anticipated that from April 2011 Worcestershire Regulatory Services would have a single service plan, developed and agreed by the Committee, with agreed outcomes and performance measures that would be reported to the Committee on a regular basis.

The Chairman thanked officers and staff involved in the Worcestershire Regulatory Shared Services for their hard work.

RESOLVED:

- (a) that The Head of Worcestershire Regulatory Services be tasked to provide Committee Members with their individual authorities current performance measures; and
- (b) that the performance in relation to the work carried out by Worcestershire Regulatory Services on behalf of each Member Authority be noted.

16/10 **PROJECT PLAN UPDATE, INCLUDING LESSONS LEARNT - IAN EDWARDS**

Mr. I. Edwards, Regulatory Services Project Manager provided Members with a summary of progress against plans for the period 11th June to 9th September 2010. He informed Members that a staff structure was currently out for consultation until the 16th September 2010. The proposed structure had made best use of the opportunity to bring together Environmental Health, Licensing and Trading Standards to create a workforce that would be customer focused and flexible.

The Regulatory Services Project Manager informed the Committee of the risk to the original stage two timescales following the adoption of the Systems Thinking transformation approach. He responded to Members' concerns and highlighted that delays would not impact on the budget or the project deadline.

The Executive Director, Finance & Corporate Resources, Bromsgrove District Council and Redditch Borough Council responded to questions from Members regarding ICT resources and informed Members that as the Section 151 officer she would be looking to see what ICT resources could be given by the Host Authority. Following further discussion it was

RESOLVED:

- (a) that Joint Committee Members inform their respective authorities of:
 - (i) the delays to the original stage two timescales;
 - (ii) that the delays would not impact on the budget or deadline; and
- (b) that the performance in relation to the work carried out by the Worcestershire Regulatory Services on behalf of each Member Authority be noted.

17/10 **WORCESTERSHIRE REGULATORY SERVICES - AIMS AND OBJECTIVES**

The Committee considered a report on the aims and objectives of the Worcestershire Regulatory Services (WRS). The Head of Worcestershire Regulatory Services introduced the report. The report aspired to set out the strategic aims and objectives for the single service to go forward. A workshop involving officers from all Regulatory Services had been convened to consider the direction of the Service in performing its various functions. The purpose being to identify the high level aims that the service was set up to deliver. Within the scope of the Service the aims were identified as follows:

- To protect public health and safety
- To minimise crime and disorder
- To support consumers, businesses and economic development
- To protect the environment and tackle the effects of climate change
- To provide a great service that our customers want

RESOLVED that the aims and objectives of Worcestershire Regulatory Services as identified and detailed above be endorsed.

18/10 **WORCESTERSHIRE REGULATORY SERVICES, WORKING PRACTICES - (FLEXIBLE WORKING) AND ACCOMMODATION**

The Committee considered a report on the need to move towards a more flexible approach to working practices for appropriate field staff and to look at local service delivery and the best optimum to deliver an efficient service. The Head of Worcestershire Regulatory Services introduced the report and informed Members that in order to achieve this, staff would be encouraged to work from home or using touchdown facilities around the County. This would avoid the necessity to retain all the existing offices currently being under-utilised. The Head of Worcestershire Regulatory Services responded to Members' questions regarding the need to ensure officers availability and that good customer relations were maintained with officers being contactable. Following further discussion it was

RESOLVED:

- (a) that Members discuss with their respective authorities the need to mitigate accommodation costs to Worcestershire Regulatory Services as the Service seeks to liberate existing office accommodation space; and
- (b) that the actions and the approach taken to progress Worcestershire Regulatory Services in terms of flexible working practices and accommodation needs be noted and endorsed.

19/10 **BRANDING - VERBAL UPDATE FROM STEVE JORDEN**

The Head of Worcestershire Regulatory Services provided the Committee with brief details regards the current branding used for Worcestershire Regulatory Services (WRS) which included an orange and black logo with the strap line '*supporting and protecting you*'. An official launch of the service would take place.

20/10 **WORCESTERSHIRE REGULATORY SHARED SERVICES - HUB VISITS**

The Vice-Chairman introduced this item and expressed the view that a face to face visit to a Hub centre may prove useful. The Worcestershire Hub network could seem complex especially in its relationship to shared services and a visit in person to the Worcestershire Hub network would provide an opportunity for Members to find out more about the role of the Worcestershire Hub and what it would provide for Worcestershire Regulatory Shared Services (WRSS).

21/10 **INCOME AND RECHARGES WITHIN WORCESTERSHIRE REGULATORY SERVICES**

Consideration of this item was deferred.

22/10 **NEXT MEETING**

Members considered the date and time of the next meeting. Following discussion the Executive Director, Finance & Corporate Resources, Bromsgrove District Council and Redditch Borough Council highlighted that the Committee had to inform Member Authorities by no later than the 1st December in any year the amounts of their proposed contributions to the Joint Committee's budget.

Members also considered the agreed quorum for meetings and concerns were expressed regarding the requirement that one Member from each Member Authority had to be present. The Legal Services Manager Redditch Borough Council informed the Committee that the quorum agreed by all Member Authorities, as stated in the Worcestershire Shared Services Partnership, Part 1 – Schedule 1, Joint Committee, Terms of Reference was that at least one Member be present from each Member Authority entitled to vote. Following further discussion on the possibility of future meetings being inquorate it was

RESOLVED that the next meeting of the Joint Committee be held on Thursday 25th November 2010 at 4:00pm the Council Chamber, Bromsgrove District Council.

The meeting closed at 6.10 p.m.

