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England & Wales

Keep it Local

Why and How?

Caroline Howe, Lloyds Bank Foundation
Sophie Michelena, Locality



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Overview

- Most charities are small and local
- Small and local charities matter for individuals, the economy and society more broadly yet they are under threat
- Key actions are needed to secure the future of small and local charities, and the corresponding support for people facing disadvantage
- We need to support Councils in adopting more innovative #KeepItLocal approaches, and the VCSE sector in taking part in commissioning and forming partnerships

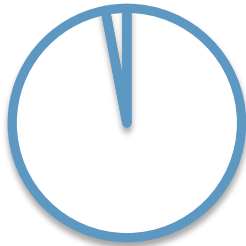
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What is small?



97% of the sector



20% of income



**5.6 volunteers for every
£10,000 of income**

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A distinctive offer, approach and position



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What they do

How they do it

Where they do it

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Small charities generate value



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Economic value



Individual value



Added value

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Expert yet undervalued



+76%

Demand is going up:
76% report rise in number and complexity



-56%

Funding is getting harder to access:
56% say 'generating income and achieving financial sustainability' is greatest concern.



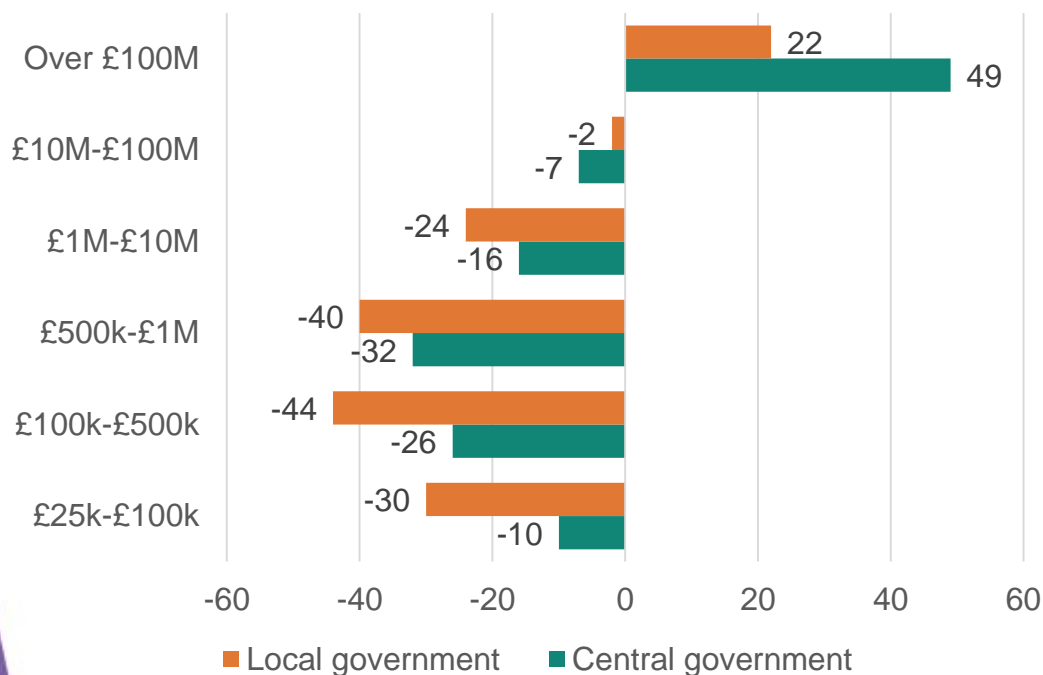
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Commissioning is in crisis



Key challenges:

- Understanding
- Specifications
- Processes

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Local authorities are under threat

1 in 10 councils are using their financial reserves at a rate which is not sustainable for more than three years

49% real-terms reduction in government funding for local authorities

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‘Scale fail’ increases problems



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Many councils have sought savings through outsourcing services at scale

Now suffering the consequences of “scale fail”...

- Poor quality, tick box services that don’t deal with people’s problems at source
- Locked into rigid, long-term contracts
- Expensive legal proceedings when things go wrong

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All stakeholders have a role



Keep it Local offers a way forward



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- Drive down long-term pressure on the public sector
- Help commissioned services add up to more than the sum of their parts
- Spread risk across range of smaller, simpler contracts
- Ensure precious public resources invest in local economy rather than leaking out

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Keep it Local How?

