

## Well Placed Group

10 March 2025, held at LCVS, 151 Dale Street, L2 2AH

Action

### Minutes

#### Present:

Ellie McNeil (Chair) (EM)  
Jacinta Ashdown  
Shantanu Kundu  
Matthew Cliff  
Matthew Philpott  
Matty Caine  
Rocio Castellero  
Win Lawlor  
Elaine Mathers  
Bev Morgan  
Rachel Lindsay (notes)  
Dagmara Wojciechowicz  
Ant Hopkinson  
Maxine Ennis  
David Carter  
Kevin Peacock  
Rachael Stott  
Tom Harrison  
Karol Zwolinski  
Lisa Taaffe

YMCA  
Age Concern Liverpool & Sefton  
Be Free Campaign  
Bradbury Fields  
Health Equalities Group  
First Person Project  
Incurably Wonderful  
Irish Community Care  
Imagine Independence  
Koala  
LCVS  
Merseyside Polonia  
Sahir House  
The Rotunda  
Whitechapel Centre  
Options for Supported Living  
PSS  
Local Solutions  
Turner Homes  
We are Nugent

#### Apologies

Jemma Guerrier  
Dave Horsfield  
Jill Sheldrake  
Joanne Parr  
Diane Hesketh  
Lucy Dossor  
Richard Davies  
Janette Carr  
Debbie Nolan  
Anne McKenna

The Reader  
PC24  
PSS  
MSDP  
Natural Breaks  
Growing Sudley  
LCVS  
Compass  
Citizens Advice  
The Bobby Collieran Trust

#### Welcome and Introductions

Ellie McNeil (EM) welcomed all representatives to the meeting and invited everyone to introduce themselves.

## 2. Minutes of the meetings held on 30<sup>th</sup> January 2025

The minutes of the meeting held on 30<sup>th</sup> January 2025 were agreed as a correct record.

EM will be writing formally to Matt Ashton around the Health and Wellbeing Board.

Jo Parr has requested the details of the Head of EDI and will report back once she has received this information.

EM has drafted and circulated a letter of introduction for reps to issue to their contact lead.

### 4. Rep Feedback

Kevin Peacock, Neurodiversity – a consultation event will take place on 19<sup>th</sup> March to review the first draft of the Neurodiversity Strategy. The two joint strategic needs assessments have been merged together. KP feels this weakens the focus on some of the strategic priorities and will raise this at the consultation event.

Jacina Ashdown – there has been lots of work on the Dementia Strategy in Liverpool and Sefton and two new groups have been formed. JA will feed back at the next meeting. In terms of the Falls Strategy for Liverpool and Sefton, JA will be attending a meeting soon and will report back.

Ellie McNeil – Ellie, Rachael Stott, Kevin Peacock and Richard Davies have been working with Andrea Astbury and Janet Bliss around The Family Partnership Plan. The spec is currently being drafted for a 12-18 month pilot. EM will be attending the Health and Wellbeing Network on Wednesday to talk about this, along with the work of Well Placed. The commissioners are particularly interested in organisations with a footprint in North Liverpool, already working with families and are able to demonstrate the work they are doing. If the concept is proved, this will look to become a more long-term project going forward. ~~It was noted that there is currently a disconnect between the ICB and LCC.~~

Matthew Philpott – HEG ran a workshop a few weeks ago in conjunction with the ICB Cheshire and Merseyside around bringing third sector partnerships together with other providers. MP will circulate details to the group.

Win Lawlor – urged people to include travelling communities in their communications.

Maxine Ennis – Rotunda has a community land trust, providing accommodation for women and children in Great Mersey Street. Rotunda are in the process of becoming a registered provider.

David Carter – Homelessness Strategy – will be attending a development day on Thursday. The aim is to feedback to the Homeless Partnership Board.

It was noted that there is a lot of work to be done around recognising the need for more social homes. There is also challenges around building homes and the lack of tradespeople.

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JP

MP

## Representative Roles for Well Placed - update

Mental Health – Ant Hopkinson and Matty Cain – have worked on the draft letter together and will be sending the letter out to their contact shortly.

Public Health – Matthew Philpott and Debbie Nolan – will be sending a letter to Matt Ashton in order to arrange a meeting to talk about Well Placed.

Housing and Homelessness – David Carter and Jo Parr – met with reps in terms of opportunities for specialisms.

Social Care – Kevin Peacock and Jacinta Ashdown – letter not sent as yet, however, KP met with Ellie Garnett in terms of adult social care and the tendering blockage at present. KP will send the letter once he has had a follow-up conversation.

Children and Families – Lisa Taaffe met with Ann-Marie Lubanski who welcomed more discussions generally. Now Lisa has had a conversation, she will send the letter out formally.

Secondary Care – update to be given at next meeting

Neighbourhoods – this is to be taken forward by LCVS. JS has a meeting with Jo Richmond over the next few weeks.

Equality – Win Lawlor and Shantanu Kundu will be taking this forward.

