

**Modelling Project 2<sup>nd</sup> Round Workshop**  
**Kelvin Conference Centre - 27 April 2006**

**Argyll and Bute Hub**

**Key Drivers for Integration**

- Existing relationships and networks amongst agencies are effective in Argyll and Bute
- Rurality creates the need for close integration eg delivering multiple services through a single point in a remote community
- Personnel know each other and often have multiple interlocking and overlapping roles
- Retention of local knowledge - example given of local knowledge being lost if each partner reorganises in isolation eg police call centre located in Glasgow

**Integrated Service Innovation - "Argyll & Bute Customer Access Project"**  
(name to be finalised)

**Services to be included** - all services to be included in integrated approach. Any exceptions would have to be strongly justified. The initial "core" partners would be Argyll & Bute Council, Argyll & Islands Enterprise and NHS.

**Vision**

- Provide a single point of contact (needs local tailoring)
- Single philosophy of public service
- Retain and build upon local knowledge
- Not a single organisation and not just another layer of governance
- Share a common base or platform
  - embrace full potential of ICT
  - information sharing protocols
  - "triage" handling of requests for services
  - clear system of accountability
  - distributed network of delivery points

### **Additional Features**

- It would build on the already heavy use made of technology in Argyll and Bute, for example, video conferencing in which the area is seen as leading in Scottish terms. It would recognise that experience varies greatly from the towns in Argyll & Bute to the islands and the transfer of good practice from the remoter islands and rural areas to towns should take place.
- It would reverse the trend of centralising power and decision making away from the area and help disperse public services. (It was noted that HIE core services will be dispersed. Whilst these may be small numbers, the employment opportunities created can be very helpful for local areas).
- It would build upon the existing council led access project and develop wider ownership from this base. This project was currently at the stage of appointing a contractor focusing on CRM and business change. It focused on the themes of:
  - Joint future
  - A common portal
  - Argyle and Islands Enterprise
  - Communities Scotland
  - Three Islands Partnership
  - Mull and Iona Progressive Care Centre (also Jura)
- The core partners therefore at present were the Council, Argyll and Islands Enterprise and the NHS


### **What had hindered the Council-led project thus far?**

- Resource and capacity constraints
- Different organisational drivers
- Early focus on governance and not service delivery
- The focus on the council first has meant that a wider sense of ownership of the project has not been created up until this point.

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**What will make this Service innovation work; what stops it working?**

