



Gateshead Strategic Partnership Steering Group

Tuesday 8th September 2015

Partnership Working Discussion

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Background

1. Various discussions have taken place which all agree that we have to work differently together
2. The rapidly changing context (funding, policy, infrastructure, demand) we all face requires a radically different approach to achieving Vision 2030.

Purpose of today

3. Use the key action themes already discussed in previous meetings and work through some new ways of working e.g. shared responsibility, pooling of resources, campaigns, communication and data and intelligence.

Testing Ideas

4. *Linking assets and needs*: a presentation will be given on a Community Asset approach (Alice Wiseman, Gateshead Council) to seek views from partners.
5. *Communication and marketing*: Our customers are Gateshead residents and therefore what is the best way to communicate with them?
 - Explore what key messages can we jointly promote?
 - i. What positive behaviours do we want to promote, support and encourage? For example? recycling, with people taking a pride and an active role in keeping their environment clean and tidy e.g. Annual Big Spring /new start – this can extend to local environment, volunteering, healthy wellbeing – including mentally, skills and qualifications.
 - What are the current methods being used by partners?
 - ii. How can all of this resource be galvanised?
6. *Data sharing*: As well as using data to understand our customer and need. How will we know we have reached the outcomes?
 - How can we report and monitor as a partnership?
 - What do you measure?
 - Is the governance of the GSP right to share data and monitor the progress?