Chairman

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WORCESTERSHIRE SHARED SERVICES JOINT COMMITTEE

PROTOCOL FOR REFERRAL OF DECISIONS TO MEMBER AUTHORITIES

- Minutes of each Joint Committee to be drafted and agreed with the Chairman and Head of Regulatory Services within 10 working days.
- The Committee Services Officer who supports the Joint Committee to email the final minutes, for information, to the members of the Joint Committee and those officers who represent the member authorities on the Project Board.
- The Committee Services Officer to email the final minutes to the Democratic/Committee Services Manager of each member authority who shall ensure that the minutes are submitted to the next possible meeting of their authority's Executive/Cabinet.
- In the event that all matters within a set of minutes are resolved items the Executive/Cabinet will receive the minutes for information only.
- In the event that a set of minutes contains any recommendations, the Committee Services Officer will provide each authority's Democratic/Committee Services Manager with a full copy of the relevant report(s). Any such report(s) shall accompany the minutes when submitted to the Executive/Cabinet.
- The Executive/Cabinet shall consider and determine each recommendation which falls within its delegated powers. If a matter does not fall within its delegated powers, the Executive/Cabinet shall make a recommendation to the full Council. The Democratic/Committee Services Manager shall be responsible for ensuring that any recommendations from the Executive/Cabinet are referred to their full Council.
- The Democratic/Committee Services Manager for each member authority shall email the Committee Services Officer who supports the Joint Committee to confirm that recommendations have been considered and whether they were approved.
- The Committee Services Officer shall maintain appropriate records of recommendations and the outcome from each member authority.
- In the event that a recommendation is not approved by all member authorities, the Head of Regulatory Services shall report the outcome to the next possible meeting of the Joint Committee for information and consideration of any consequential action.

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Joint Committee **25th November 2010**

Report Title: WRS project manager update

Introduction

This report provides the Joint Committee with a summary of progress against plans for the period 10th September 2010 to 25th November 2010.

Key tasks & achievements

Business as usual has been maintained throughout a challenging yet productive period of the project. Key achievements within each workstream are provided below.

Human Resources

Mapping process has now been completed. Of the 155 letters issued to staff within the structure, just 12 expressed dissatisfaction. All dissatisfaction interviews have taken place and are resolved.

Dates for the recruitment assessment centre for the levels B and C have been set. Managers received assessment centre training on the 1st November to help support them through the process.

Level B assessment centres held 8th & 9th Nov. Interviews 16th & 17th November. Level C assessment centre held 18th Nov. Interviews 22nd & 23rd November.

ICT & Transformation

The 'Chance to Shine' roadshows have been held across the County throughout October. All WRS staff and Joint Committee Members were invited to attend. The purpose was to communicate the progress made to date and highlight the tasks to be achieved. Overall feedback has been positive and there is a recommendation to extend the roadshow to all Members.

Progress on the transitional phase continues to be made with migration of services to the Worcestershire Hub. Redditch calls transferred to the Worcestershire Hub on the 15th October. Implementation plan agreed with the Hub to continue the roll out with:

- Wychavon 15/11
- Worcester City 8/12
- WCC Trading Standards 18/01/11
- Wyre Forest 02/02
- Bromsgrove 23/02

The 'What Matters' programme whereby managers "stand in the customer's shoes" and experience what it is like to do business with

us is underway, with a feedback session arranged for December.

The Staff Survey has now been launched. Outputs and analysis will be available toward the end of November.

Change Champions are being recruited across the service to support the change process. Recruitment will take place throughout November and December.

Interim Managers and the Transformation Project Team are to visit Gloucester City Council on 19th November 2010. The transformation team also attended the Systems Thinking Networking Group held at Aylesbury in October. The Group comprises Officers from Buckinghamshire, Nottinghamshire, Suffolk and now Worcestershire Regulatory Services to share learning around systems thinking.

Communications

WRS comms newsletters continue to be the key communications source for the service. This will soon be bolstered with the launch of the WRS intranet site, which will be hosted by Bromsgrove & Redditch. Staff will be able to access the site no matter where they are located within the County.

Monthly meetings with recognised Trade Union side continue with relations good.

Risks

Update on risk reported to the 10th September Joint Committee.

1. ICT & Transformation workstream timescales. The new service delivery model originally planned for October 2010 will now be delivered in early 2011. There is minimal impact to the overall project timescales or the project's ability to deliver the business case benefits.

Mitigating action continues with full time internal resources allocated to the workstream and external consultancy support available and provided only when appropriate.

Priorities next period

Human Resources

- Management team in post
- Recruitment completed
- New structure populated

ICT & Transformation

- Low level requirements document complete
- Procurement process underway with Invitation to tender issued
- Service delivery reviews underway
- Staff survey results published
- Change champions appointed
- Transfer of calls to the Worcestershire Hub completed by Feb 11.

Communications

- 'What Matters' roadshow extended to all Members
- Intranet site established
- Website development underway

Budget report

Report provided as a separate agenda item.

Contact point

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Project Manager

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Mob: 07948 168904



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Joint Committee
25th November 2010

REGULATORY SERVICES BUDGET 2010/11

Recommendation

That the Committee note the current financial position of the service.

**Contribution to
Priorities**

That any savings occurring from the first years service provision are ring fenced and used to fund redundancy and transformation in coming years.
The development of a robust budget and financial management framework will ensure the priorities of the service are delivered within the agreed budget.

Introduction/Summary

The Worcestershire Shared Service Partnership commenced on the 1st June 2010, with the budget for this shared service approved by the Joint Committee on the 9th September 2010.

This report provides members with details of the current financial position.

Background

Following the approval of the budget for financial year 2010/11, this report details the financial position of the Regulatory Services function, with a projected outturn to the end of the financial year.

