

WILTSHIRE PUBLIC SERVICE BOARD

Wednesday 17th March 2010 at 4.30 p.m. – 6.30 p.m.

Chestnut Room, County Hall, Trowbridge

AGENDA

1. **Note of the meeting on 1st February 2010 and matters arising** (15 mins)
 - Equalities Framework – a forum to meet with BME representatives (Sue Redmond)

2. **Introduction and What's Next** (30 mins)
Andrew Kerr to introduce himself and a discussion about WPSB's future work plan

3. **Total Place and local working – update** (Jane Scott) (5 mins)
Please note that the Family Justice Centre is being considered by the Community Safety Partnership in March, and will now come to WPSB in April.

4. **Three linked items:** (40 mins)
 - **Suggested approach to planning** (Andrew Kerr)
 - **Research and Intelligence and the JSNA** (Maggie Rae)
(including progress on the health & wellbeing workshops)
 - **Planning for Infrastructure & Growth in Wiltshire** (Alistair Cunningham)
 - **Wiltshire Council's Corporate Plan** (Laurie Bell)

5. **Public Confidence and Communications** (Laurie Bell) (20 mins)

6. **Future meetings and work plan** - a note is attached

(Updates on the Use of the Performance Reward Grant and the Refresh of the LAA will be circulated)

28th April 2010

- CAA update from the Audit Commission (Melanie Watson) (40 mins)
 - 'Total Place' – Family Justice Centre [item postponed from March for consideration by the Community Safety Partnership]
 - Appointment/confirmation of Vice-Chairman [last year WPSB asked for this to be reviewed each year. The Vice-Chairman is Christopher Hoare]
 - Voluntary and community sector update (Niki Lewis)
 - Communications – standing item (Laurie Bell)
- (an update on the use of Performance Reward Grant will be circulated)

14th June 2010

- CAA update from the Audit Commission
 - Safeguarding Children & Adults
 - 'Total Place' - update
 - Communications – standing item (Laurie Bell)
- (an update on the use of Performance Reward Grant will be circulated)

AWAYDAY – to be arranged for July 2010

- Working together and the future

(the year end performance report will have been circulated)

15th September 2010

- CAA update from the Audit Commission
 - Follow up from the Awayday (to include the development of medium term priorities and action, updating the Community Strategy 2011, and impact of any new National Performance Regime)
 - 'Total Place' - update
 - Communications – standing item (Laurie Bell)
- (an update on the use of Performance Reward Grant and the performance report will be circulated)

27th October 2010

- CAA update from the Audit Commission [if necessary re report]
 - 'Total Place' - update
 - Communications – standing item (Laurie Bell)
- (an update on the use of Performance Reward Grant will be circulated)

Other items (date to be determined)

- NEET mentoring update
- Volunteering scheme (Niki Lewis)
- Scrutiny arrangements
- Military and Civilian Integration (Alistair Cunningham)

Wiltshire Public Service Board

Monday 1st February 2010

Attendance: David Ainsworth; Paul Aviss; Tony Barron; Laurie Bell; Sharon Britton; Di Dale; Bill Dowling; Carolyn Godfrey; Andy Goves; Brig. Robert Hall; Chris Hartrick; Steve Hedley; Stephen Hodder; Christopher Hoare; Jeff James; Andrew Kerr; Niki Lewis; Steve Richards; Keith Robinson; Jane Scott; Richard Sheard; Steve Stone; David Warburton.

Apologies: Tony Bray; Craig Fisher; Diana Fulbrook; Gerry Hamersley; John Thomson.

1. The note of the meeting of 23rd November 2009 was approved.

MATTERS ARISING

2. Jane Scott introduced Andrew Kerr, who will be the Council's new Chief Executive from 10th February.

PRG Bids update

3. Sharon Britton gave an update of PRG bids approved by the Panel. The quality of bids was mixed. Although bids totalling £175,000 have been approved, these are subject to Area Boards providing information requested. Area Boards will need to ensure that good governance is followed for approved bids, and supply information about spend and performance. Rosemary MacDonald (the Community Foundation for Wiltshire & Swindon) had offered at the Wiltshire Co-ordinating group to provide advice on governance if that would be helpful.

Action: Niki Lewis is going to re-circulate the PRG scheme guidance to area boards and remind them about the criteria and need for measurable outcomes and good governance.

LAA refresh

4. Sharon Britton updated the Board on the LAA refresh. An update note was circulated.

Equalities Framework

5. Niki Lewis gave an update on the new single equality scheme and partner engagement. WPSB members supported this and confirmed that their own arrangements will mirror the arrangements outlined.

Total Place

6. Keith Robinson introduced the report to Cabinet on Total Place and outlined the pilot process. David Ainsworth and Maggie Rae are leading on the analysis and considering how best to build "understanding". Partners will be contacted to explain what we will do next and how partners may be involved.
7. David Ainsworth tabled a summary outlining the approach to the analysis for Bemerton Heath, including the "product description".