Sophie Michelena, Locality



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About Locality

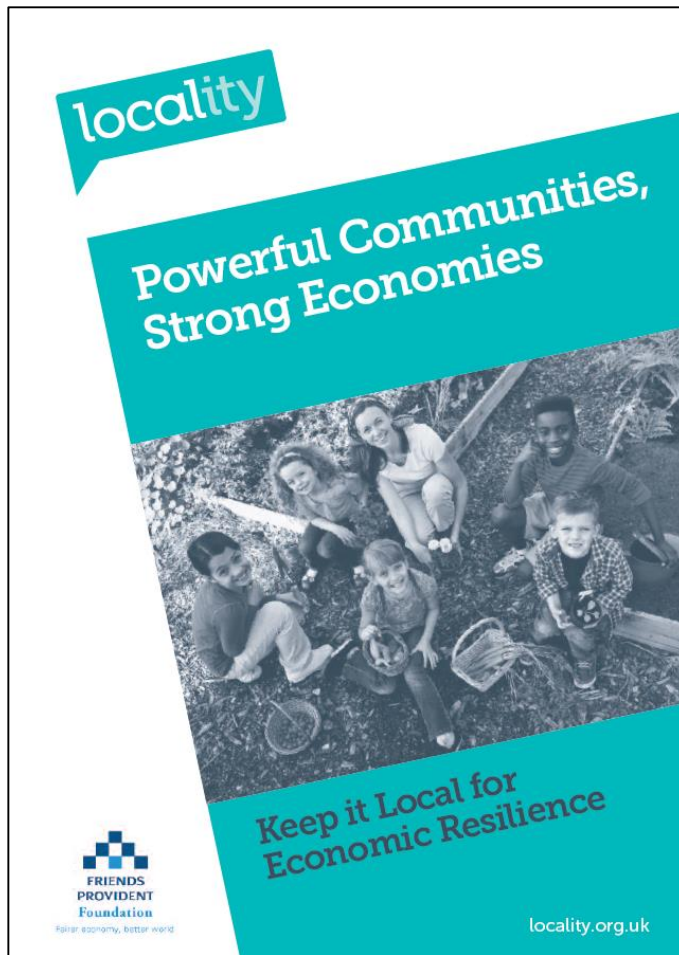
Locality is the national membership network supporting community organisations to be strong and successful.





“Failure demand”

- Locality’s research with Vanguard found that eight people with drug or alcohol dependency presented to GPs a total of 124 times.
- Broader analysis from Vanguard suggests that failure demand accounts for 80 per cent of demand into health and social care services.



Action research with 6 local authorities and 20 community organisations

- Bradford
- Bristol
- Calderdale
- Dorset
- Hackney
- Shropshire

New Keep it Local campaign with Lloyds Bank Foundation



Persuade councils to Keep it Local:

- For better services that transform lives
- To reduce long-term pressure on the public sector
- To ensure precious public resources invest in the local economy

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Bradford Council – Keep it Local



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Involvement of VCSE in social value policy, will soon sign up to the Keep it Local Movement



Focused on co-design of future commissioning programmes, and supporting new innovative procurement methods



Understand benefits of local commissioning to wider service delivery and rationale for protecting the local VCSE sector in the face of rising pressures

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Every £1 of income generated by Halifax Opportunities Trust at Jubilee Children's Centre **creates £2.43** for the local economy



Every £1 of income generated by Bradford Trident **creates £2.52** for the local economy.



A study of **10 Locality members** by NEF Consulting found they collectively **enabled approximately 1,400 jobs** and **approximately £120m of gross value added** to the local economy.

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Key lessons



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1. We need top level leadership – we have this in Bradford!
2. We need to join up the system – especially the relationship between commissioning and procurement; we are working on this...

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Join the Keep it Local Network



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The Keep it Local Network is for councillors, commissioners, community organisations, procurement officers: anyone who wants to Keep it Local to create better services that transform lives.

As part of the network, you'll receive:

- invitations to attend regular Keep it Local Network events
- opportunities to participate in webinars and Q+A debates
- regular email updates on inspiring practice

Get your local councillors and commissioning colleagues to join!

locality.org.uk/policy-campaigns/keep-it-local/

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Leeds City Council – Neighbourhood Networks



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37 Neighbourhood Networks, all of which are run by local third sector orgs. Designed to improve the lives of older people in the city.



Each of the networks delivers a tailored range of services according to the needs of the local place and the people living there.



Leeds spend less on traditional residential care and home care than comparators – because strong third sector keeps people engaged in communities longer

Calderdale Council – Staying Well



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The Staying Well service supports people to engage in social activities and health services in the community.



Piloted in four areas now extended to cover Calderdale. Brings together the Council's neighbourhood teams with the voluntary sector.



Supported by NHS Calderdale CCG, the service contributes to the reduction of inappropriate referrals and appointments

Plymouth City Council – One System



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Created ONE system and ONE budget with CCG, PCC to create £600mn “cradle to grave” integrated fund



Whole system of service designed around the needs of people, rather than a fragmented market built around the needs of commissioners and services



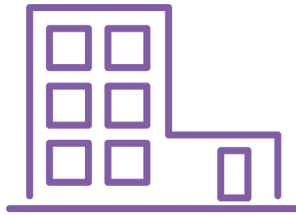
Recognised commissioning disadvantaged small local providers; changed culture, use “alliance contract” for complex needs

Newcastle City Council – Social Value



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2015 commitment to getting the most Social Value out of every £1 that it spends



Integrated commissioning and procurement, embarked on culture change process



45% contracts in Newcastle – 67% in NE.
Records all social value throughout process – from service design to contract management

Shropshire Council – Libraries



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Local commissioning and invest to save approach



£520,000 investment to redesign service, build community capacity, focus on prevention to reduce overall demand



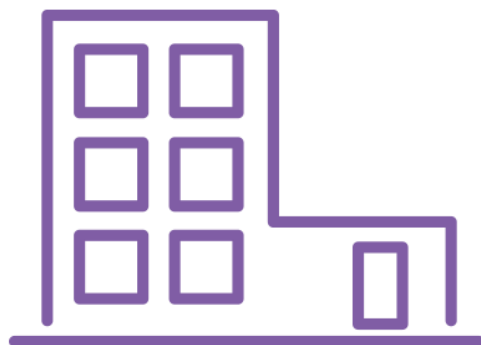
Libraries transformed into community hubs managed by local community orgs



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Bradford Keep it Local Event



9th May pm
Park Lane Centre
@Bradford Trident

Save the Date

Further details to come out via CABAD & partners

Follow **#KeepItLocal** on Twitter!

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Unlock the power of your community with us

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