Report

Appendix 1 details the financial position for the Regulatory Services function for the period from 1st June to 30th September 2010, with a projected outturn to the end of the financial year. A salary breakdown by month is included at Appendix 2

As part of the compilation of this report estimated figures have been accrued for expenses incurred by partner authorities on behalf of the service for which information and recharges have not yet been received.

The 2010/11 salary budget projects a saving of £335k however, this saving will not be projected into coming years due to job evaluation, lack of reduction due to natural wastage.

Financial Implications

There are additional Revenue Start-up costs which relate to consultancy, pay protection, transformation, redundancy and pension strain these will be reported upon separately in the future.

Within the Business Case there were no anticipated savings from the provision of the service in the first year, 2010/11, therefore it is requested that any savings arising from this service are ring fenced, for use within 2011/12 for use on possible redundancy and transformation costs. The current projected year end revenue position may change due to the nature of the accruals which have been calculated on an estimated basis and so could be subject to revision.

Appendix 3, details the financial position for the capital element of the project, for the period from 1st June to 30th September 2010, with a projected outturn to the end of the financial year. This has identified some significant variances the reasons for which have been included on the appendix.

None other than those stated in the Appendix

Sustainability

None as a direct result of this report

Contact Points

Jayne Pickering – 01527-881400
Debbie Randall – 01527-881235

Background Papers

Detailed financial business case

Regulatory Services - Revenue Monitoring 4 Months to End of September 2010

	2010/11 Budget (10 months) £'000	2010/11 Budget June - Sept 10 £'000	2010/11 Expenditure June - Sept 10 £'000	Variance £'000	Projected outturn 2010/11 £'000	Projected Outturn Variance 2010/11 £'000
Direct Expenditure						
Employees						
Salary	4,332	1,733	1,604	-129	3,993	-339
Subscription	1	1	0	-1	2	1
Training	1	1	1	0	1	0
Employee Insurance	16	6	17	11	16	0
CRB	0	0	0	0	0	0
Sub-Total - Employees	4,350	1,741	1,622	-119	4,012	-338
Premises						
Rent	272	109	107	-2	272	0
Repairs & Maintenance	1	0	0	0	1	0
Water & Sewerage Services	0	0	0	0	0	0
Sub-Total - Premises	273	109	107	-2	273	0
Transport						
Vehicle Hire	7	3	0	-3	7	0
Vehicle Fuel	8	3	0	-3	8	0
Tyres	0	0	0	0	0	0
Road Fund Tax	1	0	0	0	1	0
Vehicle Insurance	2	1	2	1	2	0
Vehicle Maintenance	12	5	5	0	12	0
Car Lease	0	0	4	4	2	2
Car Allowances	181	73	57	-16	182	1
Public Transport	0	0	0	0	0	0
Sub-Total - Transport	211	85	68	-17	214	3
Supplies and Services						
Furniture & Equipment	78	31	8	-23	78	0
Clothes, uniforms and laundry	7	3	1	-2	7	0
Printing & Photocopying	39	15	3	-12	40	1
Stationery	0	0	0	0	0	0
Publications	44	18	3	-15	44	0
Postage	5	2	0	-2	5	0
ICT	84	34	16	-18	84	0
Telephones	30	12	32	20	30	0
Training & Seminars	64	26	11	-15	80	16
Car Parking & Subsistence	6	2	0	-2	6	0
Insurance	16	7	26	19	16	0
Miscellaneous Expenses	90	36	28	-8	90	0
Third Party Payments	0	0	0	0	0	0
Sub-Total - Supplies & Service	463	186	128	-58	480	17
Contractors						
Dog warden/kennelling	421	168	159	-9	421	0
Pest control	0	0	0	0	0	0
Analytical services	0	0	0	0	0	0
Other contractors/consultants	280	112	178	66	284	4
Grants	2	1	0	-1	2	0
Advertisng	3	1	0	-1	3	0
Publicity & Promotions	4	2	1	-1	4	0
CRB Checks	0	0	0	0	0	0
Sub-Total	710	284	338	54	714	4
Total	6,007	2,405	2,263	-142	5,693	-314

Notes:-

Forward Pension strain added at 11.2%
 Redditch, No recharge received. June, July, August & September estimated
 Worcs City Recharge Received for June & July - Paid and Ledgered, August & September estimated
 Wychavon Recharge Received for June, July, August & September - Paid and Ledgered
 Malvern Recharge Received for June & July, under review, August & September estimated
 Wyre Forest Recharge Received June & July, under review, August & September estimated
 Worcs County, recharge being offset against income. Received documentation to support June recharge, under review. July - Sept estimated
 Other contractors/consultants - This variance is because contracts which extend for 12 months have been paid early in the financial year

Projected Outturn

Salary - Estimated on existing structure to end of Jan'11, New structure Feb & March 11
 Running costs based on budget

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REGULATORY SERVICES SALARY BY MONTH AS AT END OF SEPTEMBER 2010

Appendix 2

	Full Year Net Budget	Budget 10/12ths	Salaries June 2010	Salaries July 2010	Salaries Aug 2010	Salaries Sept 2010	Salary Oct - Estimate on existing structure	Salary Nov - Estimate on existing structure	Salary Dec - Estimate on existing structure	Salary Jan - Estimate on existing structure	Spend Feb	Spend Mar	Sub-Total	Spend Feb'11 - Estimated on new structure	Spend March'11 - Estimated on new structure	Salary projected outturn as at end of Sept 2010	Variance
Totals	5,194,042	4,328,368	412,638	423,084	400,505	395,812	400,245	400,245	400,245	400,245	13,857	13,857	3,260,733	366,028	366,028	3,992,789	-335,579
Monthly Budget	432,837																

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Regulatory Services - Capital Monitoring 4 Months to End of September 2010