**Factors/Forces that "help" the innovation**

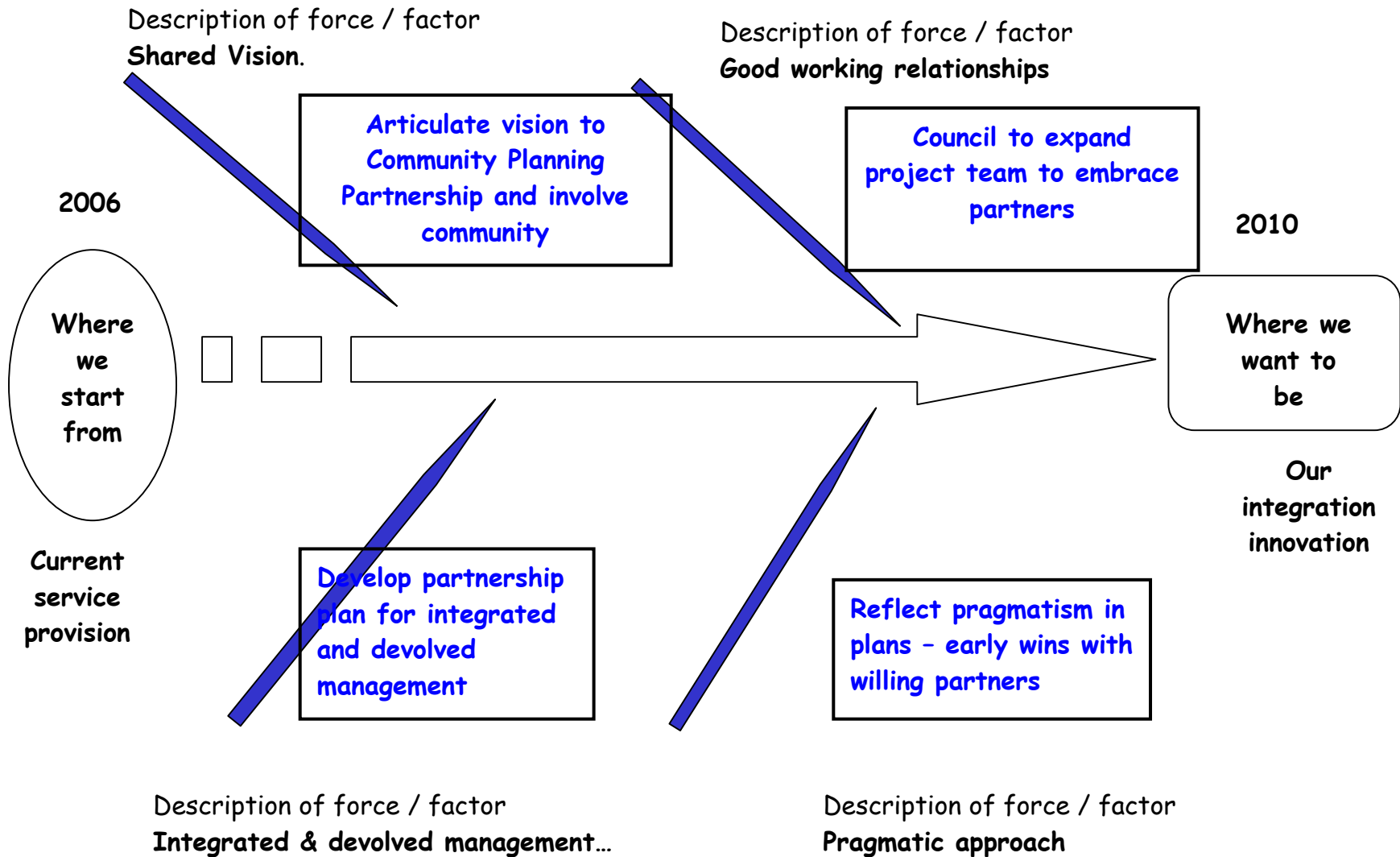
  
**"Strength" of factor or force from 1 - 10**

**Factors/Forces that "hinder"**

  
**"Strength" of factor or force from 1 - 10**

<b>1</b>	<b>Shared vision</b>	<b>9</b>	<b>1</b>	<b>Organisational boundaries &amp; remits</b>	<b>9</b>
<b>2</b>	<b>Integrated &amp; devolved management</b>	<b>8</b>	<b>2</b>	<b>National priorities overriding local priorities</b>	<b>8</b>
<b>3</b>	<b>Good working relationships among partners</b>	<b>7</b>	<b>3</b>	<b>Resources and capacity</b>	<b>7</b>
<b>4</b>	<b>Pragmatic approach</b>	<b>6</b>	<b>4</b>	<b>Communication and branding</b>	<b>6</b>

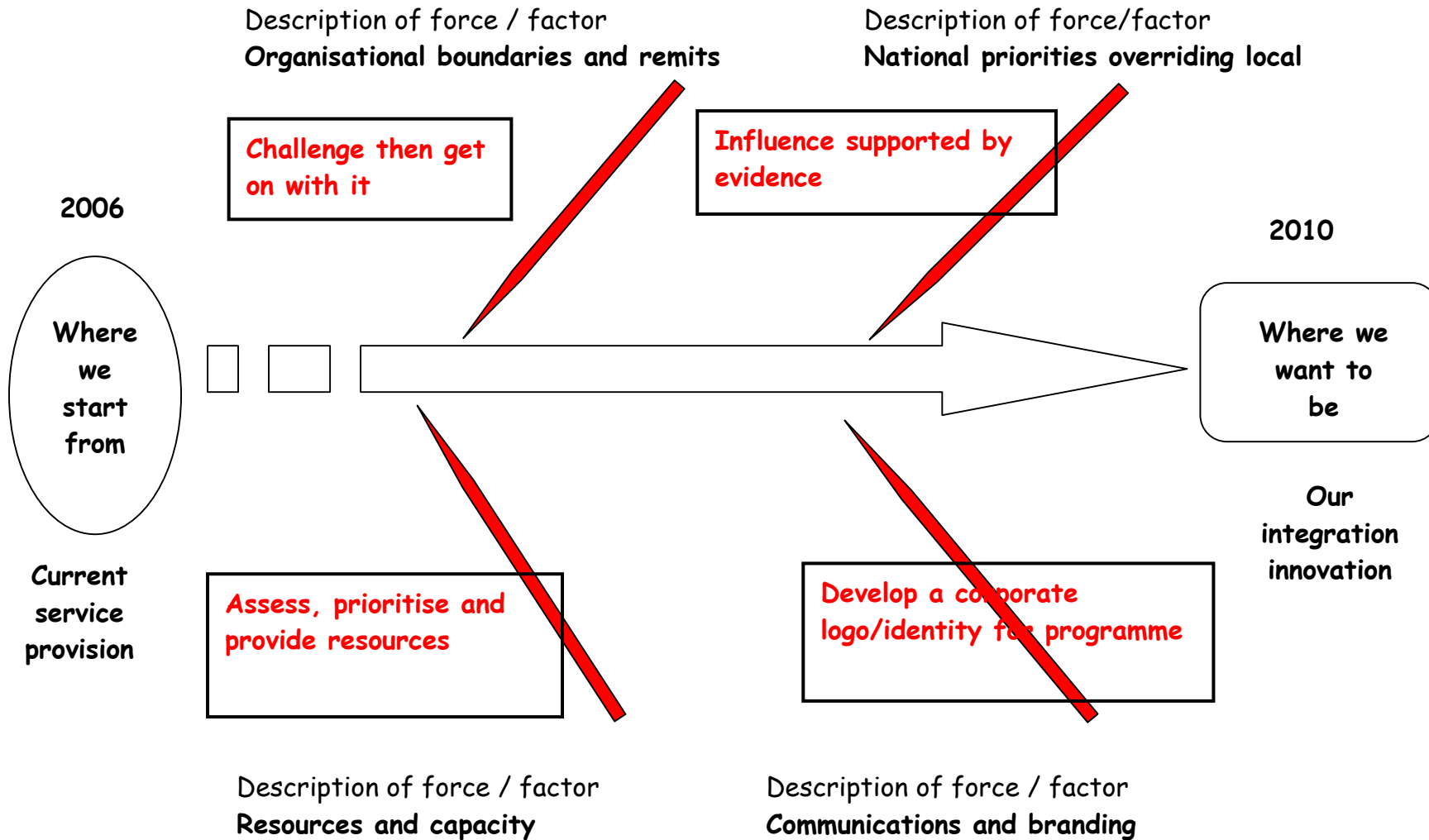
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**The 'helpful' factors:  
 ENABLERS**

