



Case study pro-forma

Case Study Title	Ynys Môn Single Integrated Plan (SIP)
Partner Organisation (s)	Local Service Board (LSB) – Betsi Cadwaladr University Health Board, Bangor University, Coleg Menai, Medrwn Môn, One Voice Wales, North Wales Police, North Wales Fire and Rescue, Environment Agency Wales, Welsh Government
Key words	Local Service Board, Single Integrated Plan, Outcomes, Consultation, Communities, Vision, Priorities, Action Plans, Partnership, Rationalising, Communication.

1. Brief Introduction

We have been working on creating a single integrated plan for Ynys Môn since about March 2012. The single integrated plan is now complete and is currently out to consultation until Friday January 18th, 2013. The aim of this Plan is to improve the quality of life of local people and communities by enhancing our economic, social and environmental wellbeing over the next 12 years. The Single Integrated Plan will set out the overarching strategic vision for the Island and how different organisations and partnerships will work together to deliver the identified strategic outcomes.

2. Details of the issue addressed

It was challenging getting internal employees to commit to the Single Integrated Plan due to historical issues within the authority – this was also due to the nature of the language used to convey what was required from fellow employees – bilingual jargon was often a hindrance.

Creating the Single Integrated Plan has been a joint effort and has involved integrating four key plans (Community Strategy, Health, Social Care and Wellbeing Strategy, Children and Young People's Plan and the Community Safety Plan). The SIP will identify outcomes that we want to achieve and will make a positive impact upon the lives of people living on Anglesey.

3. Actions/approach taken

In order to overcome the lack of commitment from employees we arranged a briefing meeting with all heads of service to effectively communicate with them what the SIP was about and what we needed from services – this bought us commitment (from most) and we were then able to set up individual meetings with the appropriate employees in order to gain the required information from them.

In February, 2012 the County Council commissioned a Residents' Survey that provided valuable input into the process on what you felt were the most important factors in making Anglesey a good place to live, they were:

- health services;
- low crime levels;
- education facilities;
- support for older people; and
- jobs and job prospects.

The survey also asked residents to prioritise the issues considered to be in most need of improvement, they were jobs and job prospects, affordable housing, activities across all age groups,



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road repairs and support for vulnerable children and young people. The survey results formed the baseline for the SIP.

4. Benefits such as: improvements to service, improved dialogue about funding and service planning between third sector organisations and local authorities, in-kind support arrangements etc.

The benefits vary from improving internal communication methods with fellow colleagues which is an important element if we are to succeed with any plans, the LSB provides a window of opportunity to ensure that partnership members are aware of any issues raised within the plan and that they work as a collective entity to attempt address any issues raised.

Benefits also include incorporating the results based accountability ethos (not an easy task but at least people are becoming more aware of it), rather than the old school type action planning. Transparency is another benefit which is especially important in the authority due to its turbulent reputation (for both internal and external customers).

5. Sustaining and or building on the benefits realised

Sustaining and or building on the benefits has to be a priority for the Senior Leadership Team, we will not sustain any benefits if the commitment isn't imbedded in the corporate culture. The Local Service Board members must also realise the importance of benefits to their individual organisations too in order to sustain any progress made.

6. How do you feel the approach met the National Principles for Public Engagement in Wales?

Baring in mind that this is my own interpretation, I do not feel that the approach met all the National Principles for Public Engagement in Wales as a stubborn cultural belief is embedded in some mind-sets which are not open to new ideas or different ways of working. Some senior officers did not seem interested in the requirements which resulted in information not being shared in a timely manner.

7. How would you rate your approach to the project against the National Principles for Public Engagement in Wales?

Evaluation

1= very poor: 2 = poor: 3 = average: 4 = good: 5 = excellent

Principle	Evaluation
Engagement is effectively designed to make a difference	3
Encourage and enable everyone affected to be involved, if they so choose	3
Engagement is planned and delivered in a timely and appropriate way	3
Work with relevant partner organisations	3
The information provided will be jargon free, appropriate and understandable	3
Make it easier for people to take part	3
Enable people to take part effectively	3
Engagement is given the right resources and support to be effective	2



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People are told the impact of their contribution	3
Learn and share lessons to improve the process of engagement	3

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