

Subject:	Corporate Strategy 2017-2021	Status:	For Publication
Report to:	Cabinet	Date:	6 th July 2017
Report of:	Stuart Sugarman	Portfolio Holder:	Performance and Resources and Customers
Key Decision:	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required:	No	Attached: No
Biodiversity Impact Assessment	Required:	No	Attached: No
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1.	RECOMMENDATION(S)
1.1	Cabinet recommends Council to approve the Council's Corporate Strategy 2017-2021.
1.2	All future minor amendments to the strategy and framework to be delegated to the Chief Executive in consultation with the Portfolio Holder (s).

2. PURPOSE OF REPORT

2.1 To recommend approval of the Council's Corporate Strategy 2017-2021.

3. CORPORATE PRIORITIES

- 3.1 The matters discussed in this report impact directly on the following corporate priorities:
- **Regenerating Rossendale:** This priority focuses on regeneration in its broadest sense, so it means supporting communities that get on well together, attracting sustainable investment, promoting Rossendale, as well as working as an enabler to promote the physical regeneration of Rossendale.
 - **Responsive Value for Money Services:** This priority is about the Council working collaboratively, being a provider, procurer and a commissioner of services that are efficient and that meet the needs of local people.
 - **Clean Green Rossendale:** This priority focuses on clean streets and town centres and well managed open spaces, whilst recognising that the Council has to work with communities and as a partner to deliver this ambition.

3.2 In approving the report Members are refocusing the Council's priorities from the above. In particular the Council now assume that the provision of value for money services is a given and something that our customers expect as standard. New priorities therefore focus on: Place, Prosperity and People

4. RISK ASSESSMENT IMPLICATIONS

All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:

There are no specific risk issues for Members to consider arising from this report.

Related financial risks for delivering key projects or actions contributing to the Corporate Strategy are detailed in the annual budget report and will continue to be reviewed via the Monthly Financial Monitoring Report and the Quarterly Performance Report.

Failure to commit to the Corporate Strategy would mean the Council would not have a robust business plan.

Service area specific risks will be detailed in the Service Area Business Plans and will be addressed by each Service Area accordingly.

5. BACKGROUND AND OPTIONS

5.1 The Corporate Strategy 2017-2021 supersedes the Council's Corporate Plan 2013-2016 and has been revised as part of the Council's policy review cycle in line with best practice.

5.2 The Corporate Strategy 2017-21 is a simple and accessible explanation of the Council's areas of focus during this financially challenging time and has been developed in line with Council's available resources. It will be delivered through its annual business planning process and progress will be monitored through the Quarterly Performance Report.

Draft Corporate Strategy 2017-2021 attached at appendix A.

It is proposed that the Corporate Strategy will be communicated via the Council's website.

5.3 The Corporate Strategy 2017-2021, identifies a new Council Vision, which is: "Rossendale: A place where people want to live, visit, work and invest".

5.4 In addition to the new Vision, the strategy identifies the new Council Priorities as follows:

- A clean and green Rossendale.
- A connected and successful Rossendale that welcomes sustainable growth.
- A proud, healthy and vibrant Rossendale.

5.5 In achieving the new Strategy we will be committed to the following principles of working:

- Delivering effective services for our residents, where every pound counts.
- Adopting a commercial approach.
- Building strong, resilient communities.
- Valued partnership working.
- Equality across all our communities.

5.6 The Council's Values will be as follows:

- Customers Matter
- Listening and Communicating
- Loyalty
- Management of Performance
- Celebration of Success

COMMENTS FROM STATUTORY OFFICERS:

6. SECTION 151 OFFICER

6.1 The Council's corporate priorities are fundamental to the budget planning process where all the Council's different resources (people, assets, money, etc.) should align to and be promoting our priorities. Therefore, at a time of diminishing resources and the allocation of those resources it is even more important to identify what activities are and what are not corporate priorities.

7. MONITORING OFFICER

7.1 All implications are covered within the body of the report.

8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT

8.1 Consultation has been undertaken with Management Team, staff, Members and public, including:

Staff Survey (June 2016), Staff Engagement Sessions with Chief Executive (July 2016, December 2016, March 2017), Residents Survey (October 2016), Management Away Day (September 2016), Monthly Management Team (November 2016, January 2017, March 2017, May 2017), Middle Managers Forum (April 2017), Cabinet Strategic Event (March 2017, Overview and Scrutiny – Performance Management Task and Finish (June 2017).

An initial Equality Impact Assessment has been undertaken throughout the consultation, no adverse impact has been identified. It is noted that any adverse impact arising from within the Service Area Business Plans, would require a full Equality Impact Assessment to be completed.

9. CONCLUSION

9.1 The Council’s Corporate Strategy will be delivered through its annual business planning process and reported through the Quarterly Performance Report.

No background papers