8. There was a discussion about the involvement of the criminal justice system, including Family Courts.
9. Social networks will be key to success, and this was mentioned in David Ainsworth's summary. Both the MoD and the Fire Brigade would be happy to engage in outreach programmes (e.g. through MoD Cadet units, including possible work with the new Academy in Salisbury). It may also be helpful to involve St. John's Ambulance. Housing is included, and much of the housing in that area is council controlled.
10. Richard Sheard mentioned two learning points from national pilots
 - External challenge agents – Wiltshire may want to consider whether this would be helpful.
 - Timescale – it would be good to understand the timescale for the pilot (recognising the need to balance quality with speed).
11. The Board agreed that it will be important to get the right people to work with the families to build confidence, and that these people will also need to inspire confidence in public agencies. They are likely to be people already established within the locality. Sufficient time is needed to do this well.
12. Richard Sheard thought that we are likely to learn more about this sort of approach from the South West than from national pilots.
13. An item on Total Place will be included in the next meeting.

Voluntary & Community Sector Update

14. Niki Lewis is working with the sector and is getting positive feedback. A contract for infrastructure support is being let. This may cause some concern amongst unsuccessful organisations.

Infrastructure Planning

15. Steve Richards reported that way forward has been agreed. A paper will be circulated by e-mail, for discussion at the next meeting. Infrastructure planning is thought a very helpful approach.

SAFEGUARDING CHILDREN AND YOUNG PEOPLE, AND ADULTS

16. Carolyn Godfrey presented information and led a discussion on Safeguarding. The item covered safeguarding children and safeguarding adults, and information about adult safeguarding was circulated. The main part of the presentation related to Children's safeguarding.

- Safeguarding includes (but is not restricted to) child protection.
- Anybody is able to "raise the flag" on safeguarding issues.

It is important that:

- lines of communication are short and effective, and escalation is clear;
- people and organisations take notice of warning signs (look for these and challenge);

- a systems approach is taken (it is about systems and individuals). The Local Safeguarding Children's Board (LSCB) we has multi-agency audits. These highlight findings from service care reviews and other learning, and risk factors.
17. Safeguarding is everyone's business. Members of WPSB should consider how well this is understood and taken account of in our organisations. Challenge and reflection is vital. At a strategic level, WPSB would wish to be assured that quality assurance mechanisms are in place.
 18. The LSCB has established a set of indicators, and national consultation on safeguarding indicators is underway. Indicators are only a small part of safeguarding and can be useful to prompt questions.
 19. The Board recognised the importance of leadership and the right culture, and use of "soft intelligence". We won't always get it right but we do always need to learn.
 20. The Army welfare service is fully engaged. Examples were given of this cross-agency, challenge and working in Wiltshire.
 21. From April to Christmas 2009, over 3,000 referrals made to social care team and followed up, and clear procedures are in place. This is an increase on the previous year and we are recruiting 15 additional social workers. 'Baby Peter' and the economic situation are likely to be factors in the increase. The LSCB has put in additional capacity and has an independent Chair.
 22. The role of the Public Service Board will be to periodically look at lessons learnt for WPSB members to feed into their own organisations.

Action: In June 2010 bring an item on new national regime and lessons learnt locally (Carolyn Godfrey).

23. David Warburton advised how housing associations feed into safeguarding. This should be explored this as part of the Local Investment Plan "single conversation" (Alistair Cunningham lead).

Action: Alistair Cunningham and David Warburton

CCTV STRATEGY

24. David Ainsworth presented the paper tabled. There has been no definitive study of the effectiveness of CCTV.
25. The recommendations at paragraph 7 were:

*That the Wiltshire Public Service Board note the content of this briefing paper and approve the concept of **Convergence** in order to optimise the return on public and private investment in CCTV and thereby enhance public safety and confidence.*

That Wiltshire Police be asked to define, and where feasible fully undertake, the audit procedure and that the products of this work be brought back to the WPSB as the basis for decisions in regard to the progression of the further elements of the programme of work.

That an update report on the audit procedure and its findings be presented to the next WPSB meeting.

26. These were approved with the addition of:

- The information already gathered by the Council will be fed into this work
- This work will need to be clear about the purpose of CCTV and challenge the assumptions in paragraph 2.5. It will also need to be clear about who provides what within the different areas of Wiltshire.
- The following contacts were identified for this work:
 - Mark Smith and Maggie Rae – Wiltshire Council and NHS Wiltshire
 - Ian Tate – NHS Wiltshire
 - Chris Hartrick - Fire Brigade

Action: David Ainsworth

COMMUNICATIONS

27. Laurie Bell stated that The Public Confidence Group communications plan will come to the WPSB meeting in March. At that time WPSB may wish to consider whether to widen the membership of the Public Confidence Group. At the moment the group is mainly focussed on the criminal justice system and community safety. The WPSB wishes for the public sector to speak with one voice. Andrew Kerr has experience of this working through a joint board, and that has been successful.
28. A report will go to March Cabinet on the Council's Corporate Plan. Information will be provided at the next meeting.
29. A DVD about Wiltshire is being profiled at CLG.

