

## Agenda item No: 10

### EAST MIDLANDS REGIONAL IMPROVEMENT AND EFFICIENCY PARTNERSHIP MEMBER BOARD MEETING: 29<sup>th</sup> May 2008

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#### Report of the Director

##### EMRIEP Visual Identity

#### 1. Purpose of the report

1.1 The EMRIEP Officer Board on the 30<sup>th</sup> April 2008 considered the attached report. The Purpose of the report was:-

- a) To advise the Board that proposals for a national identity for RIEPs have been developed.
- b) To consider whether the East Midlands region wishes to adopt a 'brand' name for the EMRIEP
- c) To present a draft EMRIEP communication flyer for approval.

#### 2. Background

2.1 The EMRIEP Officer Board considered the attached report, a number of issues were raised and discussed by the board. Nick Hodgson offered the services of Derbyshire County Council's communications team to review the attached documentation such that recommendations concerning identity can be recommended to the Members Board.

#### 3. Recommendations

3.1 The Member Board is recommended to consider the attached report and any recommendations made regarding the 'brand' name, visual identity for EMRIEP and communication flyer

3.2 The Member Board receive the attached article 'Focus on regional improvement' extracted from the LGA's firstregion publication 19<sup>th</sup> April 2008 for information

**Chris Allison**

**Director**

**East Midlands Regional Improvement & Efficiency Partnership**

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# EAST MIDLANDS REGIONAL IMPROVEMENT AND EFFICIENCY PARTNERSHIP OFFICER BOARD MEETING: 30 APRIL 2008

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## Report of the Director

### EMRIEP Visual Identity

#### 1. Purpose of the report

- 1.1 To advise the Board that proposals for a national identity for RIEPs have been developed.
- 1.2 To consider whether the East Midlands region wishes to adopt a 'brand' name for the EMRIEP
- 1.3 To present a draft EMRIEP communication flyer for approval.

#### 2. Background

- 2.1 Attached are some proposed visual communication designs that have been prepared by the RIEP national programme team for consideration by the Chief Executives Task Group.
- 2.2 In the previous Comprehensive Spending Review period the Regional Centres of Excellence had a strong national brand image via its distinctive logo and communications livery. The Improvement Partnerships did not follow a national regime.
- 2.3 In addition, some RCEs/IPs have developed their own 'brand' name i.e. "Capital Ambition" – London, "LIFT South West" – South West RCE and "Improvement East" – East of England RIEP. These and other regions intend to use their brand name rather than RIEP.
- 2.4 It is clear the LGA do not have strong views on the use of regional identifiers such as these and also see the national brand livery and logo as being optional.
- 2.5 Given the delay in establishing governance arrangements and the RIEP support team in the East Midlands, there has developed a vacuum where communications from EMCE/EMIP have ceased and have not been replaced with outputs from EMRIEP. There needs to be some urgent work completed on communications activity which encompasses the following:
  - A new web site to replace the EMCE web site
  - Adoption of a national/regional livery and logo
  - Production of appropriate publicity material

- 2.6 Work is in hand to replace the EMCE web site with a new EM RIEP offering. The Board is asked to consider the visual identity produced by the LGA national RIEP programme team appended to this report and the draft publicity leaflet attached.
- 2.7 In addition, the Board should also consider whether East Midlands RIEP is the name the partnership should use going forward or whether a more specific title should be created.
3. Recommendations
- 3.1 The issues raised in the report be discussed by the board such that recommendations concerning identity can be recommended to the Members Board.

**Chris Allison**  
**Director**  
**East Midlands Regional Improvement & Efficiency Partnership**

RIEP Board meetings/Agenda item 10 Visual identity.doc

rieP north  
west

improvement and efficiency partnership

[www.websiteaddress.gov.uk](http://www.websiteaddress.gov.uk)

rieP north  
east

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and the  
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of england

improvement and efficiency partnership

[www.eera.gov.uk](http://www.eera.gov.uk)



**RIEP** south east  
improvement and efficiency partnership  
www.websiteaddress.gov.uk

**Developing partnership  
working arrangements  
service innovation and  
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The Sussex Improvement Partnership

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**looking  
upwards...**

The Sussex Improvement Partnership

## PAGE ONE

- 1) East Midlands **Regional Improvement & Efficiency Partnership**
- 2) April 2008
- 3)

This newsletter is to announce the official launch of the East Midlands Regional Improvement and Efficiency Partnership (East Midlands RIEP).

4)

The creation of the Regional Improvement and Efficiency Partnerships (RIEPs) by Communities and Local Government (CLG) represents an exciting opportunity for local authorities and public sector partners to broaden their improvement and efficiency horizons.

