Influencing Policy, Influencing the Council
Thurs 4 Sept 2014

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Community Action Southwark
Welcome!

CAS supports Voluntary & Community Sector (VCS) orgs/groups to get:

- Connected
- Support
- A voice
- Informed

http://casouthwark.org.uk/
Aims of today

Participants will have greater knowledge of –

1. What policy is & why we should influence it
2. How policy is made in Southwark
3. How to form a policy message
4. How to make your pitch
**Introductions**

- Name & organisation
- 1 thing you would like to influence, see change
- 1 thing you would like to come away with today
Outline of the session

1. What is policy & why influence it? – discuss
2. Learning about Southwark – policy quiz
   
   **Coffee break**

3. Developing a policy message
4. Pitching policy – role play

5. Recap, CAS support, evaluation
Housekeeping

You
- Participation – your experience (confidential)
- Mobiles on silent!
- Bathrooms
- Fire alarm

Us
- Timekeeping – but do interrupt
- Plain language – minimum jargon
1. What is policy?

! Shout out ideas

Public policy is a set of ideas & proposals for action – culminating in a decision by a public body.

It’s how the state addresses (or doesn't address) issues that affect the public, through –

- principle / direction of travel
- legislation
- strategic priorities
- funding
- regulation
1. Why influence policy?

- **Improve lives** of service users & vulnerable people in Southwark.
- **Closeness/access** of sector to vulnerable people/service users.
- **Joint responsibility** to formulate policy – policymakers don’t always know + are open.
1. Influencing policy

2 distinctive approaches:

- **Campaigning** –

  ‘Outside the tent’, making noise.

- **Influence** –

  At the table, with public sector partners.

1. What is influencing policy?

- **Preventing** a proposed policy from being enacted.
- **Challenging** an existing policy that is seen as having negative/harmful effects.
- **Proposing** a better alternative to an existing policy.
- **Contributing** to development of policies and strategies, e.g. submitting evidence of what works.
1. Opinion wall

‘I am optimistic that Southwark Council is open to influence and willing to listen.’
2. The Great British Policy Quiz
1. The number of **elected councillors** in Southwark is –
   
a. 50 
b. 63 
c. 78
Southwark councillors

- 63 councillors
- 3 in each of the 21 wards
- Following election in May ‘14 –
  - 48 Labour
  - 13 Liberal Democrat
  - 2 Conservative

- Next election 2018
Key to map

Labour

Liberal Democrat

Liberal Democrat/Labour

Conservative/Labour
2. Which **two** Southwark **council departments** merged in 2012?

- Chief executive’s department
- Finance & corporate services
- Children’s services
- Housing & community services
- Environment & leisure
- Adults’ services
Council departments

Chief Executive

Chief Executive’s Department
- Local economy
- Public health
- Corporate strategy
- Human resources
- Regeneration
- Planning

Children’s & Adults’ Services
David Quirke-Thornton, Strategic Director
- Early years
- Social care – all ages
- Youth provision
- Education
- Strategy and commissioning

Environment & Leisure
Deborah Collins, Strategic Director
- Arts & culture
- Community safety
- Libraries, learning and leisure
- Public realm
- Sustainable services

Housing & Community Services
Gerri Scott, Strategic Director
- Advice services
- Community engagement
- Customer experience
- Major works
- Area management
- Maintenance and compliance
- Home ownership and tenant management initiatives

Finance & Corporate Services
Duncan Whitfield, Strategic Director
- Revenue and benefits
- Legal services
- Finance
- Facilities management
- Information and data services

Community Action Southwark
3. Match the **cabinet member** to the portfolio.

- **Business, Employment and Culture**
  - Cllr Ian Wingfield

- **Children & schools**
  - Cllr Stephanie Cryan

- **Adult care and Financial Inclusion**
  - Cllr Michael Situ

- **Communities and Safety**
  - Cllr Ian Wingfield
  - Cllr Victoria Mills
3. Match the **cabinet member** to the portfolio.