ANY OTHER BUSINESS

Fire Brigade Workshops

30. Andy Goves: The Fire & Rescue Service is looking to move their workshops in the next year and is looking at the possibility of renting premises. They are also looking at the possibility of sharing back office functions if possible. If anyone is interested in sharing workshop space (modern and fit for purpose) please contact Andy Goves.

Future Planning and Working

31. The WPSB would like to have an Awayday in July.

Keith Robinson

32. This is Keith Robinson's last meeting. Keith has led the establishment of this Board from an officer perspective and has made a great contribution to its success. The Board thanked him very much.

Next meeting:

17th March 2010 at 4.30 p.m. in the Chestnut Room, County Hall.

Planning

Community Plan:

bringing together and joining up ...

Economic
Development
Strategy

Land Use
Strategy

Strategy
for Health

etc, etc...

Based on evidence from JSNA+

- agreed 'one version of the truth' to agree priorities

Partners develop 3 or 4 year plans that fit into this
- replaces Local Agreement for Wiltshire

Inform work of
Thematic Partnerships
and initiatives

Inform next Local
Area Agreement
(or whatever replaces it)

PROPOSED PAPER FOR PSB – MARCH MEETING

RESEARCH AND INTELLIGENCE UPDATE

With effect from 1 April 2010, Maggie Rae will have responsibility of the Knowledge Management team at Wiltshire Council. This is an exciting development which will development the opportunities for joint analysis, and analytical capability and bring with it a wealth of other benefits.

This will include further development of the Joint Strategic Assessment for Wiltshire (formerly known as the JSNA), which will include further information on Children's services, and the resilient communities outcomes. The Planning for this years refresh is underway and will commence with a series of workshops with key stakeholders. It has also been agreed that for 2010, one profile for each of the community areas will be produced and include information from both Council and Health.

A joint knowledge management business plan will be developed, one of the short term priorities for the team is the refresh of the Wiltshire and Swindon Intelligence Network (WSIN). Further information on this will be available in due course, and will outline the services offered by the Knowledge Management function including GIS.

The team are already involved in the 'deep dive' part of the Total Place project being led by David Ainsworth.

HEALTH FAIRS AND COMMUNITY AREA PROFILES

The schedule has now been agreed with each of the Community Area, and will take place over the coming months. The programme has already commenced and the formats are varying from area to area. The events have attracted a range of media interest both on the radio and in the local press.

The events are being well received and attracting interest in the health profiles and promoting discussion around local issues within their communities. Each area will receive a summary report from their workshop which should assist in their local planning and application for future funding. It is also encouraging that since the workshops the Public Health team have received a number of follow up invitations to Community Area Board meetings to present the Health profiles which should continue to raise the awareness of these reports.

An evaluation of the Health Fairs has been proposed and will be scheduled into the Council's workplan.

Maggie Rae
Joint Director of Public Health



Health Fairs in Wiltshire

Maggie Rae
Director of Public Health



Malmesbury Health Fair









Briefing Note – Joint Analysis Services & Knowledge Management

Purpose

The purpose of this briefing is for ELT Service Directors to be aware of the development of a joint analytical services function in Wiltshire

The proposal

As part of the Total Place project, the project team have considered the business benefits of a joint public service intelligence, analytical, and knowledge management service across the Council, NHS and Police Services

Currently each service dedicates resources and time to the production of various needs assessment for our appropriate regulators, such as the Joint Strategic Needs Assessment (JSNA), Strategic Assessment. Generally each of these contain an overview of Wiltshire, such as demographics, geography, employment etc.

The scope of a joint service will mean such information is produced once and used many times. This should allow more time for in-depth analysis and research by our respective analysts, greater efficiency and an improved service which meets the needs of our staff and communities.

The Total Place project and CLT have supported this proposal and work is ploughing ahead. Clearly joint analysis and knowledge management will provide a useful resource in supporting the development of the Total Place initiative.

This agreement covers the following public sector organisations in Wiltshire - Wiltshire Council, NHS Wiltshire, Swindon Borough Council, & NHS Swindon.

What does this mean?

Maggie Rae, Joint Director of Public Health will be managing the Corporate Research Team with effect from April 2010 for both the NHS and Wiltshire Council.

There is a commitment to work in partnership to deliver an improved service and products.

A joint business plan will be developed to identify suitable initiatives for Year 1 and beyond. One of the first priorities will be to re-design the current Wiltshire & Swindon Intelligence Network to be a more user-friendly product for internal and external customers.

Further communication on this venture will be available in the New Year on this exciting development. If you have any queries on this development, in the first instance please contact Maggie Rae via email on Maggie.Rae@wiltshire.nhs.uk

Maggie Rae
Joint Director of Public Health
NHS Wiltshire & Wiltshire Council
December 2009

Proposal - Planning for Infrastructure and Growth in Wiltshire

Based on an initial paper by Alistair Cunningham, the Wiltshire Public Service Board (WPSB) directed that a small number of WPSB members should discuss and develop the infrastructure proposal and report back to the Board.

A meeting for this purpose took place on January 19th 2010 and included representatives from Wiltshire Council, Wiltshire Primary Care Trust, Wiltshire Police, Wiltshire Fire & Rescue Service, the Homes and Communities Agency, SW RDA and GOSW.

