

National Priorities-Local Delivery

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Challenges

- Context
- Single Outcome Agreement
- Assets – what do we have at hand?
- Collaborative Outcomes Programme
- “Aberdeen Experience”
- Healthier, Safer or Wealthier? – Alcohol

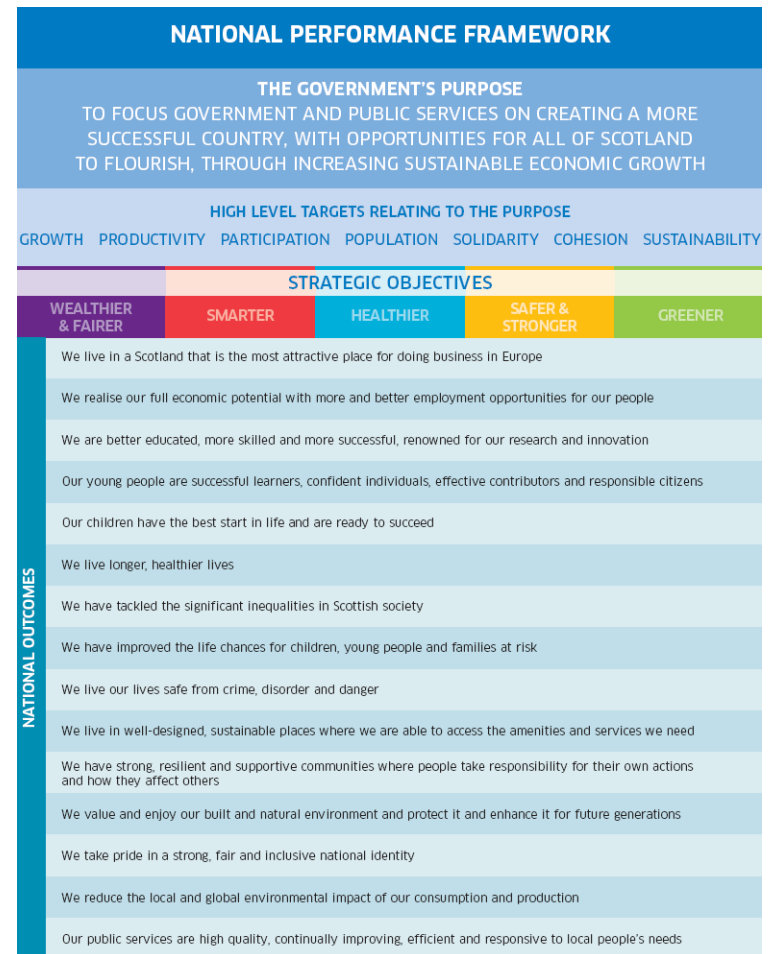
Single Outcome Agreement



Aberdeen's second Single Outcome Agreement was signed on Thursday 30th July 2009 by the Scottish Government and Aberdeen's Community Planning Partnership, The Aberdeen City Alliance (TACA).

Assets – what do we have at hand?

- Focus on Outcomes
- Changed Relationships
- Mature community planning partnerships
- Engaged citizens and communities
- A sense of urgency
- COP



Collaborative Outcomes Programme

- To increase alignment across the Public Sector
- Create social capital
 - Build capacity and links across the Public Sector
 - Increase mutual understanding
 - Create sustainable networks of learning and support
- Promote systemic/organisational learning
- Develop individual leaders
 - The purpose and practice of leadership
 - Provide a context in which participants can support each other in delivering on their own leadership challenges

Leadership Challenges

- Creating consensus and shared purpose on outcomes
- Overcoming/understanding the diversity of our organisational cultures
- Sharing problems and roles; overcoming vested interests
- Clarity about what we expect from one another and realism about our constraints and capacity
- The limits of government action; community and individual responsibility
- Balancing national policy and local variation
- Public Expenditure limits as a driver of change; and a constraint/strain
- Sharing good practice and learning

Aberdeen Experience

- Peer review of 5 complex issues
- Waste, Alcohol Misuse, Transport, Community Engagement, Closing the gap in educational attainment
- Reflect on collaborative efforts
 - Evidence and data
 - Framing of the problem
 - Effectiveness of leadership and partnership
 - Action for improvement

Healthier, Safer or Wealthier

Alcohol Misuse

- Police Intelligence vs Public Health
- Focus on
 - crime and disorder-city centre vs health improvement
 - controlling on sales vs off sales
 - Service specific targets
 - Directive vs facilitative approach
 - visible leadership no shared ownership
 - community safety partnership priorities

Identified Action

- Build stronger linkages between CHP, CSP and ADP
- More visible leadership from council and public health
- Reframe the problem-common wisdom
- Engagement between central government and local practitioners on performance targets and policy setting
- Engage the food and drinks sector of the economy in achieving the outcome

Aberdeen City Single Outcome Agreement –
Performance Report

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