The East Midlands RIEP will provide local authorities with a major body of support to enable them to reach those horizons in ways that will benefit their communities.

We have consulted with local authorities and partner agencies to develop a three-year strategy that focuses on the improvement and efficiency needs of the regions authorities. We will then work with you to deliver against these needs.

CLG has invested a substantial sum of money to enable the East Midlands RIEP to make this happen. On the following pages we explain how this will work.

## PAGE TWO

- 5) **2** East Midlands **Regional Improvement & Efficiency Partnership**
- 6) Who, what, why?
- 7) Who we are?

The East Midlands RIEP is a brand new partnership formed from the merging of the East Midlands Centre of Excellence (EMCE) and the East Midlands Improvement Partnership (EMIP).

East Midlands RIEP is funded by CLG and will work with councils from the region to deliver the East Midlands Regional Improvement & Efficiency Strategy (East Midlands RIES). The East Midlands RIES sets out the needs of local authorities in the region and will focus on shaping improvements and efficiencies concerning priority outcomes and the wider transformation agenda.

***The East Midlands RIES was developed in collaboration with 160 Elected Members and Officers from all 46 local authorities and five Fire and Rescue Authorities in the East Midlands and our partner agencies.***

The East Midlands RIEP will have an Officer Board consisting of fourteen representatives from nine County/Unitary councils and five District/Borough councils (one per County Area) and a representative from one of the regions Fire and Rescue Authorities. The East Midlands RIEP Officer Board is to be supplemented by observer representatives from the East Midlands Regional Assembly (EMRA), Government Office for the East Midlands (GOEM), the Audit Commission (AC) and staff from the East Midlands RIEP Support Team. Furthermore, the Officer Board will annually elect a Chair and Vice Chair.

The Officer Board will provide advice to a new elected Member Group drawn from the East Midlands Regional Assembly (EMRA). The final governance arrangements are the subject of discussion with the EMRA Executive Board.

8) The first East Midlands RIEP Officer Board meeting will be held on 30<sup>th</sup> April 2008.

The first East Midlands RIEP Member Group meeting will be held during May 2008.

9) What will we do?

We will work with local authorities to deliver the three-year East Midlands RIES that has been developed in consultation with all councils from the region and our improvement and efficiency partners.

The East Midlands RIES focuses on the needs of local authorities in the region and will shape improvements and efficiencies concerning priority outcomes, assist the wider transformation agenda and provide support for the sub-regional improvement partnerships.

The East Midlands RIES also sets out our ambition for the East Midlands RIEP, along with our priorities for the next three years. It also includes our outline delivery plan, outline budget and high level risk assessment for 2008/09.

The strategy contained the following broad sections: Vision for the region; Priorities for improvement and action; Stretch improvement targets; Outline work programme; Support for authorities in difficulty; and Governance arrangements for the East Midlands RIEP.

Building on the work of the EMCE and EMIP Programmes of the last three years, the East Midlands RIEP will now develop a business plan for 2008/09 which will be submitted to the East Midlands RIEP Officer and Member Boards' for approval.

The East Midlands RIES can be downloaded from:

[www.emce.gov.uk/news\\_info.htm#EMRIES](http://www.emce.gov.uk/news_info.htm#EMRIES)

10) Why are we doing it?

The Regional Improvement and Efficiency Partnerships (RIEPs) for the nine English regions have been created by CLG to accelerate improvement and efficiency initiatives and support councils to achieve efficiency savings of £4.9bn as detailed in Comprehensive Spending Review (CSR) 2007.

The RIEPs have been developed in line with the National Improvement and Efficiency Strategy and are intended to build upon the £4.2bn of efficiency savings delivered during the CSR04 period. This £4.2bn of savings, greatly exceeding the government target of £3bn. These savings represent considerable improvements in service delivery and value for money.

### **PAGE THREE**

11) East Midlands **Regional Improvement & Efficiency Partnership 3**

12) How, when, where?

13) How will we do it?

The East Midlands RIEP has been allocated £19.6 million for the next three years by CLG, and forms part of a wider £185 million package to all nine RIEPs.

The East Midlands region will benefit from £5.3 million in year one and, subject to CLG approval, just over £7 million in each of the two subsequent years.

In year one, a significant proportion of the funding will be allocated to the five sub-regions, the remainder will be used to commission/provide support programmes across the region and establish a small core team to support the governance arrangements, manage communications and monitor performance and achievements.

Local authorities and their partners have the primary responsibilities and most of the resources for improving services. The East Midlands RIEP will, therefore, concentrate on those areas where it can make a real difference, including linking transformational change with the drive for efficiency, supporting collaboration, developing the skills of Members and Officers, promoting innovation and helping councils and services in difficulty.