This group agreed a structure and approach to take this proposal forward as detailed in this paper.

Recommendation

WPSB agree the structure and approach detailed in this paper and delegate responsibility to progress it to Wiltshire Council (Alistair Cunningham).

Executive Summary

That the WPSB extends its existing remit to have oversight of planning for the delivery of the infrastructure needs of Wiltshire. In order to do so it establishes a director level sub group – the Wiltshire Infrastructure Delivery Board (WIDB) – to lead and coordinate infrastructure planning and delivery across Wiltshire (Chaired by Wiltshire Council). WIDB to comprise public and private sector members, initially meeting three times a year and providing update papers to WPSB. WIDB (at the appropriate time) to set up operational level task and finish group(s) to undertake specified work prioritised by WIDB and WPSB. Further details are set out below.

Wiltshire Infrastructure Delivery Board (WIDB)

The WIDB will be the decision-making, director level body that leads and coordinates infrastructure planning and delivery across Wiltshire. It will sit under and report to the WPSB.

The establishment of an infrastructure delivery board is critical in gaining engagement at a high level in key organisations, securing the necessary buy-in to the process and ensuring that the resources are in place to make the delivery partnership effective.

WIDB will set the agenda for infrastructure planning and prioritisation in Wiltshire and provide a platform for the implementation of the 'Single Conversation' process.

There is likely to be a need for meetings to take place three times a year. It will be chaired by Wiltshire Council.

Key Functions

- Oversee and facilitate the preparation of an Infrastructure Delivery Plan alongside the development of an evolving Core Strategy for Wiltshire
- Lead and direct the infrastructure development of Wiltshire ensuring alignment with other corporate plans and strategies as well as stakeholder objectives
- Identify and prioritise infrastructure requirements for Wiltshire based on the County's future vision as identified by the Sustainable Community Strategy and to be delivered through the LAA and Single Conversation etc.
- Identify the opportunities for using public sector assets, co-location and influencing investment decisions to ensure a high standard of infrastructure provision for all communities including those areas of major new development
- Bid for, co-ordinate and allocate the resources necessary for delivery of the infrastructure plan, including the management of the Community Infrastructure Levy in due course
- Ensure successful infrastructure delivery

Governance Arrangements

Members of the WIDB would represent their organisation but be willing to take a wider view to plan and deliver Wiltshire's infrastructure needs.

Each member will also ensure the delivery of the individual projects for which their organisation is responsible, or has a significant role in achieving.

The WIDB does not have any separate legal status or budget and could not employ staff. It would not have any power to reach any decision which could bind any of the organisations.

The WIDB would itself be overseen by the WPSB, to which a regular infrastructure report would be made.

Membership

The WIDB should consist of director level officers involved in the planning and delivery of Wiltshire's growth. There will be a core group of members that are supplemented by others as necessary.

The core membership will be a combination of public and private sector representatives, as listed below:

- Wiltshire Council
- Environment Agency
- Government Office of the South West
- Highways Agency
- Homes and Communities Agency
- Natural England
- South West of England Regional Development Agency
- Scottish and Southern Energy
- Wessex Water
- Wiltshire Primary Care Trust
- Wales and West Utilities (Gas)
- Wiltshire Fire & Rescue Service

- Wiltshire Police/Wiltshire Police Authority
- Great Western Ambulance Trust
- Swindon Borough Council
- MoD/Defence Estates
- Wiltshire College
- Learning & Skills Council
- BT Openreach

The above list is not exhaustive and will be reviewed on an ongoing basis. It is expected that other infrastructure providers and external stakeholders would be invited to attend meetings on an as and when basis. It is also proposed that private developers are invited to relevant meetings, workshops or to specific agenda items as necessary.

Task and Finish Group(s)

The purpose of specific task and finish group(s) are summarised below:

- Undertake the work specified by the WIDB
- Co-ordinate the identification of infrastructure development and costing
- Overcome barriers to development projects
- Advise and support the WIDB on infrastructure provision in Wiltshire, providing detailed technical advice as required, and oversee the coordination, prioritisation and delivery of infrastructure provision in Wiltshire
- Identify current infrastructure expenditure and funding streams
- Identify and draw together standards for infrastructure provision and assess the current levels of provision

Governance would mirror the arrangements set out above for the WIDB. Membership would be agreed by the WIDB based on the specific remit of the task and finish group(s) and is anticipated to consist of technical officers and managers.

