

Task & Finish update report to OSP

Group: Inclusive Economy Task and Finish Group

Date: 11th June 2018

Report status: Early update

1. Task & Finish purpose and intended outcome

Centre for Cities has ranked Oxford as the second least equal city in the country due to the diverse relative prosperity of its residents. The evidence points to a two over-arching employment/pay and cost of living related issues faced in Oxford, issues that have a knock on economic impact in terms of business growth, staff recruitment and retention.

With this in mind, the Oxford Economic Growth Board, which reports to the Oxford Strategic Partnership, has agreed to set up a task and finish group, to consist of influential public and private sector employers, to pilot practical and innovative actions with the aim of supporting a fairer local economy. The two main areas of focus will include:

- Making Oxford a Living Wage City - a pilot initiative being developed in conjunction with the Living Wage Foundation
- Widening access to employment - working specifically with organisations such as Aspire and others to develop an 'Inclusive Recruitment Charter' to recognise employers who recruit more inclusively.

Evidence indicates that reducing barriers to adequately paid employment will benefit workers, firms, and the local economy.

2. Progress to date

- Prospective members planning to attend the first meeting include both Universities, both councils, Oxfam, Oxford Bus Company, TV Police, the Health Trust and the Westgate Centre. Aspire and the Living Wage Foundation will be part of the group and lend their expertise. More employers have been approached.
- The first meeting is now scheduled for 28th June;
- Discussion with relevant partners is also ongoing separately to more consistently embed social value clauses within public sector procurement framework including and specifically the infrastructure element of the growth deal.
- A paper on a county wider policy position being prepared for the Oxfordshire Growth Board.

4. Risks and mitigating measures

Risks

- Lack of engagement and take up by partners and businesses in the city;
- Initiative being seen as a window dressing exercise;
- Businesses being put off by perception of the burden and costs associated with implementing this policy;

Mitigations

- Work hard to ensure the business benefits of this work are front and centre
- Ensure concrete, but focused measures are agreed and carried out by the group
- Take an evidence based approach to the problem and solution, looking at employer need as well as community need (economic and social)
- Ensure wider expertise is on hand from relevant partners.

Task & Finish project name: Alternative Giving Campaign
End Date: Target for launch – October 2018
Report status: Initial progress report

1 Introduction

1.1 In common with other stakeholders, the Oxford Strategic Partnership is keen to see the development and launch of an alternative giving campaign that:

- a) Has the support of key partners, including organisations that assist homeless people and the wider public, and
- b) Is effective in persuading members of the public, who may otherwise be motivated to give money to people on the street, to donate instead to organisations and / or initiatives that can help to prevent and relieve homelessness.
- c) Raises a significant amount of funding (to be defined)

1.2 This brief report summarises the:

- Policy context for this initiative
- Various stakeholders involved, who will lead development of the initiative
- What progress has been made towards delivery of the initiative
- Issues and considerations arising from initial research, including barriers and opportunities for the development of the proposed campaign
- What the OSP and its members can do to support the initiative

2 Background and context

- 2.1 The objective of developing an alternative giving campaign is well rooted in the City Council's current policy. The City Council's Housing & Homelessness Strategy 2018-2021 contains an objective to "work with partners and stakeholders to develop alternative giving schemes and promote this across the City and to residents and visitors alike".
- 2.2 The issue was discussed in November 2017 at 'Rough Sleeping: The City Conversation', where one of the common principles proposed was that "small change should deliver big change" e.g. that giving money directly to individuals is unhelpful and potentially dangerous, and it's better to donate to the many homelessness organisations working in the field.

3 Leadership

- 3.1 Work on developing an alternative giving programme is being led by the Council's Rough Sleeping & Single Homeless Team. The team will work in partnership with the many stakeholders with an interest in the initiative via:
- a) The Interim Steering Group for the development of a citywide Charter and Partnership on Rough Sleeping and Related issues
 - b) The Oxford Strategic Partnership
 - c) A small working group to be established combining expertise in, for example fundraising, app development, communications and campaigning with knowledge of homelessness and enforcement

4 Issues and considerations

- 4.1 Initial desk research undertaken by Simon Bennett, Partnerships Officer with the Rough Sleeping & Single Homeless Team, has identified a number of issues and considerations – summarised below - which should shape the approach to delivery and the products of the initiative, e.g. the alternative giving campaign and facility to donate money.

Support ownership &	<ul style="list-style-type: none">• It's essential that the initiative and outputs (including the design and 'look' of the campaign) is supported and owned by key stakeholders, including Oxford's homeless organisations• Failure to secure this support could undermine the success of campaign• The initiative must therefore complement (and be perceived to do so) existing fundraising initiatives by individual homeless organisations
RS Charter & Partnership	<ul style="list-style-type: none">• Development of a Rough Sleepers Charter and Partnership offers potential support and endorsement for the initiative, however timescales for delivery need to be aligned, e.g. with the anticipated launch of the Charter and Partnership in October 2018, subject to the agreement of stakeholders
Public awareness, –	<ul style="list-style-type: none">• Initiative is an opportunity to increase public awareness and understanding on rough sleeping and related issues, including

trust and credibility	<p>safeguarding, anti-social behaviour, crime</p> <ul style="list-style-type: none"> • Critical that the campaign has credibility with and commands the trust of the general public • Initiative must be perceived as addressing valid, unmet need and avoid the perception it is filling a funding shortfall • Campaign must be transparent and show exactly how and why it is supporting rough sleepers
Mechanism	<ul style="list-style-type: none"> • It must be easy to use and deliver a “feel good” response from the public • It should – ideally – be integrated with other communications / media relating to the proposed Rough Sleepers Charter and Partnership
Cost Effectiveness	<ul style="list-style-type: none"> • Initial research has identified that, for some alternative giving campaigns, the development and implementation costs have been significantly more than the funding raised • Resource requirements are unclear

