

**Report to the LSP Overview & Scrutiny Task Group
Tuesday 25th November 2008**

‘Added value’ and Monitoring key Success Criteria for LSP projects

1. Purpose of the Report

- To propose a definition of ‘added value’ to support the LSP task Group in evaluating the LSP projects
- To outline the framework we currently use with partners to identify key success criteria for projects and how this is used to select and then monitor the LSP projects both during and at the conclusion of the projects
- To provide members with information on whether the key success criteria for the LSP projects commissioned in 2007/08 have been met and an officer view on whether they have “added value”
- To ascertain where members want to go next with regards this aspect of the review.

2. Definition of Added Value

- 2.1 The only 2 dictionary definitions of ‘added value’ found were mainly relating to supplying commodities (goods and services):

“an additional benefit, esp. the amount by which the value of an article is increased at some stage of its production; also called [value added](#)”¹

“additional benefits of a company's products or services in comparison to competing products”²

- 2.2 Looking at ‘added value’ from a project perspective and drawing from the discussion at the last LSP Task group meeting, “added value” could be defined as any or all of the following:

- “when a project results in an improvement or outcome that would not have occurred unless the project had taken place”

¹ Webster's New Millennium™ Dictionary of English, Preview Edition (v 0.9.7)
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² Webster's New Millennium™ Dictionary of English, Preview Edition (v 0.9.7)
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- “when a project results in an improvement or outcome being achieved more quickly than would otherwise have been the case if the project had not taken place”
- “when a project delivers more than originally expected” e.g. a greater return on investment; exceeding outcome or improvement targets; realising additional benefits in other associated areas.

3. Key Success Criteria for Projects

- 3.1 In order to allocate the £90k revenue pot provided by the Council to LSP projects for 2007/08, partners were invited to submit details of their proposed project on an application form for consideration by the LSP Executive.
- 3.2 Selection of the successful projects depended on how closely they meet the following five over-arching principles:
- projects which achieve a Sustainable Community Strategy target or objective/outcome;
 - projects which can lever in additional funding from elsewhere;
 - projects which require organisations to work in partnership with each other;
 - projects that are not dependent on funding as a replacement for mainstream funding that has ceased; and
 - each thematic group will be expected to pursue at least one project.
- 3.3 The application form required partners to set out how their project meets the principles set out above and in addition, partners were also asked to identify the main outcomes that the project will achieve and how this achievement will be measured.
- 3.4 The process for selecting the 2008/09 projects followed the same approach as in 2007/08. However, in addition to the information on expected outcomes, each LSP project selected is now also required to comply fully with the Council’s project management approach which includes completion of a Project Initiation Document setting out the critical success factors for the project.
- 3.5 At every meeting of the LSP Executive, the theme group leads provide an update on the progress in delivering their related LSP project and since September 2008 quarterly to the LSP Board. (Previously, the LSP Board received an annual update). On completion of the project the partner is required to complete an end of project report setting out whether the outcomes have been achieved and any other benefits realised as part of the project.

4. Outcomes/Added Value achieved for 2007/08 Projects

- 4.1 Attached at Appendix 1 is a table showing the expected outcomes, the actual outcomes achieved and using the definition in section 2 other 'added value' benefits for the projects commissioned in 2007/08.

5. For Consideration

- 5.1 Members are asked to consider the current approach and the information contained in Appendix A on project delivery and determine how they want to proceed with objective 2 (maximising capacity).