Wiltshire Council – Alistair Cunningham
January 2010

Key Diagram

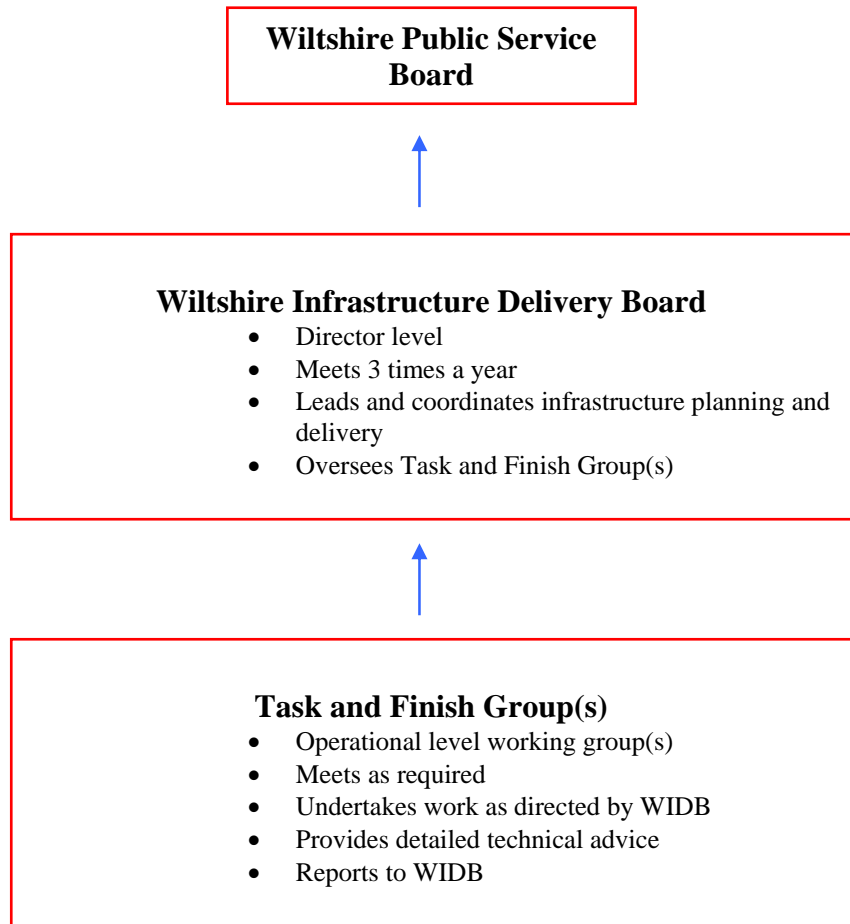


Fig.1 Wiltshire Infrastructure Delivery Board and Task and Finish Group(s)



Building Public Confidence

Laurie Bell

Diana Fulbrook



Why do we need to build confidence?

- The public does not distinguish between public sector organisations
- Communicating with one voice will ensure clarity, cost effectiveness, and consistency
- The opportunity to influence satisfaction and confidence
- Restore trust
- Increase involvement
- Increase staff motivation
- Achieve targets



What influences confidence?

- Satisfaction with local area – addressing ASB issues
- People are well informed
- Treated with respect
- Can influence and be involved in decision making
- People have greater understanding of issues and can help with problem solving
- Visibility of action
- Good quality services



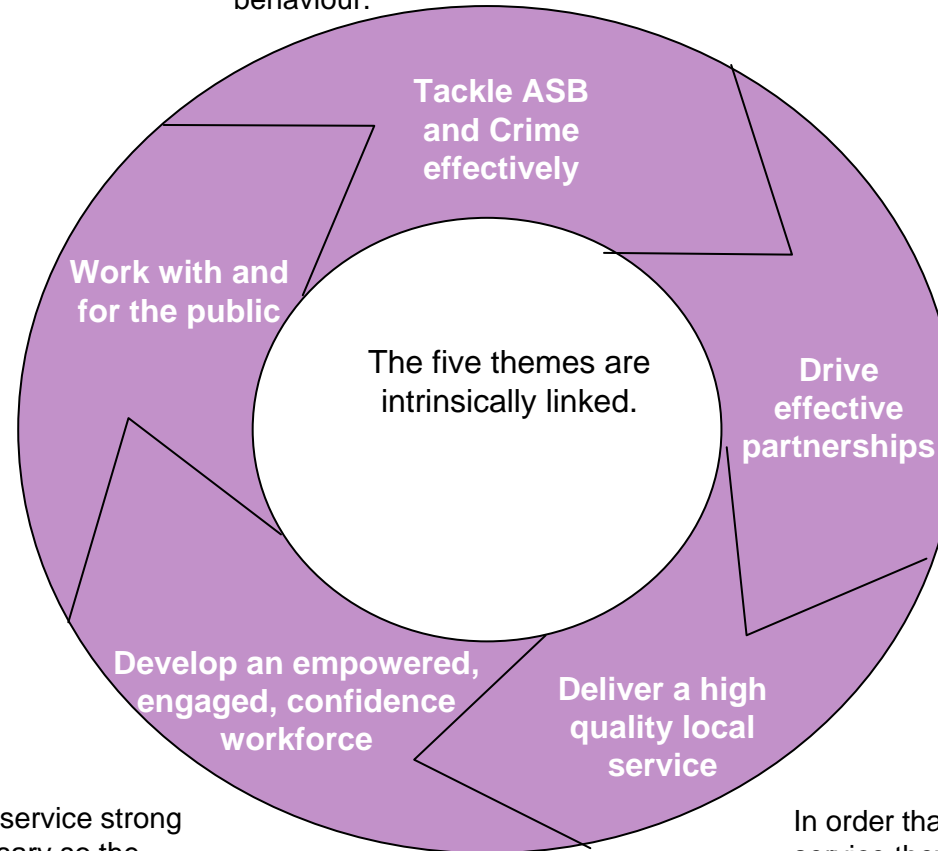
Public Confidence Route Map

Five Themes of Public Confidence

Understanding the people within our community and the issues affecting them can enable us to plan how to tackle the root causes of them effectively. This will improve public perceptions of ASB, drug dealing and drunk and rowdy behaviour.



