

Telford & Wrekin Council

Final report

Evaluation of Transformation through co-operation assignment delivered on behalf of IEWM by Jackson- Lawley Ltd between May and July 2012

Assignment remit:- To review Telford and Wrekin Council's journey to becoming a co-operative council.

The assignment was delivered in 3 phases

Phase one – Preparation and scoping (Listening)

The starting point for the project was to work with the project manager to collect together the necessary back ground information, data and existing contacts.

Outputs

- 42 people were interviewed, including the MD and SMT, 6 cabinet member including the Leader, 8 partners involved in the co-operative commission and 14 members of staff from a variety of service areas.
- A presentation based on the 'story' told by the stakeholders was presented to the MD, Leader, Deputy leader and Cabinet member for Co-operative council highlighting key areas of success in the first year and 11 areas for consideration
- Agreement was reached on 4 areas to develop in phase 2 of the assignment under the theme 'Meeting community and economic needs through open engagement'

Phase two – Work with stakeholders (Understanding and structuring)

Phase 2 involved in researching best engagement and communications practice from elsewhere and identifying local partners and council staff to work alongside in developing 4 work streams that the Associate agreed to develop as discreet pieces of work around the theme of innovation-

Outputs

- Delivery of presentation to SMT on social media involving 3 local experts using social media to work with: - local business, virtual community building and promoting recreation and sport. This was followed up with a SMT meeting focussed solely on social media and required next steps.
- Establishing relationship with Rochdale Council who won national award for community engagement and shared examples of their work
- Working with the Economic Development team and Social Enterprise West Midlands to deliver a workshop on the theme of Social enterprise attended by 44 people.
- Developing a project plan for the delivery of a review of the operation of the Ice Rink ahead of its reopening in October 2012 and agreeing approach with key stakeholders
- Producing an outline communications strategy for the Council and facilitating a meeting between the Communications business manager and the cabinet member to agree an action plan for moving the work forward

Phase three – Proposing and shaping

The final phase was focussed on leaving the Council with some clear steps for progressing their work in the 4 identified areas.

Outputs

- Presentation to Policy Group (cabinet) on the key findings of the assignment and areas for them to consider going forward
- An outline plan and priorities for the development of Social Enterprise in the Borough building on the workshop held on 28th June.
- A proposal for phase 2 of the review of the operation of the ice rink agreed by the council, IEWM and Local Partnerships
- A recommendation to develop a social media plan for the council building on the commitment to prioritise this area of work as part of the communication strategy
- An action plan for developing the council's communication and engagement strategy
- A list of the areas for consideration identified in Phase 1 with suggested next steps for each.