

Strategic Advisory Board

10:00am on Friday 24th September 2010

Lichfield District Council

Minutes of the Meeting

1. Apologies

Apologies were received from Andy O'Brien - East Staffordshire Borough Council (ESBC) Jeanette Hilton and Kelvin Turner - Newcastle Borough Council (NBC) and Rob Salmon - Staffordshire County Council (SCC).

2. Introductions

The Staffordshire Connects Strategic Director, Sander Kristel (SKr) of Staffordshire County Council (SCC) and Andrew Street (AStr), the Director of Staffordshire Connects (SCP) welcomed members of the Strategic Advisory Board (SAB) to the meeting:

Malcolm Vickers (MV)	Stafford Borough Council (SBC)
Karen Childs (KC)	South Staffordshire District Council (SSDC)
Frances Sawford (FS)	Staffordshire County Council (SCC) & SCP Legal
Paul Hayward (PH)	Staffordshire Connects (SCP)
Jodie Guy (JG)	Staffordshire Connects (SCP)
Leanda Adams-Collett (LAC)	Staffordshire Connects (SCP)
Karen Webb (KW)	Cannock Chase District Council (CCDC)
Anica Goodwin (AG)	Tamworth Borough Council (TBC)
Sal Khan (SKh)	East Staffordshire Borough Council (ESBC)
Neil Mason (NM)	Stoke on Trent City Council (SoT CC)
Andrew Stokes (ASto)	Staffordshire Moorlands District Council (SMDC)
Rita Wilson (RW)	Lichfield District Council (LDC)

3. Minutes of Previous Meetings

a. Strategic Advisory Board - 10th June 2010

Resolved: The minutes were accepted as an accurate record of the meeting.

b. Connects Customer First Group / CRM Group - 11th August 2010

Resolved: The minutes were noted.

Tabled Report - Arrangements for CCFG and CRM Groups - Paul Hayward

The purpose of this report is to provide proposals for the future direction of the CCFG and the CRM Support and Development groups.

Resolved: That the existing arrangement with back to back meetings on the same day and location for CCFG and CRM Group meetings continues.

Resolved: That Partners will re-nominate their members for the CCFG.

Resolved: That the SCP Director and Technical Manager; develop a strategy for CRM developments over the remaining period of the current managed service contract; and, develop and approach and strategy for deliberation on what replaces the LG45 system. The resultant report will be brought back to SAB for consideration.

Resolved: CCFG aims over the next 3 years should be to; maximise the ongoing investment into the system; achieve a greater equilibrium between partners; and, for greater transparency with enhanced management information and collaborative working.

The approach and strategy for a replacement CRM system was discussed; SKr mentioned the 2 years notice also given from NBC and that in view of this there is a need to look at the costs of doing the same work to replace the existing system together; ASto explained that SMDC want a system that they can share with High Peak BC, but that also delivers savings. SKr highlighted the need to see what else is on the market place and that savings have already been made by moving

the CRM Team over to Staffs ICT, in addition that there would be more benefits using one system (single system), and that partnerships don't work if not using the same system, AG provided TBCs point of view in that the sooner the scoping exercise was completed the better.

Resolved: That the SCP Director and Technical Manager should commence a scoping exercise as detailed at 7.3a of the report, to be reported back to SAB on 2nd December 2010.

4. 2010/2011 Budget Monitoring

a) Core Team

The Strategic Advisory Board was advised of the current budget position for the Core Team.

Resolved: SAB noted the financial position for the Core Team subject to the amendment of the dates featured at section 5 of the report (31st March 2011) and CRM Forecast under spend 2010-11 is £31,800.

b) CRM Team

The Strategic Advisory Board was advised of the current budget position for the CRM Team.

Resolved: SAB noted the financial position for the CRM Team

5. Work Plan Update

b) Work Plan Review

Thanks were expressed for the handover work from RW (Interim Director to end June 2010). AStr stated that he had been able to see most partners and that a further schedule of meetings to discuss CRM system as mentioned above was underway.

The purpose of this report is to outline the case for, and examine the requirements of, a review of the Partnership Work Plan, given the current financial climate in the public sector.

Recommendation: To advise on:

- The case for reviewing the Work Plan
- The proposals to assist the Partnership to respond to the faster pace of structural change in service delivery which Partners now face due to financial imperatives
- The proposals which are additional to the Work Plan revision exercise but which will assist in making it effective

Resolved: The SAB agreed on the proposed recommendations for the current work plan.

c) Risk Log.

The Partnership Risk Log was reviewed. AG raised concern that the Core Team may be at risk of spreading limited resource too thinly. AStr concurred with this, stating that partnership reserves and external funding can not be guaranteed past the immediate future and that there is therefore a need to communicate the value of what the team is doing.

Resolved: That a risk relating to levels of resource be raised, and that the risk log be formally reviewed at the next meeting and risk owners assigned.

6. Call on Partnership Reserves

The purpose of the report is to examine uses of the Partnership reserves of £259,262 (as at 31 March 2010) in order to provide management resource to accelerate progress of projects in the current Work Plan and to undertake pre-project activity in order to refresh the Work Plan, to suggest criteria for the selection of projects for financial support from Partnership reserves, to seek Committee approval to make calls on reserves for the specific projects detailed in the report, and to give powers of delegation to the Director to choose the most appropriate procurement route for the management resource required.