By treating people fairly and with respect they will be more likely to engage with the service and provide us with the information we need to understand and deal with the crime and ASB issues that are affecting them locally.



Not many ASB and crime issues could or should be solved by the police working in isolation. Working closely and effectively with local partners can tackle local priorities in an efficient and effective way.

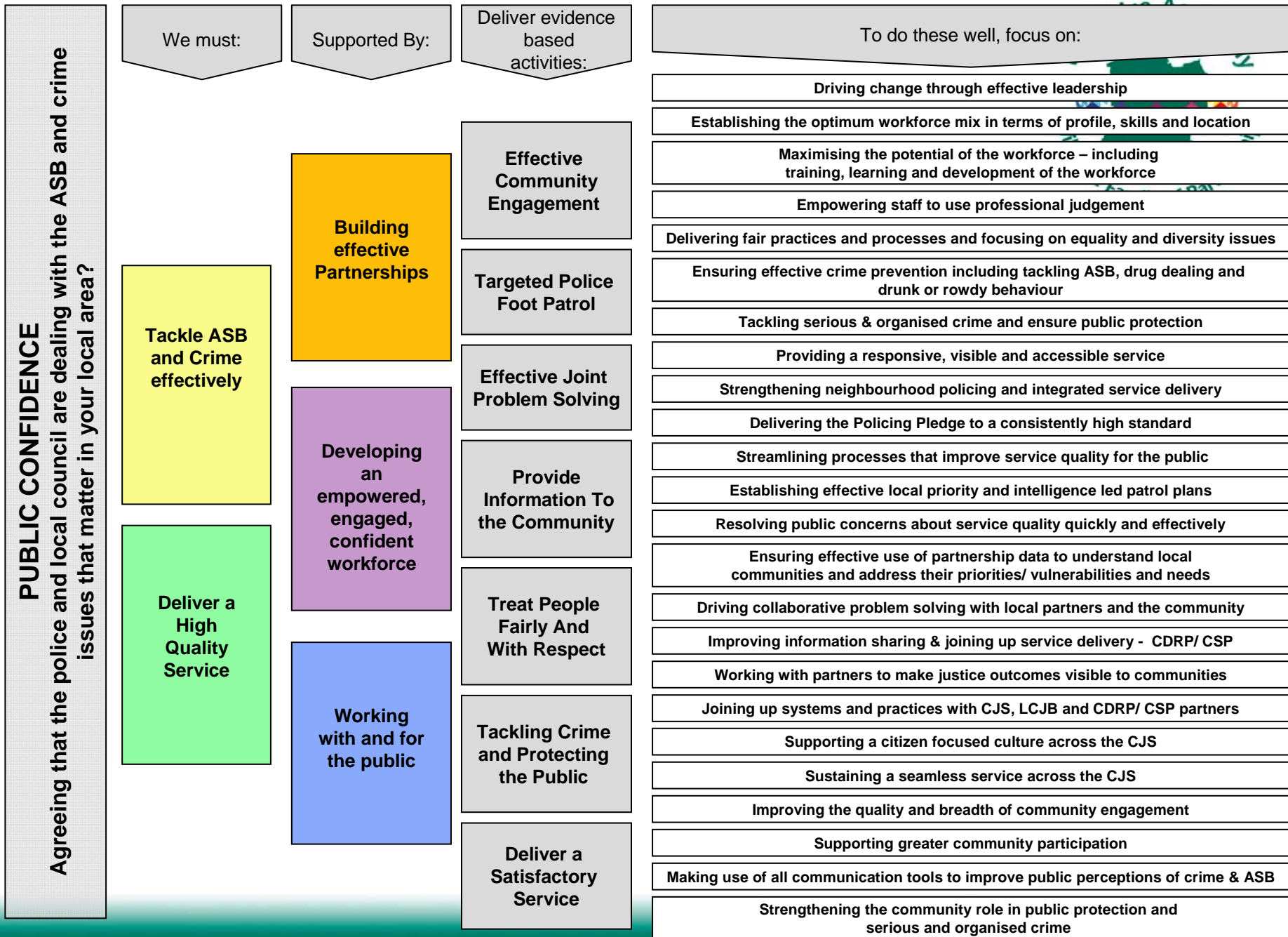
To deliver this high quality local service strong leadership and training is necessary so the workforce feels confident and empowered to adapt the service they deliver to meet individual and local priorities.

In order that people are satisfied with the service they receive, local services need to be consistently accessible, visible and responsive to individual and local needs and priorities.

