



NWeGG “Grapevine” October 2006

The regular round up of NWeGG activities and plans.

1	Introduction	1
2	“NWeGG” Annual Conference - ‘Transforming Local Services’	1
3	“Goings on” in the region	1
4	Inaugural – IT and information and Security Assurance Forum.	1
5	Project and Programme Managers Group	2
6	Customer Service Managers Group	2
7	NW Local Efficiency and Transformation Group (LETsGO)	2
8	Working With Business	2
9	Government Connect Update	3
10	Local e-Government Standards Body Update	3
11	National Take-Up Campaign	3
12	Validated Service Delivery Costs Project	3
13	Coming Events	3
14	Oldham’s Fact Sheets Project	4

1 Introduction

We hoped that you found the NWeGG Transforming Local Services conference productive from a learning, networking and reflecting perspective and will take a few minutes to tell us what we did well and did badly when we send through a feedback form shortly.

Looking ahead, there are a number of events planned including an excellent Programme Management seminar by **Dr Geoff Reiss, industry guru and Chair of the UK Programme Management Special Interest Group** on the 12th December at Stockport MBC.

We are also working on project briefs for the regional **Project and Programme Management Strategic Support Centre, Business Continuity in Customer Services, Information Sharing and a model for Transaction Definitions**. Read on to find out more.....

2 “NWeGG” Annual Conference - ‘Transforming Local Services’

(7th November 2006 (City of Manchester Stadium, Sport City, M11 3FF))

Over **300 people** attended yesterday’s session and the feedback has generally been good, but with some complaints about the early start and heating – sorry about that.

The presentations will be available soon and the plenary sessions were all recorded so we are

working out how to get them online as soon as possible so you can mull over Sir David’s words on “**continents not islands of excellence**” and “**venture capital type funding**” for good projects. We look forward to hearing more about this for sure.

3 “Goings on” in the region

We hear about great work that is going on in the region and it important that this is shared so that the wheel isn’t reinvented. Here are a few that you might want to follow up on:

- [Connected Cumbria](#) are working on a number of interesting shared services proposals across the County and Districts.
- [Pendle Borough Council](#) and [Liberata](#) are holding a Beacon event on the 22nd Nov to share their experiences of setting up their acclaimed public private partnership.
- [Greater Manchester ePartnership](#) are helping lead the National Process Improvement Programme and are initiating a project that will develop common business process skills and analyse several processes across all the Greater Manchester councils using the same tools. The project, which will be partly NWeGG funded, will build skills and develop a better understanding of the potential for efficiencies.
- [Chorley](#) and [South Ribble](#) are similarly investigating the potential for shared services with some support from the NWCE.
- [NWeGG](#) and the [NWCE](#) are working together on the Corporate and Transactional Services agenda and will be updating the North West Audit of Collaborations via a national survey that is expected to go out in early December. This will help us understand which authorities are working together and which may like to work together.
- As [The Single Non-Emergency Number](#) programme has been halted by the Home Office for a ‘fuller assessment of Wave 1’ we hope that all the good and hard work on this in Cumbria and Lancashire areas can be used productively in other ways.
- Many authorities are following [Stockport’s](#) lead in generating large efficiency savings just by advertising jobs more effectively. Similarly, a number of areas are activity considering Greater Manchester’s [eRecruitment](#) approach for their own use to take this to the next level.

4 Inaugural – IT and information and Security Assurance Forum.

The inaugural IT and Information Security Forum was held with support from SOCitm on the 13th October and was very well attended. The group were informed that secure and assured IT systems are a core infrastructure component of sharing information are essential to the shared services element of the Transformation Agenda and that establishing a Information Security Assurance community was an NWeGG priority.

Presentations were given by **Evolve North on 'Enterprise Threat Protection' solutions.** Pannone LLB provided legal advice on what should be written into **User Acceptance Policies** and Peapod on **Unified Governance** (enterprise compliance issues and software). There was a presentation by Judy Revell consultant to NISCC on the Business Case for having a WARP and how the **Kent Connects WARP** had been developed since its inception two years ago.

It is intended that the website that is being developed for the NW Warp will become the primary content management system for the forum. The presentations from the day can be downloaded from:

http://www.nwegg.org.uk/interface/view_events.asp?id=347

Next meeting of the group will be on the **14th December 2006**

5 Project and Programme Managers Group

The group last met on the 11th October in Manchester to hear several key presentations and discuss the proposals for a **regional PPM Strategic Support Centre** based on the OGC PPM Centre of Excellence model.

Thought provoking presentations were given on **Project Assurance, Project and Programme Accounting** and an impressive **project portal solution for collaborating across projects.** Our thanks as ever to the speakers.

