

Subject: Corporate Plan 2009-12
Development

Status: For Publication

Report to: Cabinet
Council

Date: 17th June 2009
To be confirmed

Report of: Head of People and Policy

Portfolio

Holder: Finance and Resources

Key Decision: No. Corporate Plan is a Policy Framework Item for Full Council

Forward Plan

General Exception

Special Urgency

1. PURPOSE OF REPORT

- 1.1 Each year the Council produces a Corporate Plan which identifies where the Council intends to direct its attention and resources to achieve its stated priorities and outcomes. This will no longer incorporate the Best Value Performance Plan as Best Value Performance Indicators (BVPIs) are no longer a government requirement. However, it will include a review of our performance based on our Local Performance Indicators and those National Indicators to which we have signed up to.
- 1.2 In conjunction with the recently refreshed priorities for the Council, the corporate outcomes have also been refreshed to better reflect the re-focused priorities.
- 1.3 The general structure and format of last year's Corporate Plan remains along similar lines. However, there are some proposed changes for Cabinet's consideration.

2. CORPORATE PRIORITIES

- 2.1 The matters discussed in this report impact directly on all of the corporate priorities and associated corporate objectives.
- Delivering Quality services to our customers
 - Delivering regeneration across the Borough
 - Keeping the borough clean, green and safe
 - Promoting the Borough
 - Providing value for money services

- Encouraging healthy and respectful communities

3. RISK ASSESSMENT IMPLICATIONS

- 3.1 All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:
- 3.2 The Council's Strategic Risk Register for 2009 – 2012 will be contained within the Corporate Plan, drawn from our three Directorate Business Plans. In addition, the strength and effectiveness of the corporate planning process is clearly central to supporting Councillors in maintaining focus on the most important issues and the Council's Corporate Plan is central to this process.

4. BACKGROUND AND OPTIONS

Whilst the general format of the Corporate Plan will remain along similar lines, the following changes will be made to the new plan for 200-2012:

- 4.1 To produce two 'Corporate Plan' documents, a Summary Corporate Plan which will be approximately 3-4 pages long. This will be the customer friendly, easy access, plain English document; and the main, more detailed document, again with a balance of reduced jargon and use of plain English. Both will be available on the internet for the public to access – dependent on their level on interest/need. A glossary of terms will also be included this year.
- 4.2 Inclusion of an 'Executive Summary' within the main Corporate Plan document (based on the above).
- 4.3 Changes to the ordering and format of the document sections – see Annex A.
- 4.4 The Introduction section will be enhanced into a Borough Profile, drawing out the key challenges and opportunities for the Borough.
- 4.5 The Achievements section will be paired back to include only a selection of key priority achievements. This is in line with the new approach to the Annual Report, which will be the Council's main backward looking document in terms of achievements, whereas the Corporate Plan is the key forward looking document.
- 4.6 The Organisation section will be enhanced to cover the Council's role as a service provider, community leader, regulator, partner. In addition, it will also include the Council's composition in terms of Councillors and Officers, governance and decision making process, our Council Values and what Councillors, Officers and the public can expect. This will also include organisation structures and photographs of all 36 Councillors, by ward.

- 4.7 The Council's mission articulated in 8x8 by 2008 will be formally dissolved. It was developed in 2003/4 as a strap line and much needed motivational tool to provide a focus and direction in order to drive up the performance and achievement of the Council at that time. Now in 2009, we are now focused on the under lying principles based around People, Place and Prosperity in order to embed pride in Rossendale and promote the Borough.
- 4.8 To better reflect the recently refreshed Corporate Priorities recently agreed by Members, changes have been made to some of the corporate outcomes as follows:

Outcome	Previous Outcome	New Outcome
1.1	Accessible well used and high quality public services	High quality services
4.3	Improved awareness and understanding of the Council and its achievements	Improved understanding of the Council, its success and how to influence decision making
5.1	Increased life expectancy	People living longer
5.2	Increased levels of physical activity by people living in the borough	Increased physical activity
5.3	Improved well being in local communities	Respectful communities that get on well together
6.1	Strong financial management and the delivery of value-for-money services	Effective financial management
6.2	Councillors equipped to fulfil their role as leaders in the community	Councillors that can respond effectively to their communities

- 4.9 New projects and actions informed by the three Directorate Business Plans will be added. Likewise, the Corporate Risk Register will be amended to reflect the changes to risk profiles and to include new strategic risks that have been identified.
- 4.10 Priority Member Leads will be introduced. Although only one Member is named as the lead for that Priority, it is inevitable that there will be joint activities across portfolio's in order to drive forward the Priorities. The establishment of Member Leads will establish ownership for that priority and internal challenge.

Priority	Member Lead
Delivering quality services to our customer	Portfolio Holder for Customer Services
Delivering regeneration across the Borough	Portfolio Holder for Regeneration
Keeping our Borough clean, green and safe	Portfolio Holder for Environmental Services
Promoting the Borough	Leader of the Council
Encouraging healthy and respectful communities	Portfolio Holder for Neighbourhoods and Communities
Providing value for money services	Portfolio Holder for Finance and Resources

4.11 The 'Our Performance' section will include our Local Performance Indicators (LPis) and Local Area Agreement National Indicators (NIs). Factual data such as LPI outturns & 3 year targets where available will be incorporated as well as the current performance status. A small basket of 'customer focused/relevant' indicators will be drawn from these and included into the Summary Corporate Plan document.

4.12 The Plan will be monitored in a similar way to the current version, using Covalent, the Council's Performance Management System on a consistent basis across all services.

COMMENTS FROM STATUTORY OFFICERS:

5. SECTION 151 OFFICER

5.1 The Corporate Plan is a key strategic document and is fundamental to the Council in allocating and directing its financial resources.

6. MONITORING OFFICER

6.1 The detail of the Plan is required to be agreed at Council.

7. HEAD OF PEOPLE AND POLICY (ON BEHALF OF THE HEAD OF PAID SERVICE)

7.1 No Human Resources implications arising from this report.

8. CONCLUSION

- 8.1 The adoption of the new Corporate Plan will clearly demonstrate, to all the Council's stakeholders, the areas in which it intends to direct its time, effort and resources in order to deliver its priorities.
- 8.2 By progressing these priorities the Council will ultimately, achieve its objectives and outcomes, most of which are shared with a range of other organisations through the Borough's Local Strategic Partnership.

9. RECOMMENDATION(S)

That Cabinet:

- 9.1 Agrees the proposed format and structure of the Council's Corporate Plan.
- 9.2 Agree the Priority Member leads proposed.
- 9.3 That the detail of the Corporate Plan is agreed at the appropriate Council Meeting.

10. CONSULTATION CARRIED OUT

- 10.1 Executive Management Team, Corporate Policy Steering Group, Portfolio Holder for Finances and Resources, All Members via an engagement session.

11. EQUALITY IMPACT ASSESSMENT

Is an Equality Impact Assessment required Yes / **No**

Is an Equality Impact Assessment attached Yes / **No**

12. BIODIVERSITY IMPACT ASSESSMENT

Is a Biodiversity Impact Assessment required Yes / **No**

Is a Biodiversity Impact Assessment attached Yes / **No**

Contact Officer	
Name	Liz Murphy
Position	Head of People and Policy
Service / Team	People and Policy
Telephone	01706 252452
Email address	Lizmurphy@rossendalebc.gov.uk

No background papers