Safeguarding – it was agreed that this would be put on hold for now until a suitable link person is sought.

ICB and Primary Care – it was agreed that this would be put on hold for now and would be picked back up in another few months once we have bedded in the structure.

## 5. 12 month Work Plan

What next? Key priorities.

- Now is the moment, new leadership with new CEO at LCVS
- Need to be on more public sector boards
- Raising third sector profile of CICs
- Remove the word voluntary – not free
- System wants to do this but need to find the right people who do the doing
- Need to tell the story about the example with Andrea Astbury
- One year grants from Merseycare – are we encouraging wrong behaviour
- Corporate memory for the city
- Joint working needs to be inside and also outside
- What does each organisation represent
- ~~Playing to the ego – winning awards in the city~~

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- ~~LCC cancelling meetings just before they start – monitor – shows lack of respect for the sector~~

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How/mechanism of those things?

- Behaviour we are enabling by taking one year grants. ~~Taking money in from Merseycare – is that the right thing to do.~~
- Micro site – commit to do a blog – each organisation would be required to do one blog every two years. Something from CVS about how the voluntary sector isn't free – need a comms strategy
- Policy around position statement for the sector – what we are advocating for, additional support from various organisations – what are we standing for as a sector? Campaigning, lobby decision making. Public sector doesn't look at charity sector as a partner.
- Perception of the third sector.
- What is the positioning of LCVS and how they perceive the entire sector – LCVS not resourced enough to be at every meeting and to be knowledgeable in each of the areas we represent. Purpose of this group is for all groups to represent with their expertise.
- Change in the perception of third sector charity world.
- Publicising what we do better online – article we should share and push through own channels.
- Compare how much vol sector save public sector. Compare the true social value – need to remind public sector why they are here. ICB has set up an anchor institution charter. A number of third sector organisations are starting to apply for this charter.
- World of new Council Directors
- Lots of things turning but does feel difficult at times.
- People lost sight of how things are
- Profile raising – articulating leadership impact and who we connect with
- State of the sector plus – what is our offer – connecting agendas to communities. Offer around devolution. Can't do it from own resources and how does that work. Profile working – institutional memory – what has been tried before and what has worked.
- Relationship building – taking ownership of the relationship building ourselves. Take control of the agenda about what the city should be doing.
- Data led approaches and how we use it.
- Risks politically – small organisations being bought out by private equity. Ends up costing the city more. Are we paying people fairly. Work with LCC that excludes part of the market that might be doing those things well.

- Best practice examples from other areas.
- What does internal transformation programme look like externally.
- Timeline of what the public sector priorities are. Joint calendar and how we can support each other
- How we model public strategy together
- Assuming there is shared vision within LCC but there is not.
- Launch – who we are, what we do, the size of the sector, number of people we support, how we’re being challenged, where we fit in
- Membership – use logo on website – Well Placed use as a marketing tool.
- Institutional memory
- Work around showcase event - what we’re doing/representing.
- Power lies within the delivery of the third sector
- Campaigns as opposed to information on the website – raises the profile of the organisation in a more proactive way
- Myth busting – needed when it comes to USP to focus on the things that unite the sector – makes us different from the private sector.
- If something goes wrong – blame voluntary sector
- Proper VCSE commissioning strategies – approach to raising participation of VCSE – how that would impact on practical ways – co-designing of services, commissioning etc.
- Drive to campaigning saying more focus on social value – experience of doing tenders everyone has a different take on what social value is. Monetary value misses the point. Social value approach works for the sector.
- Barriers in commissioning about partnerships and approaches to partnerships – can be seen as too expensive. Some of that joint working – getting more embedded.
- Ensuring continued focus on neighbourhoods – local level
- Devolution agenda – escalating decision making from a less local situation – particularly about ensuring we continue to lobby. Make sure it’s not a one size fits all approach.

### Summary

- Profile raising – website, campaigns, social media
- Should focus on enhanced state of the sector, what additional resources we bring
- Importance of relationship building and taking control of agenda
- Bring data together
- Commissioning myths

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- Other area examples – West Yorkshire – bring in some of the team to speak to us. Also similar work in Manchester. Hearing from what’s worked well in other areas.
- What the priorities are across the system so not influencing at the wrong time
- Launch of Well Placed including key leaders – focus what unites us
- Understanding our influence already and where we’ve already got influence and how we use what we have already under the badge of Well Placed. Are we sharing the work Well Placed are doing. How we share the messages of this group into our networks. How we use the messages we’ve talked about today to influence.
- CVS website – Well Placed page. EM also attends the Health and Wellbeing Network and will be going this week to talk about this.
- Small comms pack for this group to gain access to logo and vision etc.
- Think about sharing social media handles with one another so everyone can tag into.
- Set up a LinkedIn page for Well Placed.
- Pictures, videos – check for accessibility. Plug in on the site for this.

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RS

## 6. Any other business

There was no other business

## 7. Date of next meeting

24<sup>th</sup> July, 10am, LCVS, 151 Dale Street, L2 2AH