Appendix 3

	Summary Full year Budget 10 months £'000	Summary Expenditure to Sept 10 £'000	Summary Budget 4 Mths June to Sept 10 £'000	Summary Variance £'000	Summary Projected Outturn £'000	Summary Projected Outturn Variance £'000
ICT						
Management Information System	300	0	120	120	45	-255
Integration Costs	10	0	4	4	2	-8
Host ICT development capacity - Temp uplift	50	0	20	20	25	-25
Content management System	25	0	10	10	10	-15
Sharepoint Development	25	0	10	10	25	0
Desktop/PC Refresh	24	4	9	5	24	0
Server/Network refresh	10	0	4	4	10	0
Process mapping & Workflow	150	0	60	60	0	-150
Accommodation						
Building works	10	0	4	4	4	-6
Cabling	2	0	1	1	2	0
Furniture	5	6	2	-4	6	1
Removals	5	0	2	2	2	-3
Project Management	75	0	30	30	75	0
Total	691	10	276	266	230	-461

Reasons for Project Variance

Management Information System - Purchase of the new system will commence in January, following discussions with suppliers.

Host ICT development capacity - Temp Uplift - Work will progress when the HOS has the Regulatory Services team in place, this should be done by February 2011.

Process mapping & Workflow - This area of system transformation is waiting on the new system being in place to allow work to commence

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Worcestershire Regulatory Services

Supporting and protecting you

Joint Committee

Date 25th November 2010

Title: Worcestershire Regulatory Services 2011/12 Service Plan

Recommendation

To receive this report as an item for information and to endorse the contents of the attached service plan.

Contribution to Priorities/ Recommendations

The Worcestershire Regulatory Services 2011/12 service plan will set out the service's priorities and outcome measures for the next financial year and be the basis for the following 2 years.

Introduction/Summary Background

Under the Worcestershire Shared Service Partnership service level agreement, Worcestershire Regulatory Services is required to submit a 3 year service plan covering business and financial objectives, efficiency targets, business continuity planning, risk management, indicative staffing levels and changes and performance targets.

At its meeting on the 9th September the Joint Committee endorsed the following WRS proposed aims and objectives;

- To protect public health and safety
- To minimise crime and disorder
- To support consumers, businesses and economic development
- To protect the environment and tackle the effects of climate change
- To provide a great service that our customers want

The plan must also include a number of statutory requirements such as how the service is going to monitor compliance in food businesses and enforce health and safety legislation.

With the removal of many of the National Indicators and a move towards a more outcome based approach to performance monitoring, this plan seeks to focus on outcomes and only measure what is important to the customer or what is required statutorily.

This is a very early draft of the proposed plan to give members an idea of the format, nature of activities planned, outcomes and suggested measures of success.

It is anticipated that the final plan will be put before members

at their next meeting for approval.

Report

It is a requirement of the service level agreement that WRS submits a 3 year service plan to the Joint Committee for approval. The plan must cover business and financial objectives, efficiency targets, business continuity planning, risk management, indicative staffing levels and changes and performance targets.

However in the absence of any National Indicators, the removal of LAA targets and a move towards outcome measures it is timely to consider a new approach to performance measures and target setting. The plan therefore seeks to only measure what is important to customers, in relation to expected outcomes.

In developing these outcome measures a series of workshops have been run with the Local Better Regulation Office using their 'Outcomes and Impacts' Toolkit.

This approach has also been discussed with the Food Standards Agency and Health and Safety Executive and received full support.

The activities detailed in the plan are based on the Statement of Partner Service Requirements and include activities that meet our statutory obligations, monitor levels of food business compliance, ensure animal welfare issues are dealt with and enforce health and safety legislation.

It should be noted that any activity undertaken will be on a risk based or intelligence led basis, therefore work will not be undertaken unless there is a solid evidence based reason to do so.

Using this approach combined with transforming the business using a systems thinking approach, the service will become more streamlined, efficient and customer focussed, thereby enabling the service plan to be delivered within existing and anticipated resources.

Financial Implications

The financial implications are contained within the proposed WRS budget.

Sustainability

Performance against the service plan will be reported to the Joint Committee on a quarterly basis and reviewed annually.

Contact Points

Steve Jordan, Head of Worcestershire Regulatory Services

Background Papers

Worcestershire Shared Service Partnership service level agreement

Statement of Partner Service Requirements

Local Better Regulation Office 'Outcomes and Impact Toolkit'

Service delivery plan 2011/2 (attached as appendix A)



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Service Delivery Plans 2011/12

Outcomes:

1. **Reduced incidence of food poisoning**
2. **Greater public awareness of food safety issues**
3. **Improved Public Health & Well-being**
4. **More compliant businesses**
5. **Reduced hospital admissions**
6. **Changed attitude to smoking, healthy eating and sensible drinking**
7. **Reduced under age sale of alcohol**
8. **Reduced incidents of alcohol fuelled ASB**
9. **Improve animal welfare**
10. **Reduce risk of disease spread**
11. **Reduced Pollution**
12. **Reduced nuisance arising from businesses**
13. **Greater public awareness**
14. **Controlled incidents of infection**
15. **Reduction in ill health / sickness absence arising from accidents**
16. **Improved customer confidence on safe use of taxis**
17. **Reduction in alcohol-fuelled crime and disorder**
18. **Reduction in public nuisance associated with licensed premises**
19. **Reduction in underage sales of age-restricted products**
20. **Reduction in nuisances related to fireworks**
21. **Reduction in doorstep crime**
22. **Increase in older people feeling safe in their homes**
23. **Reduced level of counterfeit items being supplied in Worcestershire**
24. **Improved public contentment with their neighbourhood**
25. **Confident informed consumers**
26. **Reduction in complaint levels relative to businesses in Worcestershire**
27. **Reduce the negative effects of contaminated land**
28. **People feel safe in their environment**
29. **Reduction in waste caused by excessive packaging.**
30. **Reduction in landfill tax**