**Adult care and Financial Inclusion**

**Cllr Stephanie Cryan**

**Business, Employment and Culture**

(Deputy Leader)

**Cllr Ian Wingfield**

**Communities and Safety**

**Cllr Michael Situ**

**Children & schools**

**Cllr Victoria Mills**
## Council committee structure

<table>
<thead>
<tr>
<th>Council assembly (63)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Cabinet (10)</th>
</tr>
</thead>
</table>

### Overview & Scrutiny

**Overview & Scrutiny committee**
- Education & Children’s Services scrutiny sub-committee
- Healthy Communities scrutiny sub-committee
- Housing & Community Safety scrutiny sub-committee

### Committees

**Health & Wellbeing Board**
- Appointments
- Audit & Governance
- Corporate Parenting
- Licencing
- Planning
- Standards

### Sub-Committees

**Licencing Sub-Committee**
- Planning Sub-Committee A
- Planning Sub-Committee B

### Community Councils

- Bermondsey & Rotherhithe
- Borough, Bankside & Walworth
- Camberwell
- Dulwich
- Peckham & Nunhead
Other cabinet members

Public Health, Parks & Leisure
Cllr Barrie Hargrove

Environment and Public Realm
Cllr Darren Merrill

Regeneration and New Homes
Cllr Mark Williams

Finance, Modernisation and Performance
Cllr Fiona Colley

Housing
Cllr Richard Livingstone
4. Match the person to the **position**.

- **Chief Executive Officer**: Eleanor Kelly
- **Leader of the Council**: Peter John
- **Mayor of Southwark**: Dora Dixon-Fyle
4. Match the person to the **position**.

**Leader of the Council**  
Cllr Peter John  
Chairs Cabinet, political

**Chief Executive Officer**  
Eleanor Kelly  
Apolitical – develop + implement delegated work

**The Mayor of Southwark**  
Cllr Dora Dixon-Fyle  
Civic, ceremonial

Image of Eleanor Kelly:  
Council policy development

1. Cabinet: Set priorities
2. Council officers: Develop policy proposals
3. Cabinet: Agree proposals
4. Overview & Scrutiny: Review, query
5. Sign-off + implementation
5. Council assembly: Vote/sign-off, then implementation
5. People living or working in Southwark can **send a delegation** to council assembly, cabinet and scrutiny committee meetings.

   a. True
   b. False

**False** –

You can for council assembly and cabinet meetings, but **not scrutiny committee** meetings.

However, you can attend these and suggest an issue or councillor/council officer to be scrutinised.
Petitions
If you live/work/study in Southwark you can start a petition. You can present it to council assembly, cabinet + others.

<table>
<thead>
<tr>
<th>Petition type</th>
<th>Number of signatures required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debate at Council Assembly</td>
<td>1,500</td>
</tr>
<tr>
<td>Debate at Cabinet</td>
<td>500</td>
</tr>
<tr>
<td>Debate at Community Council (local issues)</td>
<td>250</td>
</tr>
<tr>
<td>Hold an officer to account at Overview &amp; Scrutiny Committee, or a sub-committee.</td>
<td>500</td>
</tr>
</tbody>
</table>
6. Which of these is not one of the council’s ‘Fairer Future’ priorities?

a. Safer communities
b. Arts & culture
c. Education, employment & training
Fairer Future Promises

1. Value for money
2. Free swimming + gyms
3. Quality affordable homes
4. More + better schools
5. Nurseries + childcare
6. A greener borough
7. Safer communities
8. Education, employment + training
9. Revitalised neighbourhoods
10. Age-friendly borough
7. Southwark’s **Clinical Commissioning Group** (CCG) is –

   a. A council group that commissions local health services.

   b. A private company that commissions a range of services in a ‘clinical’ way.

   c. An NHS body that plans and pays for local health services.
Our priorities for improvement for 2013/14 are:

**Patients in need of urgent care**

We plan to offer more support for people in their homes to reduce the risk of them needing to be admitted to hospital. We also plan to set up urgent care centres at King’s and St Thomas’ hospitals to reduce the press on their A&E departments.

**People with long term conditions**

We want to support more people to better manage their medical conditions. We will invest in developing services in GP surgeries and the community that mean people with ongoing health conditions can access specialist services without having to travel too far.