Appendix A

Outcomes and 'Added Value' achieved for 2007/08 Projects

Project	Outcomes Expected	Outcomes Achieved	Other 'Added Value'
<p>MATAC (Multi Agency Tasking and Co-ordination)</p> <p>It is a new way of using technology to share data between partners – like the Police, PCSOs, the Council, Youth Service, etc. Using sophisticated GIS software, real time data on criminal activity is plotted onto a conference screen. Resources (such as police officers) can then be deployed to areas of particular 'hotspots' in Chorley.</p> <p>Chorley partnership contribution £10k invested Total value of project £20k</p>	<ul style="list-style-type: none"> • Reduction in PSA1 Crime • People feel safer • Greater Liaison between agencies • Reduction in harm caused by Alcohol abuse 	<ul style="list-style-type: none"> • 14% reduction in PSA1 crime in 2007/08 • Feeling safe in the day increased from 90% in 2006 to 97% in 2008 • Feeling safe at night increased from 49% in 2006 to 69% in 2008 	<ul style="list-style-type: none"> • MATAC mainstreamed by all partners • Sharing learning with South Ribble • Jointly funded analyst • Building blocks for identifying Weeks of Action Projects and locations • Building block for Alcohol consequences campaign which has attracted a further £30k from Home Office for our cluster
<p>The Prevention of Teenage Pregnancy in Higher Rate Wards</p> <p>The project will involve a whole host of interventions including the training of staff to provide sexual</p>	<ul style="list-style-type: none"> • Reduce the rate of under 18 conceptions • Increase the number of workers trained in level 1 sexual health • Increase the access and 	<ul style="list-style-type: none"> • 10% reduction in under 18 conceptions between 2005 and 2006 (latest available data) • All key workers working with 'at risk' young 	<ul style="list-style-type: none"> • Building block for successful Girls Aloud project at Albany School • Increased self esteem of young people involved in the projects

<p>health advice to young people, engage schools and key workers working with 'at risk' young women, and to delay early parenthood by raising awareness of the realities and responsibilities of being a teenage parent.</p> <p>Chorley Partnership Contribution: £10K (Total value of project = £105,000)</p>	<p>availability of sexual health services for young people</p> <ul style="list-style-type: none"> • Delay early parenthood by raising awareness of the realities of the role and responsibilities of early parenthood 	<p>people have been identified and trained in level 1 sexual health</p> <ul style="list-style-type: none"> • 75% increase in young people accessing the 'Wise Up' sexual health service 	<ul style="list-style-type: none"> • New project being funded via Children's Trust to extend Girls Aloud for 2nd year and to also include boys
<p>Marketing Chorley to the World</p> <p>The Economic Regeneration Partnership have recognised a need to market Chorley to inward investors, to attract them to relocating their businesses to Chorley. The project aims to produce an inward investment pack for investors interested in relocating, or setting up new businesses in Chorley.</p> <p>Chorley Partnership Contribution: £20K (Total value of project = £70K)</p>	<ul style="list-style-type: none"> • Increase in inward investment companies • Increase in visitors to the town centre • Jobs created • Private sector investment achieved 	<ul style="list-style-type: none"> • Inward investment • Brochure produced • Visits to town centre increased from 35,947 in 2007 to 37,872 in 2008 • 1286 jobs were created/preserved in 2006/07 and 1340 jobs in 2007/08 • £40k private sector investment in Arc of Commercial Opportunity 	<ul style="list-style-type: none"> • Business start-up enquiries up 69% between 1st qtr 07/08 and 1st qtr 08/09 • 170 residents placed in jobs due to Employment Charter • Median Work place earnings have risen to 2.4% above the Lancashire average from 0.9% below in 2005

<p>Developing a Chorley Community Network</p> <p>The Stronger and More Involved Communities theme group have begun a project aimed at developing a network for the voluntary, community and faith (VCF) sectors in Chorley. This involves producing a database of VCF organisations to promote volunteering opportunities in Chorley and strengthen the capacity of the sector.</p> <p>Contribution from the Chorley Partnership: £10K</p>	<ul style="list-style-type: none"> Establishment of VCF network covering Chorley Borough Raising the profile of the VCF sector Greater involvement in volunteering and VCF activities across the Borough 	<ul style="list-style-type: none"> 145 groups joined network Website developed and due to go live in January 2009 	<ul style="list-style-type: none"> New volunteer opportunities with previously non-engaged groups now being registered with the Volunteer Centre New groups being invited to the Quarterly Volunteer Workers Forum
<p>First Steps Project</p> <p>Working with local communities and partners, small scale environmental improvement projects will be identified, such as areas that need cosmetic improvements such as planting, bench installation, improving exterior of community buildings etc. displays for Britain in Bloom. The selected projects will be delivered by the community groups themselves as well as staff from Groundwork and the Council's Neighbourhood Directorate.</p>	<ul style="list-style-type: none"> 75 people involved in selecting sites for improvements 3 sketch designs prepared 3 small scale site improvements 20 volunteers involved in the projects Applications for additional funding for sites. 	<ul style="list-style-type: none"> 2 small scale site improvements made: <ul style="list-style-type: none"> Laburnham Grove project delivered in July Clayton Brook Village to be completed shortly sketch designs produced for sites Additional funding secured from LCC small sites fund to enhance Clayton Brook Scheme 	