14) When will it happen?

Now! As per CLG plans, April 1<sup>st</sup> 2008 marks the official launch date for all nine RIEPs. As the countdown to April 1<sup>st</sup> began, representatives from the EMCE, EMIP, other partner agencies and the host local authority worked to

ensure that the East Midlands RIEP was resourced and able to continue the good work of the EMCE and EMIP according to CLG's schedule.

Over the coming weeks, you will be kept informed, through a comprehensive communications plan, of our plans to support councils across the region to implement the three-year strategy and to deliver improvements and efficiencies within our local authorities and for our citizens in general.

15) Where are we based?

The East Midlands RIEP Support Team will reside at 47 Loughborough Road, West Bridgford, Nottingham, NG2 7LA. This is the location previously occupied by the EMCE and reflects our linkage with Nottinghamshire County Council who are the accountable host authority.

However, the nature of our work dictates that we are continually travelling the region to meet and work with key local government officers. You are therefore, most likely to encounter the East Midlands RIEP Support Team at centrally located workshops, conferences and network meetings.

16) "The opportunity for delivering greater improvements and efficiencies across the region is great. Local authorities are already recognising that bringing added value to their communities means working better and more efficiently.

The East Midlands Regional Improvement and Efficiency Partnership has a major role to play in supporting councils individually, sub-regionally and regionally to deliver that added value and to meet the targets set by CSR07"

### **Chair of the East Midlands RIEP Officer Board**

### **PAGE FOUR**

17)

East Midlands **Regional Improvement & Efficiency Partnership**  
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NG2 7LA

tel: 0115 977 4921

web: [www.emiep.gov.uk](http://www.emiep.gov.uk)

web: [www.emce.gov.uk](http://www.emce.gov.uk) add emcee as web site on one version of the document and emiep on second version until live.

## Focus on regional improvement

Councillors can RIEP what they sow when it comes to improving the efficiency of local government, by putting themselves at the centre of new regional partnerships, writes **Cllr David Shakespeare OBE**, chair of the LGA's improvement board.

**I firmly believe that one of the key ingredients in the recipe for healthy and vibrant communities is high performing and efficient councils. This means we, as elected representatives of those communities, must play a key role by placing ourselves at the heart of the improvement and efficiency agenda.**

We can now do this much more effectively at all tiers of local government, whether in a local, regional or national capacity, because our new relationship with central government allows us more opportunities to develop our role as local community leaders. This is being made possible by the devolving of resources to local government, and a practical expression of this is the creation of the nine new regional improvement and efficiency partnerships (RIEPs).

Let me make it clear from the outset that the RIEPs are not another tier of regional bureaucracy imposed on councils. Rather, as their name suggests, they are partnerships of councils and other local service providers working together to deliver excellent local area agreement outcomes, achieve the government's tough 3% efficiency savings target, and support economic growth and community empowerment. They build on successful foundations laid by improvement partnerships and regional centres of excellence.

### Single conversation

The RIEPs will play a crucial role in ensuring that all councils and their partners can access support from a range of programmes and initiatives. In doing so, they will provide a place for a single conversation on 'what needs doing' in

terms of real and sustained improvement.

Fundamentally, they are about councils and their partners taking the lead. The priorities and work programmes of each RIEP, which are set out in their strategies, are based on and reflect regional needs and priorities. And critically, in a way we haven't seen fully in previous initiatives, the RIEPs are being led by councillors and as such are accountable to the councils and partners they serve.

So how will it all work in practice? Well, let's look at the East of England RIEP. Their partnership is governed by a 21-strong member panel, the political make-up of which is representative of regional voting patterns. The panel has driven the merger of the improvement and efficiency bodies as well as the development of its regional strategy.

Similarly, in the South East, the member board is drawn from the 13 sub-regional partnerships in the region; while the North East partnership is integrated within the Association of North East Councils, which brings together members

from all 25 councils in the region.

Of course, we mustn't be under any illusion about how much work needs to be done to fully embed these new structures. Indeed, member arrangements in some regions are still developing and strengthening, but these examples illustrate how more councillors are seizing opportunities to position themselves at the heart of the improvement agenda.

The RIEPs are only as strong as their constituent councils and while they will be playing a vital role in supporting councils to deliver better outcomes, local councillors can become actively involved in their work to make sure that the RIEPs deliver local solutions to local problems.

We've recently seen local government minister John Healey devolve £185m to the RIEPs over the next three years. So it's now up to us as local leaders to meet our side of the bargain by delivering those vital service improvements and efficiencies that really can achieve a top performing local government sector.

