

KENSINGTON AND CHELSEA PARTNERSHIP
TAKING FORWARD THE LOCAL AREA AGREEMENT (LAA)

7th September 2005

This paper invites the Steering Group to:

- note areas of the LAA that must be covered by mandatory targets
- agree that the voluntary targets to be included in the LAA should meet one or more of the criteria set out in 5.4, and both the criteria in set out in 5.6
- consider and prioritise the proposals that have been received for inclusion in the LAA
- approve the process for progressing the Agreement set out in paragraph 14.

FOR DECISION

1. Introduction

- 1.1 This paper reports on progress since July on preparing the LAA; invites the Steering Group to consider and agree aspects of this work; and sets out proposed next steps.

2. Progress since July

- 2.1 Officers have held two meetings with the Government Office for London (GO-L), including a meeting between GO-L lead officers on the four “CPA blocks” and their counterparts and other partners in Kensington and Chelsea (see Annex A). These meetings have helped to clarify Government expectations on the Agreement.
- 2.2 Invitations to submit proposals for inclusion in the Agreement, especially in relation to the 12 stretch targets that are to be included, have been extended to all councillors, senior council officers, key partner organisations and the voluntary sector (through the Social Council). Respondents were asked to submit any ideas by 2 September, and the results will be reported to the Steering Group on 7 September.

3. Determining the content of the Agreement

- 3.1 The targets to be included in the Agreement fall into two types:
- targets covering mandatory outcomes, as decreed by Government guidance; and
 - targets included on a voluntary basis by local areas.
- 3.2 In either case, the targets can be:
- “ordinary” targets, pitched at the existing expected level of performance, or
 - “stretch” targets, where partners undertake to go further and faster with the assistance of pump priming funding and freedoms and flexibilities and (if targets are met) the promise of reward grant.

4. Mandatory outcomes

4.1 By virtue of its receipt of grants for community safety and the Local Enterprise Growth Initiative, Kensington and Chelsea is required to include targets relating to mandatory outcomes on:

- reducing crime and the harm caused by illegal drugs,
- reassuring the public, reducing the fear of crime and anti-social behaviour
- empowering local people to have a greater voice and influence over local decision-making and the delivery of services
- increasing entrepreneurial activity amongst the local population
- supporting the sustainable growth, and reducing the unnecessary failure of locally owned businesses
- attracting appropriate inward investors who make use of local labour resources

5. Voluntary targets

5.1 A key task for the KCP Steering Group will be to determine which targets to include voluntarily.

5.2 Perhaps most importantly, the voluntary targets included in the Agreement should reflect the issues that partners feel matter most to local people, or that would make the greatest impact on residents' quality of life. The identification of targets -- especially stretch targets -- in the LAA is, in effect, a statement of local priorities.

5.3 Although importance to local people is a necessary criterion for a target to be included in the LAA, it is not a sufficient one. There is a price to pay and risks involved in including a target in the Agreement -- regular six monthly reports on progress to Government, with the possibility of censure (or even intervention) if a target is not being met. So before a target is voluntarily included there needs to be something "in it for us".

5.4 There are five reasons why it may be beneficial to include a target in an LAA:

- if in order to take an initiative forward it is necessary to gain access to the £1m of pump-priming funding on offer for stretch targets in the Agreement
- if the achievement of a local ambition is being impeded by fragmentation of funding streams, which could be rationalised within the Agreement
- if we are currently subject to an onerous performance reporting arrangement with Government, that could be streamlined under the Agreement
- if there is an obstructive piece of regulation or bureaucracy that we want to remove by way of a negotiated freedom or flexibility
- if we want to use the Agreement to establish stronger relationships between certain local partners by defining a common objective and target for them to work towards

5.5 It is suggested that a target should only voluntarily be included in the Agreement if it meets at least one of these five criteria.

5.6 Other criteria that targets ought to meet are that they should be:

- Readily measurable: the easiest targets to set will be those that relate to existing performance indicators. Experience of LPSA1 suggests that the definition of brand new indicators, the collection of baseline information on these indicators, and the setting of sensible targets in relation to them can all be very problematic.

- Reasonably responsive to partners' interventions: progress towards targets will be reported to Government and to local residents. Partners' reputations will be affected by delivery. Reward grant will hinge upon the stretch targets being met. It therefore makes sense to select targets for outcomes where there is a reasonably direct relationship between partners' actions and the outcome that is being sought.

6. What do we have to do and by when?

- 6.1 GO-L have asked for a report on progress with the LAA, including a provisional indication of its content, by 30 September. A detailed draft of the Agreement needs to be submitted by the end of November.
- 6.2 In order to meet the 30 September deadline, the following steps are proposed:
- The KCP Steering Group will consider proposals for the content of the Agreement at its meeting on 7 September, seeking in the first instance to prioritise proposals according to the Steering Group's perception of the issues that most affect local quality of life
 - Council Cabinet members, informed by the views of the Steering Group, will hold a similar discussion at their meeting on 13 September.
 - Officers from partner organisations will meet on 23 September to examine the proposals emerging from these two meetings, applying the technical criteria listed in paragraphs above
 - The outcome of this process will be reported in a draft paper for approval by correspondence by the Kensington and Chelsea Partnership Community Strategy Sub-Group, prior to submission to GO-L by 30 September.
 - Further consideration of the content of the Agreement can take place at the sub-group meeting on 10 October, to be followed by detailed work by officers to develop the targets and other aspects of the Agreement.
 - The KCP Steering Group would then be invited to discuss and agree a full draft of the Agreement at its meeting on 16 November, and Cabinet member clearance would be sought at around the same time.

7. Conclusion

- 7.1 The Steering Group is invited to:
- note the areas that must be covered by mandatory targets, set out in paragraph 4
 - agree that the voluntary targets to be included in the LAA should meet one or more of the criteria set out in 5.4, and both the criteria in set out in 5.6
 - consider and prioritise the proposals that have been received for inclusion in the Agreement
 - approve the process for progressing the Agreement set out in paragraph 14.

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APPENDIX A

LAA Lead Officers

Kensington and Chelsea:

Economic Development and Enterprise – Christine Lawrence, Head of Regeneration and Partnerships, RBKC

Children and Young People – John Wilkinson, Head of Policy and Performance, RBKC

Safer and Stronger Communities – Superintendent Mike Howard, Police/Graham Taylor, Chief Community Safety Officer, RBKC

Healthier Communities and Older People - Dr Melanie Smith, Director Public Health, K&C PCT

Government Office for London:

Economic Development and Enterprise – Louise Matlock

Children and Young People – Andrew Turnbull

Safer and Stronger Communities – Scott Bell

Healthier Communities and Older People - Jazz Bhogal