

Outcomes Based Accountability & Outcomes Based Budgeting

Leadership Briefing Presentation
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Project Summary

What is Outcome Based Accountability/Budgeting?

- Outcome Based Accountability (OBA) and Outcome Based Budgeting (OBB) are methods of using performance and financial data to:
 - monitor systematically the delivery of services; and
 - develop budget plans that to show how spending makes a difference to peoples lives.
- Essential for demonstrating delivery of the 2016-2019 Corporate Plan
- Key enablers of the Future Performance C3 Transformation programme

How will we deliver this?

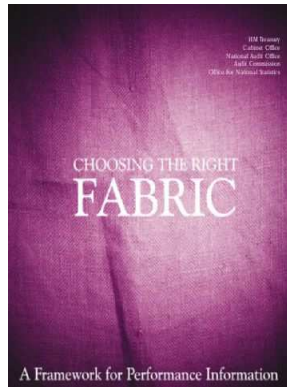
- Build on Stage 1 that was completed in autumn last year
- Use improved methodology to ensure consistent & sustainable results

What will happen now in Stage 2?

- Presentations will introduce the overall methodology
- Workshops will provide tools & start data gathering
- Follow up sessions and 'play back'
- Access to information via QlikView application wolverhampton.gov.uk

OBA/OBB and Performance Information

OBA and OBB are widely accepted principles of good practice in public service delivery which can lead to real and effective culture change



HM Treasury
Cabinet Office
National Audit Office
Audit Commission
Office for National Statistics

- Focused** on the organisation's aims and objectives;
- Appropriate** to, and useful for, the stakeholders who are likely to use it;
- Balanced**, giving a picture of what the organisation is doing, covering all significant areas of work;
- Robust** in order to withstand organisational changes or individuals leaving;
- Integrated** into the organisation, being part of the business planning and management processes; and
- Cost Effective**, balancing the benefits of the information against the costs.

OBA and OBB Definitions

OBA - From Talk to Action:

- a focus on outcomes – *is anyone better off?*;
- use of plain language and simple methods;
- having indicators that show the change we want to bring about;
- using data to tell if we are succeeding.

OBB - Definition:

Developing budgets based on the relationship between funding (Resources) and the difference spending is expected to make to the quality of life for the children, adults and families who live in our community (Outcomes).