- 31. More informed consumer choice**
- 32. Reduced environmental emissions**
- 33. Increasing value demand**
- 34. Reducing failure demand**
- 35. Consistent high quality service**
- 36. Satisfied customers**
- 37. Customer able to access service facilities by their chosen means**
- 38. Staff have the right skills, tools and support**
- 39. Staff engagement and job satisfaction**
- 40. More joined up activities**
- 41. Reduction in complaints reported**

AIM: TO PROTECT PUBLIC HEALTH & SAFETY

OBJECTIVE: ENSURE THAT FOOD IS SAFE TO EAT AND CORRECTLY DESCRIBED

Outcomes:	Success Measure	Outcome Contribution	Completion Date
Reduced incidence of food poisoning Greater public awareness of food safety issues Improved Public Health & Well-being			
Activity Conduct risk based/ intelligence-led inspection and sampling of businesses for compliance with relevant legislation		1, 2, 3	
Provide business advice and education		1, 2, 3	
Investigate complaints		1, 2, 3	

OBJECTIVE: TACKLE SMOKING, OBESITY & ALCOHOL ABUSE

Outcomes:	Success Measure	Outcome Contribution	Completion Date
More compliant businesses Improved Public Health & Well-being Reduced hospital admissions due Changed attitude to smoking, healthy eating and sensible drinking Reduced under age sale of alcohol Reduced incidents of alcohol fuelled ASB			
Activity Promotion of healthy lifestyle options		3, 4, 5, 6, 7, 8	
Investigate complaints about under age sales and smoking in public places		3, 4, 5, 6, 7, 8	
Deal with incidents of non compliance		3, 4, 5, 6, 7, 8	
Licensing of pubs, clubs & people		3, 4, 5, 6, 7, 8	
Test purchasing of age restricted products		3, 4, 5, 6, 7, 8	

Undertake project work,	3, 4, 5, 6, 7, 8
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OBJECTIVE: CONTROL LIVESTOCK MOVEMENTS & ANIMAL DISEASE

Outcomes:			
Improve animal welfare			
Reduce risk of disease spread			
Activity	Success Measure	Outcome Contribution	Completion Date
Carry out intelligence lead, risk assessed inspections		9, 10	
Gather intelligence		9, 10	
Maintenance and exercising of emergency plans		9, 10	
Enforcement activities with partners where appropriate		9, 10	
Record animal movements and licence on ALMS		9, 10	

OBJECTIVE: IMPROVE AIR QUALITY

Outcomes:			
Improved Public Health & Well-being			
Reduced Pollution			
Activity	Success Measure	Outcome Contribution	Completion Date
Monitoring of air quality and declaration of AQMAs where necessary		3, 11	
Liaison with partners e.g. Highway and planners		3, 11	

OBJECTIVE: MINIMISE HEALTH RISKS ASSOCIATED WITH NUISANCES

Outcomes:			
Activity	Success Measure	Outcome Contribution	Completion Date
Reduced nuisance arising from businesses Greater public awareness Improved public health & well-being Reduced Pollution			
Investigation of incidents		3, 11, 12, 13	
Determining applications for environmental permits		3, 11, 12, 13	
Liaison with Planners		3, 11, 12, 13	
Promotional / Educational activity		3, 11, 12, 13	

OBJECTIVE: CONTROL THE SPREAD OF INFECTIOUS HUMAN DISEASE

Outcomes:			
Activity	Success Measure	Outcome Contribution	Completion Date
Improved public health & well-being Controlled incidents of infection			
Investigation of cases of communicable disease		3, 14	
Statutory reporting of infectious disease (NOIDS)		3, 14	
Responding to national emergencies		3, 14	
National Health Burials		3, 14	
Investigation of public health complaints		3	
Enforcement of food handling exclusions		3, 14	
Pest Control treatments		3, 14	
Inspection and sampling (swimming pools, Private water supplies (PWS)etc)		3, 14	

OBJECTIVE: ENSURE PEOPLE ARE SAFE AT WORK & WHEN VISITING BUSINESS PREMISES

Outcomes:			
More compliant businesses	Success Measure	Outcome Contribution	Completion Date
Improved public health & well-being			
Activity			
Provision of advice to businesses		3, 4	
Enforcement activities- complaints/incidents, inspections, samples etc		3, 4	

OBJECTIVE: MAINTAIN THE SAFETY OF TAXI USERS

Outcomes:			
More compliant businesses	Success Measure	Outcome Contribution	Completion Date
Improved public health & well-being			
Improved customer confidence on safe use of taxis			
Activity			
Private hire/ Hackney carriage licensing		3, 4, 16	
Enforcement activities		3, 16	
Policy development		3, 4, 16	

AIM: TO MINIMISE CRIME & DISORDER

OBJECTIVE: USE POWERS TO LIMIT ALCOHOL-FUELLED DISORDER AND UNDERAGE SALES

Activity	Success Measure	Outcome Contribution	Completion Date
Outcomes: More compliant businesses Reduction in alcohol-fuelled crime and disorder Reduction in public nuisance associated with licensed premises Reduction in underage sales of age-restricted products Reduction in nuisances related to fireworks			
Agree licensing policy		4, 17, 18, 19, 20	
Issue licences for premise and people		4, 17, 18, 19, 20	
Respond to requests for trader advice on licensing matters		4, 17, 18, 19, 20	
Enforcement-complaints, inspections and test purchases		4, 17, 18, 19, 20	

