

Confidential Minutes

Meeting Title: Business Development Sub Committee

Date:	25 th October 2017	Time:	11 a.m.
Membership:	Heather Brewster, Melanie Fordham, Carol Gaskarth (Chair), Bee Davidson, Carol Briggs, Claire Todd		
Attending:	Sandra Roberts		
Apologies:	Carol Briggs		

Agenda No.	Notes/Actions	Lead
1	<p>Minutes of the meeting held 16th August 2017 The minutes of the previous meeting were reviewed for accuracy and matters arising. All actions complete except where noted:- The minutes were approved as a true record of the meeting.</p>	
2	<p>Vlog – Buddies Befriending Service Carol advised that a vlog will be presented at each meeting. Members agreed that they are informative.</p>	
3	<p>Funding & Development Update Report Claire and Carol went through the report. It was noted that some updates have been received since the report was prepared and issued.</p> <p>Buddies Befriending</p> <ul style="list-style-type: none"> a. County Durham Community Foundation (CDCF) NHS Health Improvement Fund (HIF) and b. Great Aycliffe & Middridge Partnership (GAMP) An additional £10k of funding has been secured from the CDCF NHS HIF to support Buddies from 1/10/17 to end of March 2018 and a further £8,823 from GAMP. We did not secure the full amount requested from GAMP, however it should be noted that interest in the funding available and competition for this was high. Combining the two amounts allows us to extend Buddies for a total of 13 months from 1/10/17 to 31/10/18 to work with clients within the GAMP area. c. Spennymoor Area Action Partnership Buddies If this funding is secured we will be able to roll out the established Buddies model into the Spennymoor area. <p>Bee asked if there was a number limit for users of the Buddies service. Claire explained that targets are set for the number of people to engage with. The original target was 150 referrals into the service, at the end of the project 283 referrals had been made which gives evidence of a genuine need for this type of support. The original delivery was for 1:1</p>	

befriending however it was found that not all clients want or are comfortable with this type of service and group activity and trips have been introduced. Statistics over the period of the project show that by changing the model the referrals have increased. Targets of 50 for NHS HIF and 180 GAMP have been set for the service.

d. GAMP Computer Suite

It is hoped to start the Computer Suite from January 2018.

e. Workplace Health Programme

The team recently won 2 awards at the Royal Society for Public Health (RSPH) event:

- Workplace Health and Wellbeing Award demonstrating the contribution that the Award makes towards improving people's Health and Wellbeing not only in the workplace but also in communities – from over 500 applications
- A special award - one of only two given nationally - from Public Health England, a Commendation for Reducing Inequalities at a Community Level.

Durham County Council have increased our contract value by £10.5k to allow the Workplace Health Co-ordinator to work with them for 2 days per week in preparation for their Bronze Level assessment in December.

A TUPE request has been received for information for the full Workplace Health contract for the period past 31.3.18 which will come out for tender in November. This involves around 5 members of staff and at the moment is a partnership with the Foundation Trust. Competitors for the contract are likely to be an organisation in Middlesbrough and the Foundation Trust, if PCP chooses to tender separately. PCP has a very strong track record with this service, working with in excess of 60 businesses across the county and with the highest performance in terms of numbers engaged with. Some of the criteria does not fit with smaller organisations who want to get involved and we have been leading the way in developing how this can be done. Carol has met with Amanda Healey to look at her thoughts about the direction of travel for Workplace Health.

Melanie asked if we had engaged any of the 60 businesses in other services. Claire said that this is done as a matter of course and she and Carol are currently looking at what our business offer can be.