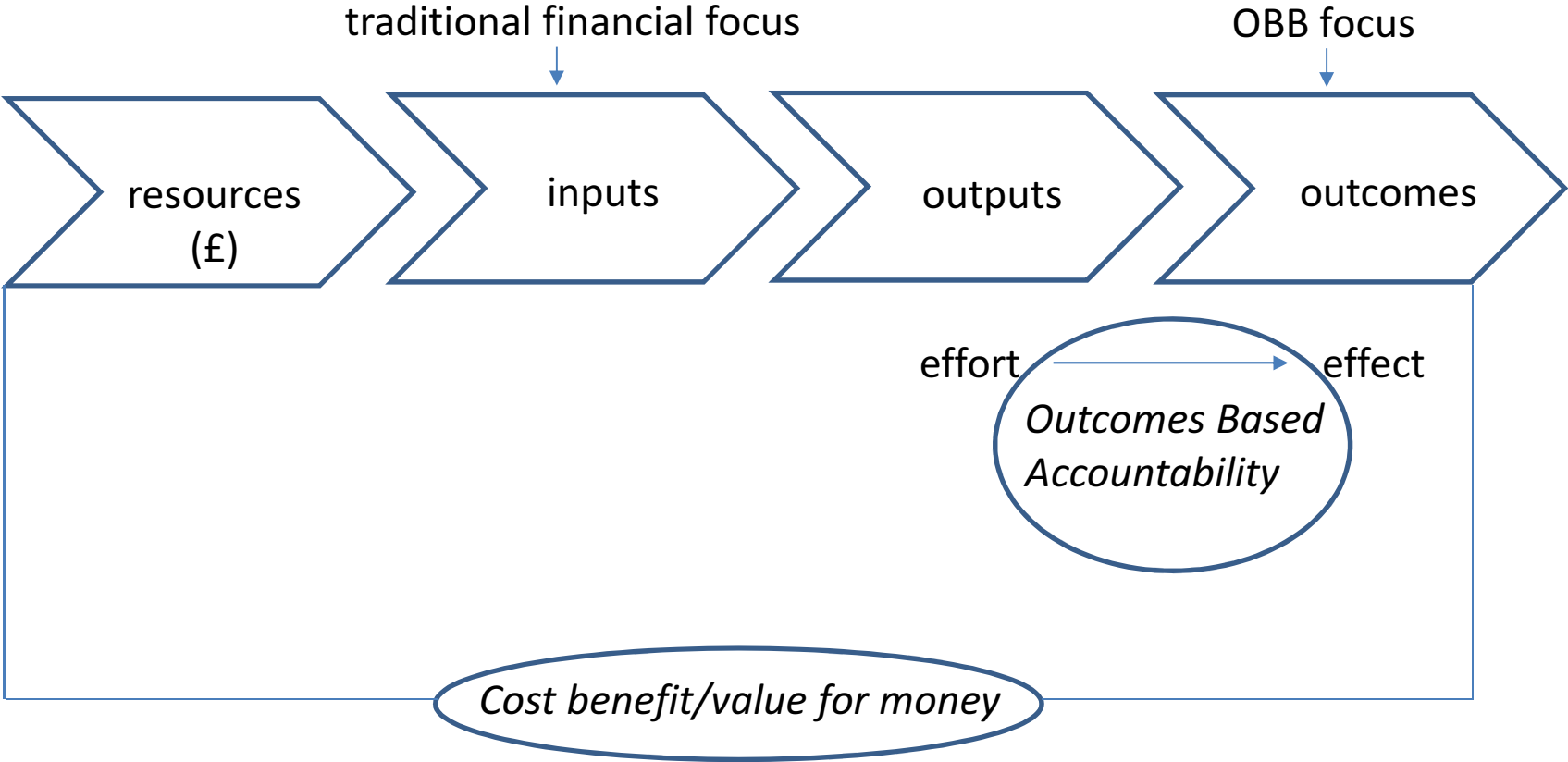
OBA and OBB Definitions

Outcome:	the impacts, or consequences for the community, of the activities of the government. Outcomes are normally what an organisation is trying to achieve
Output:	Individual or groups of related products or services which contribute to Corporate Plan Outcomes
Contribution:	This is the most important things that services listed in the last round of workshops and the starting point for creating outputs and performance indicators
Input:	things transformed during production / delivery (direct)
Resource:	money, organisation etc (indirect input)
Performance Indicators:	used to measure a Service's contribution towards the Corporate Plan Outcomes at a high level – see the eight criteria
Customer:	group who uses services – see category diagram