OBJECTIVE: STOP ROGUE TRADING

Activity	Success Measure	Outcome Contribution	Completion Date
Outcomes: Reduction in doorstep crime Increase in older people feeling safe in their homes Reduced level of counterfeit items being supplied in Worcestershire			
Develop/ Instigate No Rogue Trader Zones with local CDRPs		21, 22, 23	
Provide register of responsible home improvement businesses (Trader Register)		21, 22, 23	
Enforcement through complaints, investigations and		21, 22, 23	

samples				
Advice and education activities			21, 22, 23	
OBJECTIVE: PROTECT PEOPLE FROM ANTI-SOCIAL BEHAVIOUR CAUSED BY NOISE AND OTHER NUISANCES				
Outcome:				
Improved public contentment with their neighbourhood Reduction in complaints reported				
Activity	Success Measure	Outcome Contribution	Completion Date	
Respond to complaints about statutory nuisances		24, 41		
Enforcement activity		24, 41		

OBJECTIVE: ENSURE WELFARE OF LIVESTOCK/OTHER ANIMALS

Outcome:				
Improve animal welfare				
Activity	Success Measure	Outcome Contribution	Completion Date	
Promote Animal Health & Welfare across the County through advice and education		9		
Enforcement- complaints, investigation and licensing		9		
Participate in regional projects		9		
Take enforcement action against offenders		9		

AIM: TO SUPPORT CONSUMERS, BUSINESSES AND ECONOMIC DEVELOPMENT

OBJECTIVE: ENSURE FAIR AND SAFE BUSINESS PRACTICES SUPPORTING THE DEVELOPMENT OF LEGITIMATE ENTERPRISE

Outcome: More compliant businesses	Activity	Success Measure	Outcome Contribution	Completion Date
	Conduct risk based/ intelligence-led inspection of businesses for compliance with relevant legislation		4	
	Respond to requests for business advice		4	

OBJECTIVE: SUPPORT CONSUMERS, PARTICULARLY VULNERABLE PEOPLE, IN THEIR PURCHASING OF GOODS AND SERVICES

Outcomes: Confident informed consumers	Activity	Success Measure	Outcome Contribution	Completion Date
	Provide advice/intervention for consumers in relation to dealing with breaches of consumer civil law	Reduction in complaint levels relative to businesses in Worcestershire	25	
	Provide information/education to the public to make them more confident consumers		25	

OBJECTIVE: DEAL WITH LAND THAT HAS BEEN CONTAMINATED AND ENABLE ITS SAFE RE-USE

Outcomes: Reduce the negative effects of contaminated land Improved public health & well being Reduced Pollution People feel safe in their environment	Activity	Success Measure	Outcome Contribution	Completion Date
	Inspection of potentially contaminated land		3, 11, 27, 28	
	Review of all planning applications		11, 27, 28	
	Complaints/Requests for information		3, 11, 27, 28	

AIM: TO PROTECT THE ENVIRONMENT AND TACKLE THE EFFECTS OF CLIMATE CHANGE

OBJECTIVE: CONTROL INDUSTRIAL POLLUTION

Outcomes: Reduced Pollution People feel safe in their environment	Activity	Success Measure	Outcome Contribution	Completion Date
	Planning consultation		11, 28	
	Consideration of applications for Environmental permits		11, 28	
	Enforcement-inspections and response to complaints		11, 28	

OBJECTIVE: SURVEY GOODS FOR WASTE CAUSED BY EXCESSIVE PACKAGING

Outcomes: Reduction in waste caused by excessive packaging Reduction in landfill tax	Activity	Success Measure	Outcome Contribution	Completion Date
	Projects looking at products for excessive levels of packaging		29, 30	
	Advice and education to public and businesses		29, 30	

OBJECTIVE: MONITOR GOODS FOR ENERGY EFFICIENCY LABELLING

Outcomes:

**More informed consumer choice
Reduced environmental emissions**

Activity	Success Measure	Outcome Contribution	Completion Date
Projects looking at electrical appliances for energy performance labelling		31, 32	
Advice and education to public and businesses		31, 32	

AIM: To Provide a Great Service that Our Customers Want

OBJECTIVE: DELIVER EFFICIENT AND EFFECTIVE, VALUE-FOR-MONEY SERVICES

Outcomes:	Success Measure	Outcome Contribution	Completion Date
Increasing value demand Reducing failure demand Consistent high quality service	Activity	33, 34, 35	
Systems thinking approach to our service			

OBJECTIVE: TARGET OUR SERVICES TO OUR CUSTOMERS NEEDS

Outcome:	Success Measure	Outcome Contribution	Completion Date
Satisfied customers	Activity		
Adopt a systems thinking- what matters approach to service design		36	
Customer satisfaction surveys		36	
Quality monitoring		36	

OBJECTIVE: PROVIDE ACCESS TO OUR SERVICES FOR ALL OUR CUSTOMERS

Outcome:	Success Measure	Outcome Contribution	Completion Date
Customer able to access service facilities by their chosen means	Activity		
Develop Hub as our front office portal		37	
Develop elected member/ customer surgeries to enhance flexible working		37	

OBJECTIVE: ENSURE STAFF ARE DEVELOPED AND MOTIVATED.

Outcome:			
Staff have the right skills, tools and support Staff engagement and job satisfaction			
Activity	Success Measure	Outcome Contribution	Completion Date
Embrace systems thinking for all staff		38, 39	
Adopt flexible working to ensure a proper work/life balance		38, 39	
Training and development of staff		38, 39	

OBJECTIVE: WORK WITH OTHER ORGANISATIONS TO COORDINATE OUR JOINT RESPONSES

Outcome:			
More joined up activities			
Activity	Success Measure	Outcome Contribution	Completion Date
Share intelligence across the region and with other agencies		40	
Develop partnerships		40	
Develop joint work plans and outcomes		40	
Pursue joint funding opportunities		40	
Pursue options for co-location with partners		40	

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Joint Committee
25th November 2010

REGULATORY SERVICES BUDGET 2011/12 – 2013/14

Recommendation

That the budget for 2011/12 – 2013/14 be approved.