The NW PPM Centre concept received wide support with several councils expressing an interest in being part of the core stakeholder group. The Centre will aim in the first instance to **benchmark the North West's level of PPM maturity** and develop a programme to improve the overall capability level. Funding for the project is coming from NWeGG and the North West Improvement Network. If your council would like to find out more please register on the PPM Group page on the NWeGG website for updates.

Presentations and the document Delivering Excellence in Project and Programme Management can be downloaded from http://www.nwegg.org.uk/interface/view_events.asp?id=338

The next meeting of the group will be held on the 12th December with the key speaker being **Dr Geoff Reiss**, the industry guru on Programme Management. This should be a great session and one that you'd pay a lot for normally!

6 Customer Service Managers Group

The Customer Services Managers Group met on the 4th October – the theme for the meeting was **'Developing Channel Strategies and Channel**

Migration.' Andrea Bruffell and Julie Williams provided a frank and thoughtful insight into the development of **Wirral MBCs Customer Access Strategy.** There were also other presentations on **LB Islington's use of demographic data** to improve customer service and service planning and LB Lambeth's approach to **modeling unit transaction costs** with a demonstration of the calculator that they have used for this purpose which could be used to great effect by many councils.

Presentations and the 'Lambeth Calculator' can be downloaded from:

http://www.nwegg.org.uk/interface/view_events.asp?id=333

The group approved **two new projects:** The first to define a simple transaction modelling tool which authorities can use to benchmark transaction cost in a standard way. The second is to investigate the potential in the North West for improved **'Business Continuity Planning for Customer Contact Centres.'** It is intended to scope this project ready for next group meeting on the 7th December, which will have a Business Continuity Theme.

If you would like more information on either of these projects please register with the **CSM Group** and come to the 7th December meeting.

7 NW Local Efficiency and Transformation Group (LETsGO)

The LETsGO group meets again on 16th November at a joint session with the esd toolkit. The agenda includes opportunities to hear about the **new National Process Improvement Programme** and the tools that Chester City council is using to manage change effectively.

NWeGG is also running another of the popular **Rough Cut Activity Based Costing workshops on the 28th November**, so if you would like to attend please sign up on the NWeGG website. **This full day workshop is offered at a significantly reduced cost of £95 per person (a bargain!)**

8 Working With Business

A regional working with Business Workshop was held on the 13th October with several of the North West Digital Development Agencies.

Rita Wilson of Lichfield Council, who are leading on the **'Business Matters'** Project (formerly the Working with Business National Project) spoke on their plans and the objectives of the next phase of the project. Further information can be obtained from the website www.wmlga.gov.uk/businessmatters

Clare Poulter of the **Cumbria Procurement Initiative** provided an insight into the work being done by within Cumbria to develop eProcurement including development of an **electronic marketplace and procurement portal** and development of the **Cumbria Shared Commodity Procurement**

Service. If you want to know more about this initial contact either Clare on Clare.Poulter@cumbriacc.gov.uk or Neil Hind at the North West Centre of Excellence on neil.hind@hind.co.uk or 0161 3423445.

The ideas that have been collated will be fed back to the NWDA and Digital Development Agencies to try to promote better business support in the North West.

9 Government Connect Update

In addition to the updates in the Government Connect newsletter (see www.govconnect.gov.uk), NWeGG is working with the GC programme office to put in place an additional set of workshop for councils that have expressed an interest in being early adopters.

The first of these will be in the New Year and be specifically at helping authorities understand and reach the requirements for the **Code of Connection. This session will be for authorities who have said that would like to be early adopters.**

We plan to hold an additional sessions on the **local authority business case for GC** before April 2007.

We are pleased as well to be able to say that a new Business Support Change Offer has been appointed for the North West who will take up the post in December.

10 Local e-Government Standards Body Update

A new business plan, governance model and standards approval process has been developed for LeGSB and the new **Director of Standards, Paul Davidson**, introduced this at the Conference on the 7th November. The work to redefine LeGSB has taken longer than planned because a large number of stakeholders have been activity involved and consulted, however we feel that the new model will offer real value to councils and play a key role in the supporting improvement and transformations.

