

SUBJECT: Performance and Evaluation Framework for MonLife

**MEETING:** Economy and Development Select

DATE: 27<sup>th</sup> September 2018

**DIVISION/WARDS AFFECTED: AII** 

### 1. PURPOSE:

1.1 To receive the draft Performance and Evaluation Framework that will underpin a business management framework for the new delivery model MonLife.

#### 2. RECOMMENDATIONS:

2.1 For Members to review, scrutinise and make recommendations on the draft Performance and Evaluation Framework for measuring outcomes for the new delivery model MonLife.

## 3. KEY ISSUES:

- 3.1 To establish an integrated business planning, monitoring and evaluation framework across all of MonLife group's activities to measure performance, evidence impact and drive continuous improvement, i.e. one shared framework embracing MonLife (the charity), MonLife Plus (the Local Authority Trading Company) and the associated trading subsidiaries.
- 3.2 The performance framework will develop over time as MonLife establishes and progresses new programmes for delivery. Initially the framework will reflect MonLife's initial business plans and programmes, and consolidate the key performance indicators / business matrices already in place across Tourism, Leisure, Culture and Youth Services (TLCY).
- 3.3 Diagram 1 below illustrates the proposed framework, which will be developed with the shadow board and directors prior to enactment. Central to the process will be the MonLife group Business Plan that will reflect the contribution that MonLife is making to delivery of the PSB Well-being Plan and Council's Corporate Plan and the wider legislative and policy context

within which the group operates (this plan will be an aggregation of the MonLife & MonLife Plus business plans). Supporting the Business Plan will be annual SMART action plans for MonLife's teams and key delivery programmes (updated quarterly), and clear branding and marketing strategy and plans.

**Diagram 1**: Proposed Framework

	Diagraili i	. 1 10pos	cuita	ITICWOTK						1	
	PSB Wellbeing Plan & Objectives										
	Council's Corporate Plan & Wellbeing objectives										
	MonLife Business Plan (MonLife & MonLife Plus)										
	Vision: Enriching people's lives and creating vibrant places										
	Aims:										
	Enrich people's lives through participation and activity					Build strong and vibrant places and communities in Monmouthshire				asur	
on	Culture & Values:										
National Policy & Legislation	Developing its people to be the best they can be	Being succes business p by its po	ssful powered	Providing excellent customer experiences	netw et	ing strong vorks and fective nerships	Making int decisions on busir intellige	based ness	Growing a sustainable business	Measurement & Key Performance Indicators	
	MonLife Programme & Team Action Plans									ey F	
	Branding & Marketing Strategy & Plans										
Po	Employee Aims & Objectives										
nal	Customer & User engagement										
atio	Strategic & Operational Risk										
Z	Regulation & Inspection (WAO, Estyn, Care Inspectorate Wales, Companies House, Charity Commission)										
	Accreditation										
	Industry Sa	aving Ex	gister of ercise essionals	Adventure Activities Licensing Authority	DoE Licence	Museum Accreditation	VAQUAS Accreditation (Visit Wales)		InSport Accreditation (Disability Sports Wales)		
	Outcome Measurement Framework										
	Thriving		Healthy			Connected		Fair			

### 4. OPTIONS APPRAISAL:

Option	Benefits	Risks	Comments
Do nothing – i.e. maintain existing TLC&Y performance indicators / business plan	None identified	High risk - will not provide adequate business management information for either MonLife or the Council	Would fail to provide sufficient basis to support the success and sustainability of MonLife
Develop new bespoke MonLife Performance and Evaluation Framework	Framework will the provide the information required by the Boards of Directors / Trustees of MonLife, MonLife Plus and the trading subsidiaries to assess performance and embrace the Council's performance reporting requirements as principle funder / sponsor	Strategic risk management forms a key part of the proposed framework	The development of a robust performance and evaluation framework is essential to the success and sustainability of MonLife

4.1 The whole process has been facilitated by an in-house team and informed closely and tested by independent advisors and legal experts. The process has also included full open scrutiny with Members through Seminars, Select committees, Cabinet and Council. In February 2018, Cabinet approved the Strategic Business Case which set out the full initial appraisal of options for change and approved the ADM to move forward.

### 5. REASONS:

- 5.1 The development of a robust performance framework is essential to the success and sustainability of MonLife, which is being developed in partnership with the Client Liaison Officer.
- 5.2 To enable the Boards of Directors / Trustees of MonLife, MonLife Plus and the trading subsidiaries to assess their own performance.
- 5.3 To meet the Council's performance reporting requirements as principle funder / sponsor to allow assessment of the MonLife group's contribution to the Council's and PSB's key priorities.

## 6. RESOURCE IMPLICATIONS

6.1 No resource implications to accompany this report.

## 7. SAFEGUARDING IMPLICATIONS

7.1 There are no corporate parenting or safeguarding concerns regarding this report.

### 8. BACKGROUND PAPERS

**Appendix 1** Draft Performance and Evaluation Framework

**Appendix 2** Future Generations Evaluation

**Appendix 3** Questions raised by Members at previous Committees

### 9. FUTURE GENERATIONS IMPLICATIONS

Future Generations Evaluations have accompanied every report submitted and outline the main impacts of the proposal.

As described in previous FG evaluations, the purpose of the proposed Alternative Delivery Model is to ensure much valued local services are maintained and by their nature continue to provide employment, growth and an increasingly skilled workforce. The proposals will enable services to be kept open but with more community focus and coordination, helping knit communities together. Activities in establishing the Alternative Delivery Model will require positive engagement and coordination with community focused services as well as income generation and investment in key aspects of the business to ensure the culture and business thrives. Incorporated services will contribute greatly to our local culture, heritage and art with the promotion of activity, health and wellbeing forming part of its key drivers.

The proposed performance and evaluation framework is designed to support and evaluate contribution across the well-being goals and the proposed outcome measurement framework has been cross-referenced to these goals (see Diagram 1 in the main report) – this approach will be refined and developed as work on the outcome measurement framework progresses.

### 10. AUTHORS:

Matthew Lewis, Interim Performance, Evaluation and Programme Development Lead

Richard Simpkins, Interim Systems, Procedures and Data Readiness Lead

Cath Fallon, Head of Enterprise and Community Development and Client Liaison for MCC

# 11. CONTACT DETAILS:

matthewlewis@monmouthshire.gov.uk 07990 783 165
richardsimpkins@monmouthshire.gov.uk 07884 061 183
cathfallon@monmouthshire.gov.uk 07557 190 969