Keep it Local

Why and How?

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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
What is small?

97% of the sector

20% of income

5.6 volunteers for every £10,000 of income
A distinctive offer, approach and position

What they do

How they do it

Where they do it
Small charities generate value

- Economic value
- Individual value
- Added value
Expert yet undervalued

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

Funding is getting harder to access:
56% say ‘generating income and achieving financial sustainability’ is greatest concern.
Commissioning is in crisis

Key challenges:
- Understanding
- Specifications
- Processes
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
‘Scale fail’ increases problems

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
All stakeholders have a role

Unrealised potential:
Government acts but big and small charities don't - rising loss of confidence in the sector

Lose-lose:
No-one acts - small charities lose volunteers, support and resources; public services operate on a one-size fits all model

Brighter Future:
Government, big and small charities act - small charities play full part in fairer society, catalysing communities and running services

Some survive:
Big and small charities act but government doesn't - some small charities survive but get smaller

Charities change

Government changes
Keep it Local offers a way forward

• 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
Keep it Local
How?

Sophie Michelena, Locality
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
Bradford Council – Keep it Local

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
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.
Key lessons

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…
Join the Keep it Local Network

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/
Leeds City Council – Neighbourhood Networks

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
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

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

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

- 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
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!
Unlock the power of your community with us

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