Heather asked if links with University Technical Colleges South Durham (UTC) had been made. Carol advised that there had been e mail communication however no stronger links have been made as yet.

f. Music Therapy

A meeting has been held to discuss the possibility of running music therapy sessions at the Centre. Claire is looking in more detail at the model and costs and the different funding streams that may be available to support potential delivery of this model. Claire and Carol felt music therapy would work very well and could link into Together 21 and/or the

	<p>Dementia Café. Tasters for local people and staff have been requested and the therapists are happy to do this. We are only at the development stage for this therapy. As Marta Evans suggested the therapy and provided the contacts, she will be kept in the loop on developments.</p> <p>g. Big Lottery Reaching Communities Refining current application to include older people and families.</p> <p>h. Together 21 It is providing more difficult than anticipated to raise funds for this project and we have just been notified that our Children in Need application was not successful (confidential information as staff and parents are not yet aware). There are a number of other funds that we can look to submit applications to – suggestions provided by Angela Dinsdale at Board and parents have suggested others – and parents are also raising funds with various events. We have received no feedback from Children in Need as yet but it is felt that historical issues with ECCDS may have affected the bid. We have been unable to get their website or publicity taken down but hopefully the website will come down when their domain name is due for renewal in November. ECCDS had also been awarded a grant from Children in Need in the past which they had reneged on and there is an enquiry currently taking place into this. The group felt that obtaining funds for Together 21 is a priority as it will shortly run out of time and money. Melanie asked if the available funding could be stretched to cover to the end of January. Carol was unsure, the project is costed to the end of December from funding approved by PCP's board. The small amounts received in donations and that raised by parents may help but from the staff and parents point of view, they need to know what is happening. Nigel Brough is in the process of setting up a meeting with Children's Services in Stockton as Stockton families use the project. Palram are looking at Together 21 for their charity of the year and Darlington Rotary is making a donation, as well as others, but these are small amounts. Carol felt that sponsorship may be a way forward, asking businesses to sponsor a place and has asked parents for their business connections so that these can be approached. A paper will be prepared for Board on 30th October. Action:</p> <p>i. Wellbeing for Life (WBFL) & Targeted Health Trainers The tender was published on 24th October with a submission date of 6th December. An SMT planning meeting is being held on 26th October to look at the requirements of the tender in detail. Carol advised that the tender had not been released as normal on the portal but had been emailed directly from the portal. There are less posts in the new model than in the current staff teams across all 5 partners and the TUPE transfer will need to be unpicked. The contract does now include GRT health trainers but only for year 1. The overall TUPE lists is around 24 people - WBFL, GRT, Adult Social Care, some admin posts and some social prescribing. Following submission of the bid, 1 weeks has been allocated to analyse</p>	Carol
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	<p>tenders which indicates they are not expected a large number. The contract is 1 year plus 1 and notification should be received on 18th December. Staff have been informed this will be week commencing 18th December to allow for any delays.</p> <p>j. Social Prescribing</p> <p>Formal notification has been received that this project will end on 31st March 2018 and Carol is working with partners on an exit plan. Heather asked if there are outcomes available for social prescribing and whether we have looked at continuing it as a paid for service and if there was any possibility of PCP running the project ourselves. Carol advised that the project currently allows 10 weeks free, with voluntary donations, then moves to membership and she felt that the existing membership groups would sustain. A hold has been put on the enablement fund so that only current groups can apply, to assist this. The project ending will have an effect on the Centre as a lot of activity takes place here and we will need a Centre plan from April. The project is really a classes and courses offer and we are looking to the Centre plan to sustain this so that we can continue to deliver but charge. We are also investigating DCC Adult Skills funding. There is currently around 23% GP referral into the project, which is very good, and there would be an opportunity to build on this. Lindsay Sheridan, programme manager for Sedgefield Counselling Service, is meeting with practice managers across the former Sedgefield Borough Council area to promote Counselling and is using this as an opportunity to talk about what we do as an organisation and share information more widely. We will be looking at possibly having a navigator in all of the practices as giving them other options might reduce the pressure on the Counselling service. We are currently working with counsellors to make sure that they signpost into other provision where it is appropriate for their clients and the same principle applies to GPs, suggesting alternatives where counselling waiting lists are high.</p> <p>k. GRT Health Trainers</p> <p>Will now be linked into WBFL.</p> <p>l. Stockton 0-19 Wellbeing Service – Outreach and Volunteering Lot 3</p> <p>Outcome of our application should be known mid November. If successful the contract would be £230k for PCP, £270k CAB with approximately 5 members of staff over 4 – 6 years. Melanie asked if the model would allow us to include some of the Together 21 groups. Carol confirmed that it would as we would be able to set up tailored stay and play sessions. These would need to be held in Stockton.</p> <p>m. Stockton Contracts (Healthwatch, SSNP & ICA)</p> <p>Confirmation has been received that the contract is extended to 30 September 2018. This is confidential as staff are not yet aware. The contracts will go out to tender after this date. We now need to look at what is affordable for the extended 6 month period.</p>	
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	<p>n. Adult Community Learning We have discovered that this is for accredited learning only and there is a requirement to put tutors through the payroll which is very problematic. We do not have the expertise to deliver this at the moment and will not tender.</p> <p>o. VSCE Health & Wellbeing Fund (Social Prescribing) This contract is a diminishing budget over 4 years. Sustainability commitment and support must be obtained from a statutory agency (Local Authority or CCG) and meeting are being arranged to discuss this.</p> <p>1.2 Business Links We are looking at our business offer and how we can provide this in conjunction with other providers.</p> <p>1.3 Comments & Complaints See agenda item 8.</p> <p>There were no further questions on the update report.</p>	
4	<p>2017 – 18 Funding Development Report This report has been broadly covered in Agenda item 3. Our success rate is good but it is difficult in the current climate to secure funding applications. Bee asked if there was a diminishing amount of money and funds than can be applied to. Claire and Carol explained that the climate is more competitive, however some of the available pots have reduced in amount and we can be excluded from applying to some because of the organisation size and reserves position.</p> <p>There were no further questions on the report.</p>	
5	<p>West Ward Consultation Progress & Findings to date PCP was appointed for a 12 month period (1 June 2017 to 1 June 2018) to deliver the independent Community Engagement element of the project, working to engage tenants, residents and stakeholders to develop and agree a regeneration plan for West Ward as part of livin's bid to DCLG's Estate Regeneration Fund. Consultation and involvement with the community is a requirement before livin can proceed to an application to the fund.</p> <p>Claire reported that a lot of work has been done on the consultation. Karen Grundy and Emily Hunter are working with livin and community champions have also been recruited to support. A great deal of work to pull together data has been done by Sandra Roberts.</p> <p>The plan was to engage with all households within the western area, 495 properties in total, and the first stage was to enter into discussions to find out what the community like as it is, what they dislike and what they would like to see. A comments card was produced, a door to door exercise carried out and leaflets distributed, and a coffee morning held. To date 186 properties have provided some form of feedback with a total of 230 community</p>	