**Contribution to
Priorities**

The development of a robust budget and financial management framework will ensure the priorities of the service are delivered within the agreed budget.

Introduction/Summary

The budget for 2011/12 was included in the original business case for Regulatory Services as implemented 1st July 2010.

Background

The development of the business case for Regulatory Services included a detailed analysis of the financial implications for each partner.

Following the formal agreement of the financial arrangements a number of discussions have been held to review the assumptions made and to ensure all services provided by Regulatory Services are included in the financial projections.

Report

Officers have reviewed the financial position based on estimated expenditure and have prepared a detailed budget as attached at Appendix 1. This reflects the financial position associated with the establishment that will be in place following the initial restructure.

The following assumptions have been made during the compilation of this budget:

- The costs attributed to general expenditure have been included based on the business case with no increase for inflation.
- Salary budget has been included as per the establishment in the original business case.
- Savings to be identified following the restructure amount to £92k, due to job evaluation and timing of filling the new structure, this will be monitored during

the year to ensure it is achieved.

- Following the approval of the formal agreement it has been identified that there are three posts which have not been transferred. These relate to 2 posts at Redditch BC and 1 at Worcester City. The due diligence failures have built in pressures for the partners concerned and that this matter will be considered as part of the development of the new cost sharing arrangements to be agreed by 2013.
- The Government have reduced the funding in relation to the DEFRA Grant, this is the first asymmetric impact on the partnership. This will have asymmetric implications on the future cost shares under the terms of the legal agreement.

The HOS has agreed that the savings to be identified following the restructure can be achieved during 2011/12, but cannot identify which posts will be cut from the establishment as this will be done over the next few months of the restructure implementation.

Financial Implications

None other than those stated in the Appendix

Sustainability

None as a direct result of this report

Contact Points

Jayne Pickering – 01527-881400
Debbie Randall – 01527-881235

Background Papers

Detailed financial business case

APPENDIX 1

REGULATORY SERVICES BUDGET 2011/2012 to 2013/14

Account description	Proposed Budget 2011/2012 £	Proposed Budget 2012/2013 £	Proposed Budget 2013/2014 £
Employees			
Monthly salaries	4,404	4,392	4,392
Agency workers	3	3	3
Training for professional qualifications	2	2	2
Medical fees (employees')	1	1	1
Employers' liability insurance	19	19	19
Employees' professional subscriptions	2	2	2
Sub-Total - Employees	4,431	4,419	4,419
Premises			
Internal repair/maint.	1	1	1
Rents	321	321	321
Room hire	6	6	6
Water charges	0	0	0
Cleaning and domestic supplies	0	0	0
Sub-Total - Premises	328	328	328
Transport			
Vehicle repairs/maint'ce	4	4	4
Diesel fuel	6	6	6
Petrol	4	4	4
Tyres	0	0	0
Licences	1	1	1
Contract hire of vehicles	8	8	8
Vehicle insurances	3	3	3
Car allowances	195	195	195
Vehicle Maintenance	10	10	10
Sub-Total - Transport	231	231	231
Supplies & Service			
Equipment - purchase	63	63	63
Equipment - maintenance	15	15	15
Equipment - rental/lease	1	1	1
Materials - purchased	15	15	15
Clothing and uniforms	7	7	7
Laundry	1	1	1
Seminar and course fees	7	7	7
Training fees	70	70	70
General insurances	20	20	20
Printing and stationery	46	46	46
Books and publications	53	53	53
Postage/packaging	6	6	6
Computer - general costs	16	16	16
Computer - software	18	18	18
Computer - specific costs - Estimated licensing and other revenue costs of ICT investment	67	67	67
Telephones	36	36	36
Fares and parking charges	23	23	23
Miscellaneous expenses	31	31	31
Legal fees	23	23	23
Telephone pool overhead	15	15	15
Subsistence expenses	7	7	7
General expenses	8	8	8
Support service recharges	250	250	250
Customer service posts	50	50	50
Audit	10	10	10
Sub-Total - Supplies & Service	858	858	858
Contractors			
Consultants' fees	26	26	26
Contractors' fees/charges/SLA's	525	525	525
Advertising (general)	4	4	4
Grants and subscriptions	2	2	2
Marketing/promotion/publicity	5	5	5
Sub-Total - Contractors	562	562	562
Income			
INCOME miscellaneous fees	-3	-3	-3
Sub-Total - Income	-3	-3	-3
<i>Savings to be identified following restructure (job evaluation, timing of establishment)</i>	-92	-80	-80
<i>Further staffing reductions (lack of natural wastage)</i>		-446	-446
BUDGET TOTAL AS PER LEGAL AGREEMENT	6,315	5,869	6,315
Defra grant reduction	-79	-104	-127
Posts not transferred to Regulatory Services			
Wilson - Redditch - £34,818			
Shammen - Redditch - £38,993			
Dobbyn - Worcs City - £29,660			
Due Diligence			-104
ADDITIONAL SAVINGS TO BE IDENTIFIED	-79	-104	-231
PARTNER SHARES			
Bromsgrove DC	700		
Malvern Hills	605		
Redditch	720		
Worcester City	697		
Wychavon	1,044		
Wyre Forest	683		
Worcestershire	1,866		
	6,315	0	0

Partner cost shares will be determined in accordance with the legal agreement in 2012/13 and 2013/14

Budget adjustments not included in base budget:-

Malvern Hills - Land Drainage Employee - Employed until end of May'11 - 2 months additional budget required
 Wyre Forest - Additional budget - Taxi maintenance budget
 Redditch - Pay back for 2 employees - Clive Wilson / Steve Shammen
 Worcs City - Possible pay back of Dobbyn - Not Transferred
 Accommodation Reduction - Wyre Forest from £69,950 to £40,000

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Joint Committee

Date 25th November 2010

Title: Worcestershire Food Choices Project - improving healthy options in food outlets across the County

Recommendation

To receive this report as an item for information and to consider the potential to secure future funding opportunities.

