

Minutes

Oldham Leadership Board

11th July 2019, 10 am until 12 noon

Lees Suite, Civic Centre Oldham

Present:

<p>Cllr Sean Fielding Cllr Arooj Shah Dr Carolyn Wilkins OBE</p> <p>Dr John Patterson Cllr Jenny Harrison Rebekah Sutcliffe CS Neil Evans Liz Windsor-Welsh Katrina Stephens Vinnie Roche Bill Lovat Alun Francis Dave Benstead</p> <p>Steve Holden David Jago Shelley Kipling</p> <p>Vicky Sugars</p> <p>Also in attendance: Neil McNroy Victoria Bettany Steve Boyd</p>	<p>Leader, Oldham Council Deputy Leader, Oldham Council CEO, Oldham Council and Accountable Officer, Oldham Cares Chief Clinical Officer, Oldham Cares Chair of the Health and Wellbeing Board Strategic Director of Reform, Oldham Council Chief Supt, Greater Manchester Police Chief Executive, Action Together Director of Public Health, Oldham Council CEO, First Choice Homes Regional Director, Regenda Homes Principal, Oldham College Diodes and Chair of the Economy and Skills Board Oldham Community Leisure Oldham Royal Assistant Director, Communications and Reform Strategy, Partnerships and Policy, Oldham Council</p> <p>Centre for Local Economic Strategies Centre for Local Economic Strategies Head of Procurement, Oldham Council</p>
<p>Apologies:</p> <p>Cllr Zahid Chauhan Helen Lockwood Nicola Frith Donna McLoughlin Stuart Lockwood Jeremy Broadbent</p>	<p>Cabinet Member for Health and Social Care Deputy Chief Executive, Oldham Council Oldham Royal Alliance Director, Oldham Cares CEO, Oldham Community Leisure Business Leader</p>



1	<p>Minutes and key updates/progress since the meeting on the 17 January 2019</p> <p>Presented by Cllr Sean Fielding, Leader of the Council (Chair)</p> <p>The Minutes of the meeting held on the 17 January were agreed</p> <p>Geographical alignment Rebekah Sutcliffe, Strategic Director of Reform and Dr John Patterson, Chief Clinical Officer, Oldham Cares, provided a verbal update on the current position for negotiating geographical alignment. This included an update on the recent establishment of Primary Care Networks.</p> <p>AGREED/ACTION:</p> <ol style="list-style-type: none">1. The Minutes of the meeting of 17 January 2019 were agreed as a correct record2. The progress on seeing geographical alignment was noted by the Board
2	<p>Local wealth building</p> <p>Neil McInroy, Centre for Local Economic Strategies presented where we are up to with local wealth building plans and made recommendations on what Oldham needs to do next.</p> <p>Board members stated that:</p> <ul style="list-style-type: none">• Oldham Royal Hospital spend is low because the national procurement process makes it difficult for the hospital to spend locally• The GM Health and Social Care Partnership is working with CLES to consider how the health and social care system can get more flex on what it spends and this is being fed through to national government• Oldham College is an important anchor because it provides the link between apprenticeships and employers• Oldham Community Leisure are focusing on local workforce as the areas it can add the most value• Public Service Reform and local wealth building need to come together – you can't reduce demand on services if you do not improve local economic performance• The GM narrative still requires further work – our aim to improve the lives of people who live in the city region rather than strive for gentrification• The Oldham narrative (and Oldham Model) is about PSR and Local wealth building but further work is required to articulate this clearly and simply• The Wigan Deal is reform, Preston Model is local wealth building – but both needed for Oldham and to bring these together• If we just employed more people from our poorest wards as a set of anchor institutions we would have a big impact on alleviating poverty.• GMP is a good example for local workforce but this has been made difficult due to plans to centralise staff in Manchester• We need to express the financial impact of centralising services in Manchester and the value of local economic models• We need to move away from theory to concentrate on the actual processes required to move local wealth building forward e.g HR practices, procurement etc