	<p>conversations, resulting in the capture of 974 comments. We have also engaged with 5 local schools in the area to look at student views as the regeneration is a 10 – 15 year plan.</p> <p>We are now moving into phase 2 where we will ask more detailed questions based on key themes emerging from phase 1. A newsletter I being created for residents feedback on findings and will incorporate the next consultation questions.</p> <p>An asset mapping event has been held for residents and stakeholders and a number of activities are being held in half term week where we will engage with residents.</p> <p>livin is the main landlord in the area but there are private landlords and Karen Grundy is working with DCC and livin to pull together a landlord breakfast meeting so that they can be engaged in the process.</p> <p>A report produced form the initial exercise has been sent to Ivin, who will forward to their design team. The asset mapping report will be submitted to livin at the end of this week. Sandra went briefly through the data in the report.</p> <p>At some point in the process we will need to tell people what the minimum is that they can expect to be done and Carol has asked livin for this information. She is aware that they have £800k available which was earmarked for fencing but has not been used.</p> <p>Regular monthly meetings are being held with the local councillors and we are looking to organise a meeting with Great Aycliffe Town Council to bring them up to speed. We have also met with resident associations but have not involved businesses on the business park. We expect livin to do this and we would work with them.</p> <p>Actions:</p> <ul style="list-style-type: none"> • feedback to next meeting on progress • circulate report • circulate asset mapping when available <p>Claire thanked Sandra for the tremendous amount of work she has done pulling together the data for the report, and researching and producing the asset mapping report.</p> <p>There were no further questions on West Ward.</p>	Claire
6	<p>Fundraising Preference Service (FPS)</p> <p>Carol tabled an update on FPS. The FPS website is live and operational and members of the public are able to register. If PCP receive requests we are obliged to process and action them. FPS will be fed through the Information Governance (IG) sub-committee but Carol wanted Business Development to be aware as it will need to be included in the Fundraising</p>	