Resolved: The SAB considered and agreed; the criteria for agreeing to calls on Partnership reserves presented in the report in addition to future requirements for the completion of business cases for each project; the award of specific funding outlined; and, to the granting of discretion to the Core Team regards the use of the most appropriate procurement route.

7. CRM Team – Memorandum of Understanding (MoU)

The purpose of this MoU is to provide a general commitment of co-operation between the two organisations that both have some tenure over SCP CRM Team resources. It provides a formal statement of interests, management arrangements, reporting lines, organisational structure and conflict resolution.

Resolved: The SAB agreed with the Memorandum of Understanding presented.

8. Shared Services

MV gave an update on the Shared Services project - A Memorandum of Understanding between SBC and CCDC has been in place for 6 months which is based upon having a lead authority for each service area. Savings are being made and SBC and CCDC have 2 more services going live on 1st October 2010 and 6 others going live early 2011. This has been funded using £20k (£10k each) plus and additional £78k from I&EP WM.

Resolved: MV to speak to the Lead of the sub-regional procurement project funded by I&EP WM with regards to resolving its purpose.

Resolved: That this item remain as a standing item on the SAB Agenda

Resolved: Shared Services and Systems Matrices to be updated by LAC

9. Customer Knowledge

AG provided the SAB with an update of project progress. The proposed Customer Insight secondee from SoT CC recently tendered his resignation to SoT CC, AG requested time to resolve this issue and to pursue options to retain this resource on the project. The Project Board have approved a joint procurement exercise that would be wide enough for all public sector organisations in Staffordshire.

Resolved: SAB agreed to provide the Project Board with the discretion to proceed with the most appropriate procurement route, and that AG would be given time to resolve the issues with the seconded resource.

10. Staffordshire Cares.

SKh presented the report to the SAB; the purpose of the report was to provide the SAB with an updated account of the Project Brief which has now been agreed by the Project Board for the initiation of the Staffordshire Cares - Customer Access Project to be co-ordinated by Staffordshire Connects. Funding bids have been/are being submitted to CLG and I&EP WM for approx. £88k and £100k respectively, and currently the project teams are mapping what is offered between ESBC, LDC and SCC, and how we can replicate good practice between partners. NBC have nominated Dave Elkington to sit on the Project Board. RW shared a clear message that was being received from SCC with regards the DC/BC partners being the face of public sector services in Staffordshire, but that we are awaiting an outcome and subsequent direction regards telephony. SKr emphasised SCCs vision that where local knowledge is required, DC/BCs are best placed to deliver the service, but for asset rationalisation and economies of scale, SCC would be the provider of choice.

Resolved: SAB noted the content of the updated Project Brief and will continue to support the project in full.

11. Life Events.

LAC presented an update on the project in the absence of the Project Executive. Project Board have been waiting on the outcome for the funding bid submitted to I&EP WM and the outcome from the Cabinet Office with regards the viability of the TUO programme. Champions are engaged from each partner, and the project may progress more rapidly now that funding from reserves has been agreed. Project is approximately one month behind scheduled but this level of slippage had been accounted for. The only issue remaining is with regards to Dudley not signing up to TUO which will have an impact on the service offered to customers in the South Staffordshire district.

12. Public Protection.

RW presented the report to SAB, County trading standards need to re-tender there back office system, Lichfield are offering the details etc to help them move over to the CRM system instead,

need a project manager which has been agreed out of the reserves today to now move this project forward and may need a little more out of the reserves instead of the £10k, with regards to saving then FLARE is a expensive system and there are things that go against it.

13. e-Payments

PH presented the report on behalf of the Project Manager, Tony Fenn (SCC). Lots of fresh momentum for all partners, pre-procurement questionnaires have come back, 5 responses for lot 1 (system) and 4 for lot 2 (merchant agreement). Project Board now re-established and the need to review the business case and specification was completed yesterday. There is a desire to be live by the end of March 2011. Other resources engaged with the project are; Neil Chadwick (SoT CC) is offering some of his time along with Dave Sharkey (SCC) with regards to the security issues, SCC has provided Tony Fenn free of charge and Jo Fitzpatrick from procurement.

The Waiver to Standing Orders for the extension of the existing system has been signed by SKr - FS requested a copy for file.

Resolved: SKr to send copy of waiver to FS for file.

14. Log of RIEP funding bids and awards.

SAB agreed to contribute to producing a record of all external bids.

Resolved: JG to email out a template for everyone to complete details of external bids.

15. Any Other Business.

FS asked the SAB if a Junior Legal Assistant could attend the SAB meetings.

Resolved: SAB agreed to invite Junior Legal Assistant to the next meeting

The Strategic Director as to relay the message back to Joint Committee members that they need to attend the Joint Committee meetings.

Resolved: SAB to undertake to ensure that JC members attend the next meeting.

Andrew mentioned that from the next SAB (2nd December 2010) that all project leads should complete there own reports to provide project updates.

Resolved: SCP Core Team to provide report template to Project Leads

16. Next Meeting dates.

- Joint Committee: 8th October 2010 at 10am, County Buildings, Stafford
- Strategic Advisory Board: 2nd December 2010 at 2pm, Marmion House, Tamworth