	<ul style="list-style-type: none">• We may need to put collective resource behind this to make it work including shared posts to do some of the ‘stitching work’• A workstream on our collective purchasing power is needed and this would enable us to identify potential social enterprise (e.g catering)• We need to commission a piece of work about grow our own workforce and why we don’t employ more people from local communities – this will need to look at both perception and reality• The starting point for the work of the Oldham Leadership Board is local wealth building and we need to spend time as a Board focusing on the key aspects – procurement/collective purchasing; workforce; assets. <p>AGREED/ACTION:</p> <ol style="list-style-type: none">1. To establish an HR group to see if we can work together to improve recruitment from our underrepresented wards. (Rebekah Sutcliffe)2. That we consider a dedicated partnership capacity to collective purchasing/procurement (Rebekah Sutcliffe)3. That we amend the Forward Plan for the Board to consider each aspect of local wealth building in turn starting with workforce in September, followed by procurement/social value/purchasing (November) and then assets (January) – with clear programmes for each (Vicky Sugars)
3	<p>Place narrative and messaging</p> <p>Dr Carolyn Wilkins, Chief Executive of Oldham Council and Accountable Officer for Oldham Cares introduced the item on place narrative and messaging.</p> <p>Shelley Kipling, Assistant Director for Communications and Reform fed back the collective results of the survey.</p> <p>The following points were made:</p> <ul style="list-style-type: none">• Board members consistently mentioned that diversity was an Oldham asset but celebrating diversity does not feature strongly in our work or messaging.• We do not share enough of each other’s success stories• We are not making enough of our collective workforce or using residents enough to tell our stories• We need to bring together all our Communication strategies and plans to bring about alignment• We need to balance common messaging but not make this too big that we lose our authenticity• Poverty and living standards and inequality is a key issue we can brigade around as a partnership and that we needed to identify common themes for collective messaging• Strong leadership was required to deliver consistent and positive messaging• There is pride in Oldham and we need to build the model from residents – upwards not downwards

	<ul style="list-style-type: none"> • We need to ensure our messaging is easy enough to be understood by all residents • We need reframe negative stories into positive ones • There is an opportunity to sell the Oldham Model • That leadership, coherence and co-ordination is required <p>AGREED/ACTION</p> <ol style="list-style-type: none"> 1. That we convene a Partner Communications Group (Shelley Kipling) 2. That this group bring together all our communication strategies and look at common purpose and identify core themes for collective messaging 3. That we re-establish the Oldham Leaders twitter feed (Vicky Sugars)
4	<p>Oldham College Strategy 2019-2024</p> <p>Alun Francis, Principal of Oldham College presented their strategy 2019-2024.</p> <p>Alun explained the legacy issue of our previous ambition to become a University town back in 2007 and the opportunities and challenges of a GM centralised university model.</p> <p>The Board commented that:</p> <ul style="list-style-type: none"> • 50% of students do not go to university but we need to do more to celebrate them and their success • We can do more to celebrate the success of students achieving technical level qualifications – especially on results day! • We need to do more to promote the recent success of the College achieving TEF ‘silver’ • That the college is aligned to Sheffield Halam and the Open University but we do not do enough to maximise these links • The college has 3 areas of specialism – digital, construction and health and social care • That the college can offer bespoke degree level qualifications for any anchor institution • That we need to map the workforce needs of the borough – council, health and social care etc so that we can better join up the link between the college and our needs <p>AGREED/ACTION</p> <ol style="list-style-type: none"> 1. That we arrange a meeting with reps from various organisations to discuss how the college curriculum can reflect Oldham employment needs (Alun Francis and Vicky Sugars) 2. That we all promote the College success as a Board, especially on results day (all)
5	AOB and Deferred Items



	AGREED/ACTION 1. That the items on the GM Good Employment Charter and the Oldham Pledge be deferred to the September meeting of the Board (Vicky Sugars)
6	Date and time for next meeting 26 September 2019, 10:00 - 12:00, Lees Suite, Civic Centre