	<p>Strategy when this is reviewed by the group. Currently, because we do not have a CRM, it would be hard to manage responses to requests as information is held on multiple databases and different sites across the organisation.</p> <p>There were no further questions on FPS.</p>	
7	<p>General Data Protection Regulation (GDPR)</p> <p>GDPR comes into force from 25th May 2018 and we are looking to ensure that we are fully compliant. Many of the principles in GDPR are the same as the current Data Protection Act therefore complying with this means that we would comply with GDPR, however there is greater emphasis on specific areas. Claire went briefly through the document provided, 'Preparing for the GDPR'.</p> <p>Our Information Governance sub-committee is working to take forward our plans with IG and we are changing some of the planned work strands and re-aligning the action plan to take account of GDPR. Claire will give a presentation at the next IG meeting on what we currently do, what we have in place to comply and what the gaps are. All gaps must be addressed before the May 2018 deadline.</p> <p>One of the challenges will be document the information we hold on clients - where it came from, who we share it with and how we process it. This is made more challenging because of the multiple databases and organisation sites.</p> <p>There is a lot of work to do but there is also a lot already in place which we can use and build on. We will also need to ensure that this is rolled out to staff teams so that they are aware of the requirements.</p> <p>Carol said that she and Melanie had been discussing Board training sessions and they both felt that GDPR should be one of these sessions. SMT would also benefit from this.</p> <p>Action: Claire to arrange</p> <p>There were no further questions on GDPR.</p>	Claire
8	<p>Comments & Complaints review</p> <p>This is scheduled to come to the group every 6 months however the review presented is for the last quarter only.</p> <p>We are now starting to see comments from across the organisation. Work is needed with staff teams to reinforce that negative comments need to be taken to Board and put right, however they do not necessarily always need to be put on a comment cards, but in many cases should be part of the customer service and experience and should be put right when and where they occur.</p> <p>Claire went briefly through the negative comments received.</p> <p>Carol explained that she deals with formal complaints and those listed had</p>	

	<p>been resolved.</p> <p>There were no further questions.</p>	
9	<p>Marketing & Engagement Update</p> <p>Claire explained that we have been approached by NHS Wellbeing to allow Kirsty Deacon-Brown, Marketing Co-ordinator, to be seconded to their team. Kirsty was already working with that team and the secondment has been agreed. We now have a gap in terms of marketing and engagement support function. We are looking at this but in light of the impending re-structure are trying to support marketing in the interim without making major changes. Work will continue through the Marketing & Engagement Group and Claire and Carol will support press releases. There is an opportunity to look at precisely what we need from marketing for the organisation, and how this can be best delivered. At the moment, work is being done independently in teams, the challenge is to pull everything together as an organisation. Carol is looking at this from a re-structure point of view, Claire from an operational and strategic point of view.</p> <p>Heather asked if the secondment would not have an effect on marketing, which was just starting to progress. Carol did not feel there would be a PR effect as these were not done by Kirsty in the main.</p> <p>There were no further questions.</p>	
10	<p>Any Other Business</p> <p>There was no other business to discuss.</p>	
11	<p>Future meetings</p> <p>Dates for future meetings are to be aligned with SMT, Board and Finance & Investment meeting dates.</p> <p>Members please note that the pre-arranged meeting date of 24th January will now not take place. Future meeting dates will be issued shortly.</p>	