**Co-ordinating health and care services**

To make sure that the local health system delivers the best possible health benefits and experience of care for patients, we will be working with local health networks to support the co-ordination of services across health and social care.

**People with mental health conditions**

We want to improve access to therapy services for people with anxiety and depression and to make sure that patients using these services benefit from the treatment they receive. We want more mental health services to be provided in the community and at patients’ GP practices.

**Primary and community health services**
8. Match the words and definitions –

**Engagement**
- Seeking opinions on an existing proposal

**Consultation**
- Seeking input at an early stage to develop a proposal
8. Match the words and definitions –

**Engagement**

Seeking input at an early stage to develop a proposal

**Consultation**

Seeking opinions on an existing proposal
Consultation and engagement

• Council duty to consult on strategies, priorities etc.

Mental Health Strategy engagement

• CAS workshop
• 15 organisations, 2 council/CCG officers.
• Overview of policy direction.
• Raise key issues for orgs and service users/residents.
  • **Key issues** – self-harm, marijuana abuse
  • **Vulnerable groups** – LGBT young people
  • **Solutions** – peer support, engaging through music
9. The **Children & Families Trust** is –

a. A local funding body

b. A council-led partnership

c. A government task force
Representation

- Network of 20 sector ‘Reps’.
- Raise issues for them to take forward through strategic partnerships. Use them!
Southwark Forum

- Quarterly event
- Hear from, question and meet local policymakers

At the same time, income from (public sector) contracts increased from £5 billion to –

a. £7 billion
b. £11 billion
c. £19 billion
11. Between 2010/11 and 2015/16, Southwark council expects to have reduced spending power of –

   a. 10%
   b. 19%
   c. 26%
End of quiz!
2. Influencing the council

Recap –

• Councillors – cabinet, committees, priorities
• Council departments, council officers, policy development
• Delegation, petitions (questions)
• CCG
• Consultation/engagement, Forum
• VCS Reps + strategic partnerships
• Policy context (£)
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3. Developing a policy message

1) Developing a policy message
2) Policymaker perspective
3. Developing a policy message

AMEN* – guess?

A = audience
M = message
E = evidence/examples
N = negatives

(* Adapted from DSC training)
3. Developing a policy message

**Audience**

Who, why them?

Their perspective, targeted message.

**Message**

Clear – what is the issue? What exactly do you want?

What are your solutions? Interesting, innovative?

Values – yours, policymakers, shared?

**Evidence & examples**

What is your evidence, expertise?

Credible data, informed by real life examples?

**Negatives**

Anticipate objections, plan your response. ‘Austerity!’
3. Elevator pitch

In pairs –

• By yourself, develop a policy message.
  • Use the Elevator Pitch handout.
  • Work through it, make notes, discuss, AMEN.
• Have a go! Give your pitch to a (silent) policymaker.
• Swap.
3. Policymaker perspective

Think of policymaking less as a neat theory –

More as a complex and messy procedure…
3. Council perspective

Policy officers –

• Personal experience of services/issues is good – but most useful when represents a wider group.

• Don’t vent or be aggressive or political (ignored).

• Be constructive – see things from our shoes (policy as river).

Chief Executive –

• We want insight from the grassroots into reality.

Cabinet member for finance –

• Would be useful to have evidence of the impact of cuts.
3. Policymaker perspective

By yourself –

• Take the same issue/message.
• Think about who you want to influence. Get into their mind.
• Fill in boxes in ‘Personalise Power’ sheet.
• Discuss.
4. Pitching policy: the art of the elevator pitch

Combine policy message + policymaker perspective

In pairs –
- One person is the influencer, one the policymaker.
  - Influencer – adjust then present policy pitch.
  - Policymaker – listen, then query.
- Swap roles and repeat.
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CAS support

Southwark Forum
- Commissioners, policymakers (15 Oct)

VCS Reps + news
- At Forums
- Policy ‘Dispatches’, Policy Updates, CAS bulletin

Joint responses
- E.g. mental health strategy, co-production, commissioning.
- Live! –
  1. Commissioning + procurement scrutiny review
  2. Influencing council budget
Get in touch

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