

## PUBLIC SERVICE REFORM

Rochdale Borough Council

### Place Based Working

The Council is delivering integrated place-based working in some of the most deprived parts of the borough. The work has been praised at a Greater Manchester and national level. The team identify solutions to help some of our most vulnerable people who place significant demands on public services.

Integrated place working is led by council officers who are using a community whole systems approach to changing behaviours and reforming how public services work in deprived areas. The systems approach has involved establishing partnership teams, consisting of the Police and housing providers in our local areas of Kirkholt and College Bank and Lower Falinge. The team has the freedom to develop work outside of the usual system to ensure bespoke solutions will support a range of people with complex needs including the long-term unemployed, CSE survivors and people with drug and alcohol misuse.

Within the Kirkholt pilot area, this innovative approach reduced public spend and crisis demand was reduced by 13% in 12 months. Of 200 individuals that have engaged with the pilots, 83 ended up in employment within a year, which is an incredible achievement. Other initiatives include establishing a 'community champions' scheme which sees volunteers working with local people in finding solutions for their areas.

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**For further information contact:**

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