

# Meeting of the Capital Ambition Board

**Thursday 18 February 2016, 10:00**

**London Councils, Conference Suite, 59½ Southwark Street, London SE1 0AL**

## **Members**

Edward Lord OBE JP  
Cllr Stephen Alambritis  
Cllr Jas Athwal  
Cllr Nicholas Paget-Brown

## **Borough**

City of London (Chair)  
LB Merton  
LB Redbridge  
RB Kensington & Chelsea

## **London Councils**

Nick Lester-Davis  
Frank Smith  
Thomas Man  
Lisa Henry  
Juan Lopez Pinzon  
Clive Grimshaw

Corporate Director, Services  
Director of Corporate Resources  
Head of Capital Ambition  
Capital Ambition Programme Manager  
Capital Ambition Project Manager  
Acting Strategic Lead for Health and Adult Social  
Care/Head of Children's Services  
Head of Budgetary Control and Procurement

Andy Pitcairn

## **Advisers**

Nathan Elvery  
Martin Smith  
Rob Leak  
Fiona Fletcher-Smith

LB Croydon  
LB Ealing  
LB Enfield  
Executive Director of Development, Enterprise and  
Environment, GLA

## **Board Secretariat**

Alan Edwards

Governance Manager

## **EY**

Neil Sartorio  
Victoria Evans  
Louise Warman

Director, Local Public Services  
Manager, Local Public Services  
Manager, Local Public Services

## **The Behavioural Insights Team**

Tim Pearce

Head of Local Government

### **1. Apologies for absence and announcement of Deputies**

- 1.1 Apologies were received from Cllr David Simmonds OBE (LB Hillingdon) and Mike O'Donnell (Finance Director, LB Camden).
- 1.2 The Chair apologised for the late distribution of CAB papers and last minute changes to a number of reports. He said that there was insufficient time to read the reports fully and this risked impacting on any debates.
- 1.3 The Chair also wanted to recognise the contribution of Martin Smith who attended his last meeting of the Capital Ambition Board as an adviser, and wish him every success in his future endeavours.

### **2. Declarations of interest**

- 2.1 There were no declarations of interest.

### **3. Minutes of the meeting held on 8 December 2015**

- 3.1 The minutes of the non-exempt part of the meeting held on 8 December 2015 were agreed as an accurate record.

### **4. Director's Report**

- 4.1 Nick Lester-Davis introduced the Director's report and informed the Board that an additional report had been tabled, that gave a longer-term overview of CAB finances, proposals and expenditure commitment up to March 2019. If all of the London Ventures and other Capital Ambition funded activities went ahead as proposed, the CAB fund will stand at £323,000 by the end of financial year 2018/19.
- 4.2 Martin Smith (Chief Executive, LB Ealing) asked about the £1.149 million forecast project spend from 2016/17 to 2018/19 in Appendix A of the revised agenda item 4. Nick Lester-Davis said that related to London Ventures, the majority of this was dependent on the procurement process.
- 4.3 Members noted the Director's report, which provided an update on the financial position, work programme and news items.

### **5. Behavioural Insights and Croydon Project Proposal**

- 5.1 Nathan Elvery (Chief Executive, LB Croydon) introduced the report and made the following comments:
- Behavioural science can be applied at a process level, with straightforward processes like council tax and business rates collection, individual electoral registration, and waste and recycling to be considered in the first instance. LB Croydon would lead on piloting these more simple processes.
  - More complex areas would require a "whole system approach" and require trials and pilots involving other boroughs.
  - More complex areas included work around health and social care (especially hospital discharges).
  - Children's care – ways of using behavioural science to influence children in order to prevent them going missing could be an area of investigation.
  - It was proposed to carry out the pilots on the simpler projects first, and conduct scoping studies into the more complex areas. The Board would receive these reports and decide if to commit further funds to undertake trials or pilots.
- 5.2 Councillor Alambritis said that he was more interested in the complex areas, as LB Merton was already proficient in collecting council tax and business rates, and dealing with waste and recycling etc. He asked why it needed additional time before being able to tackle the more complex issues. Nathan Elvery expanded on his introduction: the nature of the complex issues require more system-wide changes, as improvements in one stage of a process could be easily undone if the next stage of the process is unchanged. Councillor Alambritis said that LB Merton would like to be part of a pilot looking into hospital discharge.
- 5.3 Councillor Alambritis asked whether there was any financial gain by putting money into improving the electoral registration process. Nathan Elvery said that there was not a large financial gain, although the electoral register is used in estimating population, which does have a financial impact. Additionally it is important that all of a borough's residents that are eligible are registered to vote. The Chair said that there was value in this.
- 5.4 Councillor Paget-Brown said that RB Kensington and Chelsea was very focussed on child protection as a borough, and would like to be part of any pilot in this space..

## 5.5 Members of CAB:

- Agreed to award LB Croydon a grant of up to £120,000 to run two, or three behavioural insights trials in the simpler process areas, and conduct scoping studies into four more complex policy areas over the financial year 2016/17.
- Agreed to return, at a later stage, dependent upon the results of the scoping studies, to the issue of providing a grant of up to £200,000 to fund trials in two more complex policy areas in financial year 2017/18.

## 6. Tap-it Marketing Report

- 6.1 Lisa Henry (Capital Ambition Programme Manager) introduced the report. She informed members that more detailed engagement with boroughs had taken place and further refinements had been made to the “Tap-it” safety app. Lisa Henry noted that during workshops with Boroughs it had become clear that whilst they had the ability to reach known service users they had much less capacity to develop marketing material. Having a set of common marketing material that they could use locally, and some London-wide marketing will improve the likelihood of project success.
- 6.2 Members approved the investment of £75,000 of its operational budget from each of the years 2015/16 and 2016/17, up to a maximum of £150,000, to develop and deliver a marketing plan for the Tap-it app.

## 7. London Ventures Programme Summary

- 7.1 Neil Sartorio (Director of Local Public Services, EY) introduced the London Ventures Programme Summary report and made the following comments:
- It was the third birthday of London Ventures. Over three years the programme has developed an identity, brand, and a diverse portfolio of projects and services. Ranging from aiming to make children safer, to energising communities and to protecting public funds.
  - Almost two thirds of London boroughs were now engaged in the programme and implementing at least one London Ventures. Companies were also approaching EY enquiring about the London Ventures programme.
  - It was hoped to make the brand even bigger in three years' time and to invest more.
- 7.2 Following the introduction from EY, the Chair asked for it to be minuted that he would like to remind EY to refrain from referring to the current London Ventures procurement exercise during the course in any future business being considered by the Board, until the outcome of that procurement exercise was complete.
- 7.3 The Chair thanked EY and the boroughs for their engagement with the London Ventures Programme

## 8. Any Other Business

- 8.1 There was no other business.

**Members resolved to exclude the press and public from the meeting for the exempt part of the meeting.**

**The meeting finished at 10.55am**