The importance of communication

Professional, effective communications are at the heart of building confidence and improve public perceptions of anti-social behaviour and should be built in at every level – from planning to delivery.

Improving Confidence - Overview





Building confidence – communications strategy

- Key Goals
 - To increase public confidence
 - To have one voice for public services
- Plus
 - Increase public involvement
 - Increase public awareness
 - Increase staff awareness
 - Be more cost effective
 - Be more focused



Key recommendations

- Move towards one voice for public services
 - Suggest a pilot area – Anti Social Behaviour
- Pool resources to deliver pilot
- Extend the membership of the Confidence Group to include Wiltshire NHS
- Review and agree the overall targets for confidence levels
- PSB endorsement to deliver Communications Strategy

Wiltshire Public Service Board

Monday 17th March 2010

Attendance: David Ainsworth; Tony Barron; Laurie Bell; Sharon Britton; Alistair Cunningham; Bill Dowling; Diana Fulbrook; Andy Goves; Robert Hall; Gerry Hamersley; Steve Hedley; Christopher Hoare; Stephen Hodder; Jeff James; Andrew Kerr; Glen Leat; Maggie Rae; Juliette Randall; Sue Redmond; Steve Richards; Jane Scott; Richard Sheard; Steve Stone; John Thomson; David Warburton.

Apologies: Paul Aviss; Tony Bray; Di Dale; Craig Fisher; Niki Lewis.

MINUTES AND MATTERS ARISING

1. The note of the meeting of 1st February 2010 was approved.

Matters arising

2. Minute 5: Niki Lewis was to re-circulate PRG scheme guidance to area boards.

ACTION: Niki Lewis

3. Minute 23: Alistair Cunningham provided an update on the "Single Conversation". Wiltshire is on course.
4. Minute 26: CCTV: David Ainsworth reported that the CCTV project has been initiated and he will report progress at the next meeting.

INTRODUCTIONS AND WHAT'S NEXT

5. Andrew Kerr, Wiltshire Council's new Chief Executive, gave his first impressions of Wiltshire and led a discussion on ways the Board could work in the future.
6. Wiltshire and North Tyneside face similar issues and the differences around 'rurality' seem to be over-egged. Andrew's experiences of working in partnership in North Tyneside included:
 - Working with and churning regional and large strategies that they tried to translate through 'living partnerships'. All recognise that single organisations are no longer able to think about and resolve things on their own.
 - One public magazine covering all organisations across partnerships that provided information about local issues and the action being taken, as well as public events.
 - Annual face-to-face surveys on 'public services' not on single organisations. These informed working together.
 - Building an informed and shared understanding by looking at issues at the local level. For example, a partnership visit to Whitley Bay at night to look at anti-social behaviour identified real, practical solutions - such as doubling the width of the pavement outside the taxi rank to remove a cause of fighting and replacing glasses with safer glassware. The public reaction was very positive.

The Police are planning to do a similar thing in Chippenham.

ACTION: Stephen Hedley will let Board members know when this will take place.

7. Wiltshire's Family of Partnerships is a really good start. We should publicise this. The Wiltshire Assembly is able to look at big strategic issues and feed its opinion into our organisations and to other organisations in Wiltshire.

8. The Board welcomed the approach and confirmed that it is consistent with the way it wishes to work. It agreed that we should:
- Up our game on joint communications – this should be an easy win
 - Seek efficiencies together in respect of how we use our assets and in things we do transactionally; eg pay people
 - Have joint community engagement on a variety of issues; eg jobs, skills, anti-social behaviour, health. This will enable us to respond to government on issues together.
 - Have a clear understanding of Wiltshire’s economic situation, including the way it interacts with neighbouring economies, and have an agreed approach to development and capacity building.
 - Have a shared understanding and agreement on priorities:



- have an agreed, evidence-based umbrella “one version of the truth” that supports proper strategic thinking and helps us agree shared priorities
- fit our own plans within that; showing what we are doing about these priorities
- present priorities and issues in a joined-up way; we can then seek freedoms from government to enable us to take effective action
- be clear about what we want Wiltshire to look like and feel like in 20 years

TOTAL PLACE

9. Jane Scott updated the Board on Total Place, which in Wiltshire is called Unitary Plus. She has asked the Council’s policy officers to produce a position statement on the various initiatives, showing what is in progress and plans for the future. This will be shared with Public Service Board members in draft to add any missing information.
10. David Ainsworth provided an update on the work in Bemerton. This is a clear priority and we are now at the stage of gathering and considering detailed information, including information on networks – the contribution of partners to this is key. We now need a group of senior people to move to the next stage, and are likely to start working with

communities in May/June. It is important that people with appropriate skills, including people within the community, work with families and partners to ask how we can help people to take control and solve problems. Stephen Hodder reported that the MoD is working with the Academy on community outreach, which is an excellent opportunity. Sue Redmond will look into the possibility of a community base in the area.

ACTION: Sue Redmond to look at a community base; David Ainsworth will update next time.

11. Some Board members intend to visit Bemerton to gain a clearer understanding and the Board members asked to be contacted if there are blockages from within their organisations.