# Integrated services delivery & governance modelling project

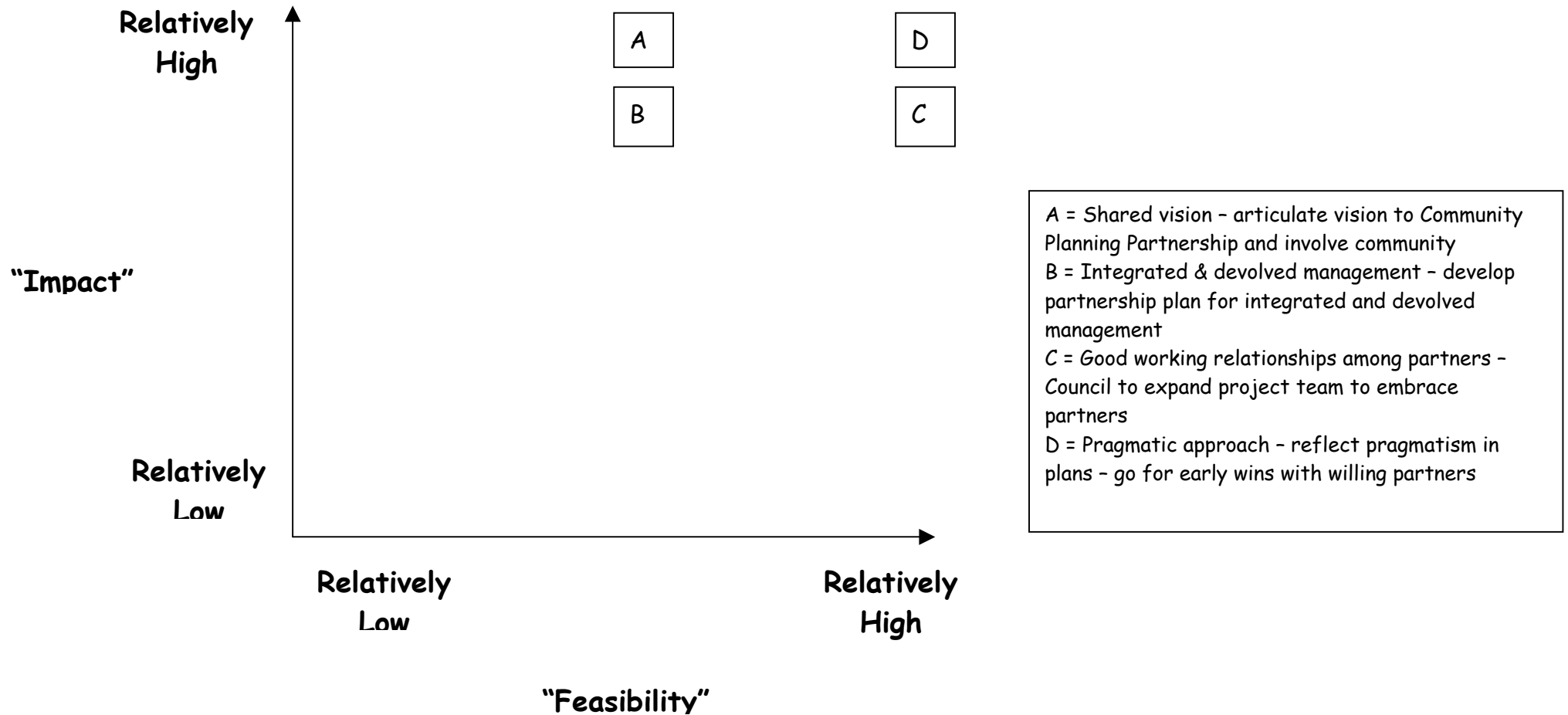
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The 'hinder' factors:  
**BARRIERS**