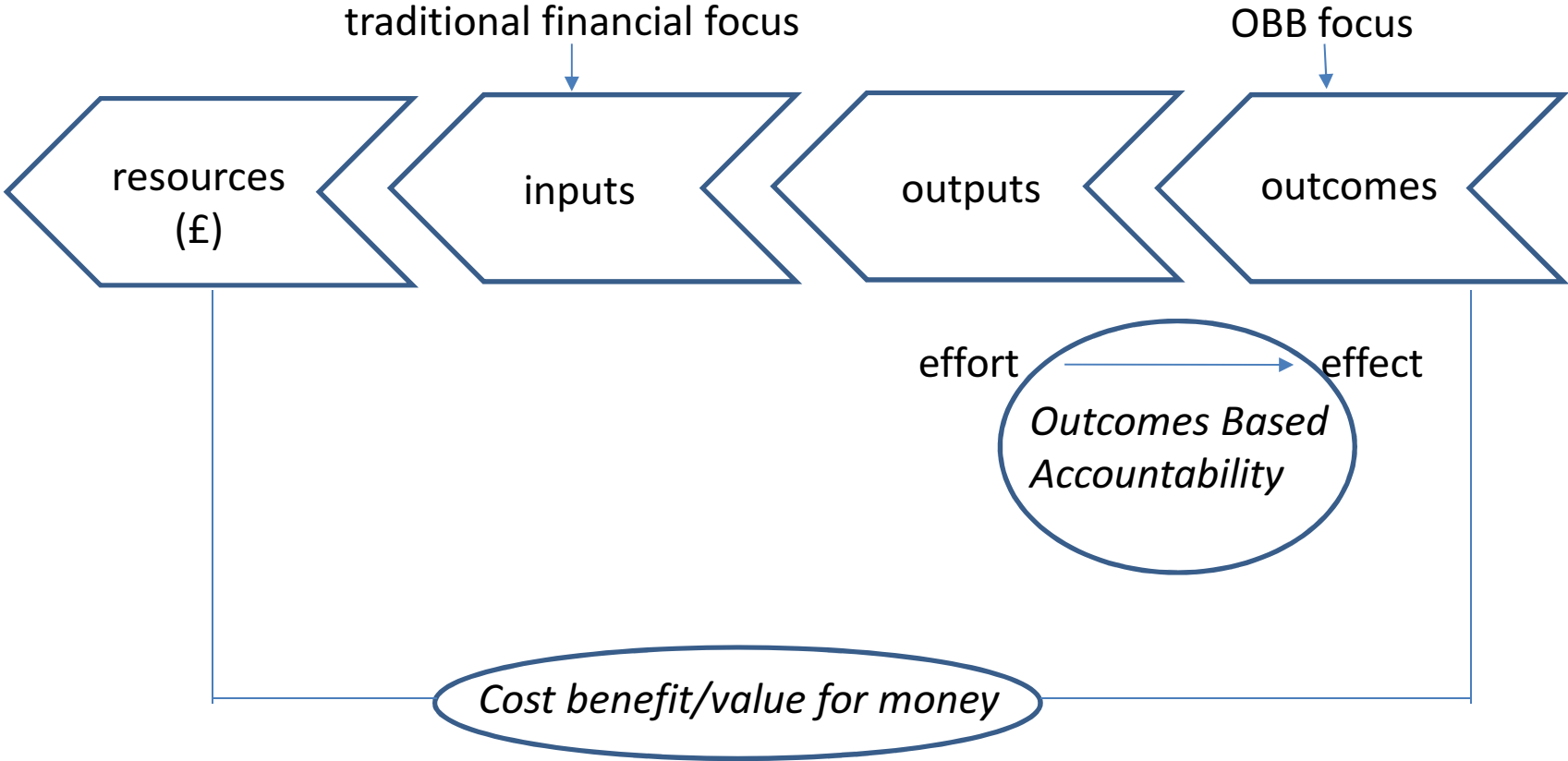
OBA Programme Performance Measures



OBA and OBB Process



OBA and OBB Process



OBB supporting scrutiny: Are we providing value for money?

Effective scrutiny needs business cases to state:

- what difference the proposed activity (outputs) will make to the quality of life for the children, adults and families who live in our community (outcomes);
- how success will be evidenced and managed;
- how expected outcomes link to the Council's objectives (2016-2019 Corporate Plan)

Communications Example

60+ outputs identified in stage 1 down to 5:

Output	Customer	Performance Indicator 1	Performance Indicator 2
Strategic Communications Planning	SEB, Cabinet	% WLT satisfaction with service provided by Communications	% cabinet member satisfaction with service provided by Communications
Reputation Management	Media, Schools, partners	% overall satisfied with Council services	% residents kept informed
Stakeholder Management	Media, Schools, Partners	% agree listens and acts on concerns	% agree make decisions in best interests of City and people
Corporate Marketing Campaigns	SEB, Partners	% campaigns hit critical success measure	% WLT satisfaction with service provided by Communications
Internal Communications & Engagement	SEB, Cabinet	% employees kept informed	% understand corporate priorities and understand how contribute

Communications Example

Corporate Marketing Campaigns	SEB, Partners	% campaigns hit critical success measure	% WLT satisfaction with service provided by Communications
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Costs 34% of Corporate Comms budget

Contributes to:

8 out of 13 (62%) corporate plan aims

11 out of 14 (79%) corporate plan objectives

33 out of 87 (38%) corporate plan outcomes

The Team

SRO – Mark Taylor

External Expert – Dr. Tony Muntton (The RTK)

Strategic Lead – Helena Kucharczyk (Insight and Performance Manager)



Delivery Lead - Geoff Simpson (Business Intelligence Manager)

Operational Lead – Liane Taylor (Senior Analyst)

Project Manager - Peter Ning

Additional Support – Louise McCloskey (Analyst)

Delivery

Presentations- 9 needed, 4 taken place, 3 scheduled

- Service Directors and their Heads of Service
- Overview of OBA and OBB – theory and what we are aiming to achieve

Workshops – around 49 needed, 10 taken place, 4 scheduled

- Will involve each HoS and their Management Team
- Pre-workshop activity
 - Identifying customers and stakeholders (service perspective)
 - Confirming Outputs from Stage 1 in 2016
- Workshop Activity
 - Reviewing and redefining outputs
 - Identifying indicators
- Post-workshop activity
 - OBB Resource calculator
 - Confirming indicators and targets

Next steps

Accessing the data

- Information will be presented back to managers via QlikView and maintained in SharePoint

Governance

Monitored via monthly and quarterly reports to leadership teams, SEB, Cabinet (Performance Management) Panel, Scrutiny, strategic and partnership boards

For further details

- Helena Kucharczyk on 5440, Geoff Simpson on 5320 or Liane Taylor on 4932

Thank you

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