Contribution to Priorities/ Recommendations

This project directly contributes to both the WRS priority to protect public health (tackle smoking, obesity and alcohol abuse) and the former Worcestershire Local Area Agreement, Health and Well-being targets a) to support and improve the leading of healthy lifestyles and well-being of adults, children and young people and b) to reduce levels of inequality within the community. It is considered that the project is still relevant despite the abolition of the LAAs by the Local Government Secretary Eric Pickles in October 2010

Introduction/Summary Background

Food eaten outside the home makes up an increasing proportion of our daily diet, with the average person now eating one in six meals a week away from home¹. Men consume about a quarter of their calories when eating out, and women around a fifth. The choices made when eating out go a long way to contributing to a balanced diet. Research has also shown that in areas of deprivation there is a prevalence of people eating less than 1 portion of fruit and vegetables per day despite the 5 a day recommendation.

By working in partnership with Worcestershire PCT Public Health, WRS has secured funding to the value of £50,000 to deliver on a nutrition project in food outlets across the County in an attempt to influence food choices by stimulating supply and demand of healthier options.

Report

The Food Standards Agency (FSA) has recently worked with large manufacturers, retailers and caterers to improve the nutritional value of foods they offer, focusing on the key nutrients of public health concern i.e. to increase the consumption of fruit and vegetables and reduce the population's salt, sugar, saturated fat and energy intake. Small local outlets also have a significant role to play in improving consumers' access to healthier options.

By building on these previous projects, three localised nutritional initiatives are planned to be executed in 36 pilot premises across Worcestershire. The project consists of

three work streams 1) to increase the quality and range of fruit and vegetables at independent convenience stores located in low income areas and 2) change cooking methods and ingredients at i) mobile caterers operating in lay-bys, truck stops or industrial estates used by sedentary truckers and ii) workplace canteens serving a high percentage of routine and manual workers.

The key questions/hypothesis to be explored is whether business can change how they prepare and / or sell products to make the healthier choice the easy choice without adversely affecting bottom line (and at best improving bottom line) and at the same time ensuring the customer is satisfied with their purchase. Any learning will subsequently be shared with similar local food outlets.

This is the first externally funded project for WRS however with the forthcoming Public Health White Paper expected to strengthen the role of Public Health within Local Government, there is the potential for WRS to secure future funding by being part of the Total Place agenda; delivering on health and well being projects on behalf of or alongside partner organisations. WRS is well placed to make such a contribution due to its established relationship with local business and the underpinning public health philosophy of Environmental Health and Trading Standards disciplines.

Financial Implications

Delivery of the project is reliant on the funding from Worcestershire PCT to the value of £50,000. A significant proportion of these monies will be used for backfilling routine inspection work of existing officers thereby releasing them to work on this project. The project plan has assessed the risks and has identified control measures.

Sustainability

The experience gained from delivering this project will increase the skills set of the workforce and add to the portfolio of successful and sustainable services on offer by WRS thus increasing the potential to attract additional health and wellbeing funding opportunities.

Contact Points

Mr Steve Jorden, Head of Worcestershire Regulatory Services
Anita Fletcher, WRS, Worcester City

Background Papers

PROJECT PLAN for Worcestershire Food Choices Project - improving healthy options in food outlets across the County.

Healthy Weight, Healthy Lives -A Cross Government Strategy for England

¹Healthier Eating / Healthy Catering www.food.gov.uk



Joint Committee
25th November 2010

Report Title Update to Press Release Protocol

Recommendation

That the Board notes and approves the update to the Press release Protocol

**Contribution to
Priorities**

Introduction/Summary

Communications has always been a key factor in the WRS project initially to make sure staff get consistent messages. As the project progresses we now need to make sure that messages sent out from the service to customers are also consistent. Work has been done on the branding and now press releases relating to WRS, and how we send them out, have also been reviewed.

Background

Previously, as set out in the Communications Strategy, there was a two-way split between press releases. Those relating to the project were sent out via Bromsgrove and County Press Teams and day to day service delivery press releases were sent out by 'local' press teams. However, as the service moves towards unification, it appeared messages which were being sent out 'locally' could be used across the County. The measures below have been sent to current WRS Managers and the County Communications Group which comprises Media Officers from across Worcestershire's seven Councils.

Report

Press Release Protocol

- All day to day service press releases come through the 'local' communications teams but to be put on the press release template with relevant 'local' contact details. The 'local' Joint Committee member is the spokesperson.
- If the WRS managers or Communications Team think that the message could be County-wide then



the press release is sent to Gary Morgan at the County Council for distribution and he is the contact on the release. Joint Committee Chair Anna Mackison is the spokesperson.
(gmorgan@worcestershire.gov.uk)

- All press releases about the new WRS service project to come through to Gary Morgan from County and sent out on the press release template with his contact details.

These are interim measures which will be put into place until such a time that a communications function is put into the WRS structure. The protocols will also be reviewed if the resource in the County or Bromsgrove Communications Team becomes an issue.

Financial Implications

None

Sustainability

Contact Points

Anne-Marie Darroch
Communications & Customer First Manager
Bromsgrove District Council

Background Papers