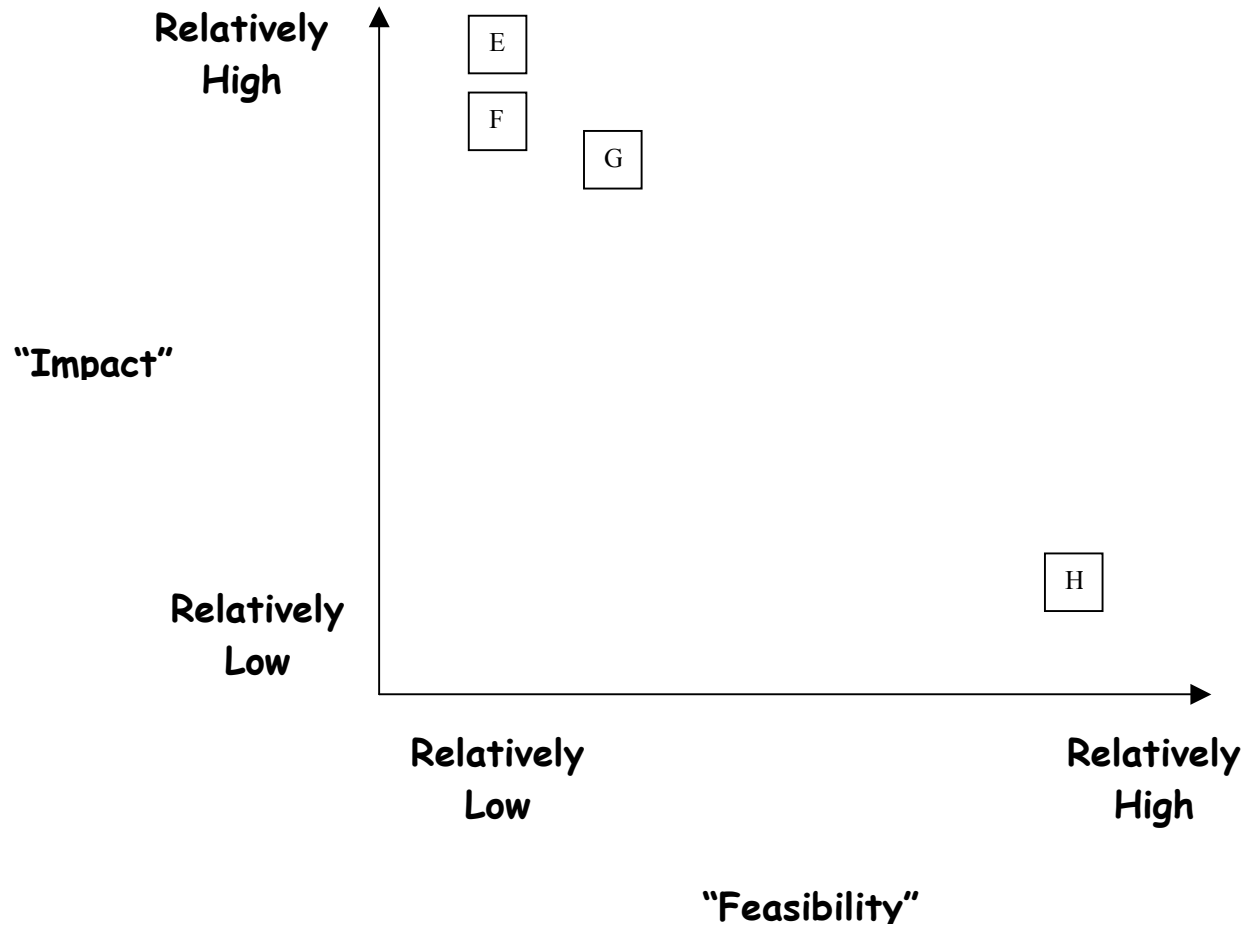
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**Actions to support the enablers**



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Actions to eliminate / minimise the barriers



E = Organisational boundaries & remits - challenge then get on with it  
F = National priorities overriding local priorities - influence through advocacy supported by evidence  
G = Resources & capacity - assess, prioritise and provide resources  
H = Communications & branding - develop a corporate logo/identity for programme