

Cabinet Member Decision Paper

Date of Meeting: 11 July 2017

Report of: Fiona Reynolds, Director of Public Health

Subject/Title: Social Franchise Model Revised Offer Amendments – Connected Community Centres

Portfolio Holder: Paul Bates – Cabinet member for Finance and Communities

1. Report Summary

- 1.1. Cheshire East Council as part of the Connected Communities Strategy is leading a programme of work along with our partners, to develop vibrant and sustainable Connected Community Centres in identified priority locations including our key service centres and those neighbourhoods which feature in the top 25% nationally in terms of overall deprivation. By revising our existing social franchise model it allows us to focus on key areas, engages communities in decision making, and promotes collaborative working to identify and tackle local priorities through a range of key buildings in the heart of communities. Establishing 30 Connected Community Centres over the next 2 years, will be key to service delivery ensuring we are tackling local priorities, providing the right services in the right place, at the right times. They can be the flagship venues for delivery points in our communities for Cheshire East Council, partners and commissioned services.
- 1.2. The Cabinet Member for Communities approved the pilot social franchise offer for Community Hubs back on 20th July 2015. The revised social franchise model has used the learning highlighted in the Connected to Services report approved by Cabinet on 8th March 2017 (Appendix 2).
- 1.3. This report provides detail on amendments for the revised social franchise model.

2. Recommendation

- 2.1. To agree to the amendments made in the social franchise model
- 2.2. To agree that 30 venues during 2017/18 and 2018/19 will be proposed to the portfolio holder for communities to be awarded franchisee status

3. Other Options Considered

- 3.1. To continue with the pilot social franchise model was considered but the pilot provided strong feedback from local stakeholders to what was required to achieve its original aims which were to ensure services are

coordinated, they focussed on early intervention and prevention and local priorities are identified and tackled.

4. Reasons for Recommendation

- 4.1. The revised franchise model provides a greater offer for franchisees and higher expectation on local stakeholders to make decisions. The emphasis is on local organisations through established networks and partnerships identifying priorities within a footprint and working collectively using the Connected Community Centre as the delivery point for service delivery to tackle those identified priorities. The venues will be visible to local partners and residents with branded signage displaying “Connected Community Centre” along with the Cheshire East logo. Each venue will be quality assured through the completion of a Community and Voluntary Sector quality mark named GRIPPP.
- 4.2. The financial offer associated with this social franchise model is time limited for two years. It is important if Cheshire East Council are committed to providing services in the right places at the right time for early intervention and prevention and that the Connected Community Centres are recommended as delivery points through commissioned contracts when applicable.

5. Background/Chronology

- 5.1. The Cabinet Member for Communities approved a pilot social franchise model for Community Hubs on the 20th July 2015. A model was adopted and monitored for development.
- 5.2. Cabinet agreed to a set of changes based on learning from the pilot franchise model in the Connected to Services report on 8th March 2017.
- 5.3. A revised social franchise model has been consulted with local stakeholders and the proposed changes are as follows:
 - To display Connected Community Centre signage
 - To be provided with a secured tablet that will have access to a local directory of services (Livewell website)
 - To award grant funding of up to £5,000 for a period of two years to reserve the use of the facilities (equivalent to 5 hours of room hire per week based on £10 per hour) for the delivery of early intervention and prevention services which will be decided by their local network/neighbourhood partnership.
 - An open day (show case of services) will be arranged from awarded franchisee building to inform the community what services could be delivered.
 - An invitation to a biannual conference to allow networking between franchisees.
 - Long term aim will be for the Connected Community Centre to become the flagship venue for service delivery in the footprint it is located within, we will be working with commissioners and providers to support this.

- To be located in the Connected Community identified priority locations including our towns and neighbourhoods within the top 25% areas nationally for overall deprivation (Appendix 1, page 4)
- Each venue will continue to be quality assured through the completion of a Community and Voluntary Sector quality mark known as GRIPPP.

6. Wards Affected and Local Ward Members

- 6.1. All wards across Cheshire East

7. Risk Management & Implications of Recommendation

7.1. Policy Implications

Procurement policies will be adhered too in relation to the financial payment.

7.2. Legal Implications

The Council has the power to award grants to organisations using its general power of competence in section 1 of the Localism Act 2011. In exercising the power the Council must satisfy its public law duties. In essence this means that in making the decision the Council must have taken into account only relevant considerations, followed procedural requirements, acted for proper motives and not acted unreasonably. An application process is a clear statement of the criteria that the Council is applying and is essential if the Council is to defend any challenge to its decision making process.

A social franchise and associated grant funding is being awarded following an application process and against set criteria. By entering into a formal grant agreement with the Council the organisations can be monitored and required to report back to the Council upon their compliance with the franchise requirements and expenditure of the grant. The decision making process was delegated to the Portfolio Holder in order to ensure that decisions can be made expeditiously and at the appropriate level.

Grant funding to organisations based on the application of the Council's published scheme satisfies the Council's public law duties.

7.3. Financial Implications

The £5,000 grants provided over four singular £1,250 payments made over two years for each franchisee will be funded from the Community hub reserves which were approved as part of the Connected Community Strategy by Cabinet on 8th November 2016. There is sufficient funding in this earmarked reserve for up to 30 Connected Community Centres. The total potential award, 30 centres over next 2 years at £5,000 each over 2 years is £150,000.

7.4. Equality Implications

Application has been open to all asset owners in 26 Connected Community identified priority areas of deprivation

7.5. Rural Community Implications

Not all rural can be offered this support as the resource needs to concentrate initially on the in Connected Community identified priority locations including the top 25% areas of deprivation

7.6. Public Health Implications

The Connected Community Centres will be the flagship venues for public health service delivery in communities. The consideration of these venues in future commissioned contracts as delivery points to achieve outcomes will be of benefit to local hard to reach residents, achieving a greater reach and assisting with outcomes for the commissioned providers.

7.7. Risk Management

All risks will be mitigated through continuous monitoring of the franchise model.

8. Access to Information

8.1. Revised Social Franchise model application form that outlines offer and expectations (Appendix 1).

8.2. Connected to Services Report signed of by cabinet 8th March (Appendix 2)

9. Contact Information

Contact details for this report are as follows:-

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