THREE LINKED ITEMS:

Research and Intelligence; Planning for Infrastructure and Growth; and Wiltshire Council's draft Corporate Plan

12. Andrew Kerr referred to the earlier discussion about planning and all agreed the approach which should give us a Community Plan by the Autumn, without making an industry out of it. The three items below will help make this effective.

Research and Intelligence and the JSNA – Maggie Rae

13. From April Maggie Rae will lead an intelligence team bringing together the Council and NHS Wiltshire. We have a wonderful opportunity on joint intelligence and the team will work with other partners including Police. The approach is:

Data → Knowledge → Wisdom

14. The 'wisdom' will support the Board in its strategic thinking and action and also support local action. This was welcomed by the Board.
15. Maggie updated the Board on the Health and Wellbeing Fairs which are being held throughout Wiltshire. These take information and advice to Wiltshire's communities and help develop a better shared understanding and local action. As an example, the Malmesbury Area Board is now championing health issues in the area – Chlamydia testing, men's health, and dementia.

ACTION: Maggie Rae will circulate a health profile to Board members for information

Planning for Infrastructure Growth in Wiltshire – Alistair Cunningham

16. Alistair Cunningham made a proposal from the working group to establish joint arrangements in Wiltshire. By planning collectively for the infrastructure needs for Wiltshire for the next 20 years we will know what we expect from developers and from planning and have a greater understanding of funding. This will identify gaps in provision, and we will use the intelligence to inform our plans and use our assets more effectively by sharing facilities. Accessing services electronically will be important so we need to tackle strategic issues such as access to broadband.
17. This will also help to ensure that facilities are properly designed into communities and that there are no surprises – and local plans will help communities to have a better understanding of all this and help communities engage in conversations with all public services about changes.
18. The approach will support better interaction with the national and regional bodies that provide facilities, and a greater understanding of the phasing of changes. It will feed our core strategy, the "single conversation" and regional funding: Having clear, agreed priorities will help secure regional funding and encourage the market to provide facilities. The Public Service Board will have an overview of priorities and will sign off the "single conversation" for Wiltshire. The infrastructure plan will feed into the community plan and

should make things more sustainable. It links with the core strategy and is informed by the JSNA.

19. The proposal was warmly welcomed and the approach agreed. This will help Wiltshire make a compelling case to bid for regional and national funding and will inform priorities for Wiltshire.

Wiltshire Council's Corporate Plan – Laurie Bell

20. Laurie Bell tabled a copy of Wiltshire's draft Corporate Plan and outlined the approach. All were encouraged to comment on the draft and asked to please e-mail any comments to Laurie Bell. Cabinet will consider the draft on Tuesday.
21. The Board could see how the Infrastructure Growth Group will contribute to the issues in the draft plan. Laurie was asked to ensure that the plan reflected the importance of public confidence/satisfaction and to send an electronic copy of the plan out to Board members.

ACTION: Laurie Bell

22. GOSW was asked to contact the government to ask if it could please use one term – public confidence or public satisfaction.

ACTION: Juliette Randall

PUBLIC CONFIDENCE AND COMMUNICATIONS

23. Laurie Bell and Diana Fulbrook tabled a report and presented information about improving public confidence in the public sector. We have a huge opportunity to improve. We know what influences public satisfaction. The draft Communications Strategy for public confidence was outlined. The key recommendations are:

- Move towards one voice for public services
- Suggest a pilot area – Anti Social Behaviour
- Pool communications resources re anti-social behaviour to deliver the pilot
- Extend the membership of the Confidence Group to include Wiltshire NHS
- Review and agree the overall targets for confidence levels
- PSB endorsement to deliver Communications Strategy

24. These recommendations were agreed, including pooling communications resources used for Anti Social Behaviour for the pilot.

ACTION: Laurie Bell and Diana Fulbrook to progress

25. We need to be specific about the issues being addressed in relation to Anti Social Behaviour eg graffiti, rowdy behaviour, etc. Changing perceptions about anti-social behaviour is a key priority for the communications plan.

26. The production of a Communications Strategy for the Public Service Board was overtaken by the work on public confidence. The Board would now wish to see its Communications Strategy produced as a matter of urgency, and the Communications Strategy for public confidence should fit within that.

ACTION: Laurie Bell will bring together a group to produce the Communications Strategy for the Public Service Board and make recommendations to the next WPSB meeting in April. The Communications Strategy for building public confidence will fit within that.

FUTURE WORK PROGRAMME

27. The future workplan should include strategically significant issues identified by individual organisations. Members will e-mail Sharon Britton with items.

ACTION: all

28. The WPSB Awayday has been arranged for Monday 5th July and will be held at Urchfont Manor, Devizes.

ANY OTHER BUSINESS

Health Protection Agency

29. Steve Richards reported that the Health Protection Agency is considering moving some of their provision to Essex. WPSB members encouraged to add to the campaign against this, which is being led by the Council. GOSW will support the campaign through Department of Health.

ACTION: Alistair Cunningham will circulate a briefing note / all to support the campaign

Next meeting:

28th April 2010 at 4.30 p.m. in the Chestnut Room, County Hall.