11 National Take-Up Campaign

The NWeGG Programme Office attended a take-up campaign seminar on the 20th September. Dr Peter Blair of the DCLG was the keynote speaker and provided some insights into policy drivers and how the next phase of the campaign will be conducted:

Angela Smith – has clear ideas on eGovernment & take-up wants to embed more responsibility for marketing on LA's. Quote from Angela "We are trying to make it very clear that eGovt is not an 'add-on' it is central "

- The Government invested £675m into eGovernment and local authorities invested £2.2 billion. We seek to drive out the benefits in the next 18 months to meet the efficiency targets. Intends to offer guidance on efficiency

gains from migration. He mentioned the Local Government White Paper where there will be clear targets on efficiency and the Varney reviews focus on - Service Delivery transformation (unit costs and embedding the customer).

- "Placing citizens at the heart of your service delivery programme demands that the Internet is a mainstream Service Delivery Channel." There is a need to play into the usefulness of LA Websites.
- Wants the take-up campaign to explore 'Customer Profiling' and cited some good practice examples. For this stage of the Take-up campaign, he wishes to have a dialogue and partnership with local authorities over the next 18 months. His ambition is to have handed over to local authorities by March 2008. Next stage is 'Taking it Local' - not by dictat from 'Eland House'

12 Validated Service Delivery Costs Project

NWeGG and The Institute of Public Finance (IPF) have delivered a short cycle DCLG funded project to provide indicative unit channel transaction costs and a method for defining what costs should be included.

The published report is seen as a first step in a journey, which would allow Local Authorities to consistently benchmark channel and service transaction costs. Copies of the report can be obtained by following this link.

http://www.nwegg.org.uk/interface/view_document.asp?id=1418

13 Coming Events

[Local Efficiency and Transformation Group \(LETsGO\) Meeting](#)

16th November 2006 (Venue: Preston, Red Rose Hub)

[WARP Adopters Meeting](#) 22nd November 2006 (Liverpool John Moores University)

[Practical Process & Efficiency using ABC Workshop](#) 28th November 2006 (Venue TBC (will be in the North West region))

[Customer Service Managers Group](#) 7th December 2006 (Venue TBC)

[Project & Programme Managers Group](#) 12th December 2006 (Venue TBC)

[IT and Information Security Assurance Forum](#) 14th December 2006 (Venue TBC)

Register for any event at www.nwegg.org.uk

We try to visit as many LA buildings around the North West as possible throughout the year, if you like to host any of the above events please contact Catherine.oneill@nwegg.org.uk

www.nwegg.org.uk

- CASE STUDY -

NWeGG is delighted to be sharing some of the best work done on eGovernment in the region and presents:

14 Oldham's Fact Sheets Project

Why should this interest me?

By using the processes that the Factsheets project identified you can save half a million pounds a year in a typical local authority, by reducing the printing of leaflets and putting them online in a format that customers find accessible, usable and easy to understand.

Project Drivers

- To provide better information on Social Services to customers and intermediaries.
- To cut costs of information production.
- To be able to track usage of the information provided.

Summary

Information about our services can be much more accessible to our customers because it is provided in a format that is familiar to them (a "leaflet"), uses plain English and a large typeface, and is provided in a consistent, quality-controlled manner. Variations on the Fact Sheets include easy read and foreign language versions. Intermediaries like them because they can quickly access the information at any time of day and pass it on to their customers.

How this fits with national agendas

Although this project pre-dated the Integrated Children's Services and Adults Services agendas, it is eminently suitable to support the changes because it is ideally placed for providing updated information to citizens quickly and effectively at a low cost.

The original project was part of the e-Citizen National Project, so its outcomes have been shared amongst the entire local authority community as well as third sector organisations such as Age Concern. We are now working on a collaborative approach within Greater Manchester and hope to replicate this throughout the regions.

Looking Ahead

The project is now live. Rollout across the whole of Oldham MBC is underway. Oldham will pilot the

next phase that will see a "decision tree" functionality added, that will enable customers to identify the Factsheets they need. Currently over 300 Fact Sheets are available and over 300 councils have already requested the resource pack within a month of its launch. Greater Manchester councils are developing a business case for a collaborative approach to further Factsheet development.

Outcomes

Cost savings: The end to end cost of a typical printed leaflet averages at £585.56 as compared to the typical cost of producing an online Factsheet of £81.55. The cost savings are greater when it comes to amendments, with an amendment to a printed leaflet costing £409.11 as compared to a £7.10 amendment to a Factsheet.

Customer Access and Monitoring: Printed materials are almost impossible to track and slow to disseminate; online materials can be assessed from download numbers.

In April 2006 over 5,000 Social Services Fact Sheets were downloaded. Customer and intermediary feedback from surveys and focus groups has been positive.

How can I find out more?

Contact the team at Oldham via:

website: <http://www.oldham.gov.uk/factsheets.htm>
email: Bruce.Levitan@oldham.gov.uk

Telephone: 0161 911 4988