

Subject: Corporate Planning

Status: For Publication

Report to: Cabinet

Date: 14th October 2009

Report of: Head of People and Policy

Portfolio

Holder: Finance and Resources

Key Decision: Yes

Forward Plan

General Exception

Special Urgency

1. PURPOSE OF REPORT

- 1.1 To revise the Priority Setting and Corporate Planning arrangements.
- 1.2 To confirm the Annual Report as the mechanism for reporting against the Corporate Plan, the priorities and any changes to the Corporate Risk Register.
- 1.3 To agree a new strapline vision.

2. CORPORATE PRIORITIES

- 2.1 The matters discussed in this report impact directly on the following corporate priorities:-
- Delivering quality services to our customers
 - Delivering regeneration across the Borough
 - Encouraging healthy and respectful communities
 - Keeping our Borough clean, green and safe
 - Promoting the Borough
 - Providing value for money services

3. RISK ASSESSMENT IMPLICATIONS

- 3.1 No risks arising from the report.

4. BACKGROUND AND OPTIONS

- 4.1 The Council and the Rossendale Partnership (the Local Strategic Partnership for the Borough) have a shared view of what they want to see for the Borough

now and in the future. This is that “by 2018 Rossendale will have strong communities with an enhanced environment and heritage, it will be an attractive place to live, where tourists visit and employers invest.”

- 4.2 The Council was under a statutory requirement to produce an annual Best Value Performance Improvement Plan. As per good practice the Plan developed into the Council’s Corporate Plan.
- 4.3 With the abolition of the Best Value Performance indicators and the implementation of the new National Indicators there is no longer a statutory requirement to produce this information. However, there is a need to have clear priorities underpinned by a Business Planning Framework.
- 4.4 The Council has undergone a journey of improvement and through analysis of data and consultation with its communities, it is confident that it now has a good understanding of the priorities for the Borough. Further, as the Council’s performance has improved its priority projects have become longer term and the organisation has become more externally focused.
- 4.5 Last year the Council confirmed its overarching priorities as:
- Delivering quality services to our customers.
 - Delivering regeneration across the Borough.
 - Encouraging healthy and respectful communities.
 - Keeping our Borough clean, green and safe.
 - Promoting the Borough.
 - Providing value for money services.
- 4.6 The Council’s current Corporate Planning Framework is as follows:
- Corporate Plan which covers a three-year period (currently 2009-12), and is reviewed annually;
 - Directorate Business Plans – cover a 12 month period (currently 2009-10) and reviewed annually;
 - Budget setting – covers an annual financial period and is reviewed annually, within the context of the Medium Term Financial Strategy.
- 4.7 It is proposed that the Council’s annual budget planning process should be undertaken alongside priority setting, in terms of resource allocation and key projects. The process should inform the development of the Corporate Plan. It is also proposed that the Plan should be a three year medium term plan which would link to the Medium Term Financial Strategy. The three year period would be a long enough time period to implement key projects and to measure any impact they may have. The overarching Corporate Priorities set within the Corporate Plan would also be reviewed every three years.
- 4.8 Further, it is proposed that progress against the three year Corporate Plan and the priorities would be monitored through the annual report.

- 4.9 Directorate Business Plans would continue to be reviewed annually, with progress in relation to key projects and actions being monitored through the quarterly performance report.
- 4.10 The Council's current strapline vision was "Rossendale – a cracking place to live." However, reference to this was removed from the Corporate Priorities. It is proposed that the following options are considered for the strapline:
- (i) Confirm the strapline as: Rossendale - A cracking place to live.
 - (ii) Identify the strapline as: Rossendale - A Borough to be proud of.
 - (iii) Develop an alternative strapline.
 - (iv) Not have a strapline.
- 4.11 In addition, currently the Corporate Risk Register is contained within the Corporate Plan. If the proposal outlined above is agreed, the Corporate Risk Register will be incorporated into all Directorate Business Plans and refreshed annually by the Management Team. Risks will be monitored through Covalent, the Council's Performance Management System to ensure that robust risk management arrangements are in place. It is proposed that any changes to the Risk Register will also be reported in the Council's Annual Report.

COMMENTS FROM STATUTORY OFFICERS:

5. SECTION 151 OFFICER

- 5.1 The Council's Corporate Priorities form an integral part of the annual budget process and medium term financial planning, in that Council priorities dictate the allocation of financial resources over the immediate and medium term.
- 5.2 The three yearly publication of the Corporate Plan, in addition to saving officer time and saving £5k publication costs for each of the years in which the document is not produced will also allow for an improved annual report to accompany the Council's annual financial statements.

6. MONITORING OFFICER

- 6.1 No legal implications arising from this report.

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

- 7.1 No Human Resources implications arising from the report.

8. CONCLUSION

- 8.1 Cabinet are asked to consider the long term arrangements of the Council's Corporate Plan.

9. RECOMMENDATION(S)

- 9.1 The Corporate Plan and Corporate Priorities be set and reviewed on a three year basis, subject to any change in guidance to Local Authorities.

- 9.2 The Annual Report will be the mechanism for reporting against the Corporate Plan, the priorities and any changes to the Corporate Risk Register.
- 9.3 Directorate Business Plans will continue to be reviewed annually, with progress in relation to key projects and actions being monitored through the quarterly performance report.
- 9.4 It is proposed that the following options are considered for the strapline:
- (i) Rossendale - A cracking place to live.
 - (ii) Rossendale - A Borough to be proud of.
 - (v) Rossendale - An alternative suggestion.
 - (vi) To have no strapline.

10. CONSULTATION CARRIED OUT

- 10.1 The Chief Executive, Executive Management Team, Portfolio Holder and the Audit Commission Lead Officer.

11. COMMUNITY IMPACT ASSESSMENT

Is a Community Impact Assessment required ~~Yes~~ / No

Is a Community 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

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Background Papers	
Document	Place of Inspection
Corporate Plan 2009-12	Website, or available on request from Communications Team