4.2 The conclusion from this initial research is that this aspiration is achievable, if properly planned and implemented, but not straightforward. In order to deliver the project we will address the following:

- a) **Complexity** – the project requires governance arrangements and an agreed formula for distributing any funds. It has to deliver a visible and engaging public campaign linked to an accessible, effective, secure and simple giving mechanism.
- b) **Consensus** – the project needs the support of homelessness organisations, both from those actively involved and those who may not chose to benefit from it, if it is to be successful. Crucial to this will be agreement about the purpose and outcomes of the campaign e.g. is this a fundraising or a prevention campaign
- c) **Choices** – the project can be delivered in various ways and there are numerous differing examples across the country. More in-depth work on the costs and outcomes of these schemes is required to understand cost effectiveness. This will inform what is achievable in the short, medium and longer term.

5 Next steps

5.1 The next steps for the development of the initiative are:

- a) The Partnership Officer - Rough Sleeping & Single Homelessness will work with the Interim Steering Group to confirm how this aligns with the proposed Charter (June 2018)
- b) Establish a small Working Group to take ownership of and the development of the work forward and agree scope, focus, objectives and outcomes. Drawing up an action plan for implementation (July 2018)

- c) The Partnership Officer - Rough Sleeping & Single Homelessness will provide regular updates to the OSP

Task & Finish update report to OSP

Task & Finish project name: **One Planet Oxfordshire**
Date: **11/6/18**
End Date: **TBC Autumn 2018**
Report status: **Mid-term**

1. Task & Finish purpose and intended outcome

A project for OSP members and partners across the county to use the One Planet Living framework to review progress on delivering “a thriving city and surrounding area where everyone enjoys a good quality of life - environmentally, economically and socially, and where long standing inequalities are addressed.”

The project will deliver a suite of complimentary One Planet Action Plans for a range of partners, all setting out plans and speeding up delivery of targets across the 10 One Planet Living principles, including carbon emissions



2. Achievements to date

- The first One Planet Integrator training on Wednesday at the Oxford Town Hall
- We had 15 delegates. Organisations represented included; Oxford City Council, OxLEP, Elementa Consulting, Low Carbon West Oxford, Gagle Brook Primary School, Blenheim Palace, Cambridge Cleantech and Community First Oxfordshire.
- The training covered;
- Introduction to the One Planet Living Framework
- An overview of the One Planet Cities programme and One Planet Oxfordshire
- How to create an One Planet Action Plan (visioning, workshop, implementation and monitoring)
- How to communicate One Planet Living to your organisation
- We encourage our ‘integrators’ to go back to their organisations (or their partners) to explore the appetite for developing an action plan
- Bioregional attended Oxford’s Big Green Day Out on Saturday 9th June
- CCG met with Oxford City Council to discuss sustainability and the OPO project

3. Challenges and/or blocks to progress

- Next step is to complete recruitment of participating businesses and organisations
- Completion of the action plans is anticipated to be smooth once the lead in each participating organisation is in place as the framework is flexible, has been used successfully elsewhere and Bioregional are experienced in facilitating this.

4. Requests for OSP support/advice/action/intervention

- Watch this space for our 2-day workshop in the Autumn to develop the Oxfordshire One Planet Action Plan.
- More information on One Planet Oxfordshire programme can be heard at our [Oxford Green Week Event](#) (sign up [here](#))

Task & Finish update report to OSP

Task & Finish project name: Stronger Communities, Making Every Contact Count

Date: 3.6.2018

End Date: March 2019

Report status: Mid-term

1. Task & Finish purpose and intended outcome

This project will promote and enable training for a wide range of public sector workers, local employers and local residents on Making Every Contact Count (MECC). This is a primary prevention initiative for health improvement and will target people of all ages. The work will be focussed in areas with Community Partnerships and Health and Wellbeing Groups, namely The Leys, Rose Hill, Littlemore, Wood Farm and build on the work already underway in Barton Healthy New Town.

2. Achievements to date

- The Libraries MECC pilot project has started. The libraries involved in the pilot will include: Blackbird Leys, Cowley, Banbury, Abingdon and eventually also the new Central Library in the Westgate.
- Work in Regeneration areas through Health and Wellbeing Partnerships has started. A half day workshop was held in Barton in March 2018 and an introductory/awareness session was held in Wood Farm in April 2018, with further training being scoped. Sessions for Rosehill and the Leys are currently being scoped, as well as an introductory/ awareness session for Littlemore. Oxfordshire Mind has asked for 3 places on the next training session.
- Work with the Oxfordshire Fire and Rescue Service continues with the aim of linking MECC opportunities with Safe and Well visits etc.
- Other partners/organisations are being encouraged to engage with MECC and to deliver training e.g. Oxford City Sports Development Partner Forum recently held a MECC session and Refugee Resource are considering how to include MECC for their frontline staff. The Tenancy Support team and Antisocial Behaviour team at City Council may also be trained.

3. Challenges and/or blocks to progress

None

4. Requests for OSP support/advice/action/intervention (if required)

No support requested at present.