

Report to: **District Council**

Date: **5<sup>th</sup> July 2007**

Report of: **Principal Corporate Development Officer**

Subject **Corporate Plan 2007 to 2010**

Ward: **All**

## **1. Purpose of Report**

1.1 This report is to inform Members of the content of the revised 3 year Corporate Plan and to seek approval for its adoption and publication

## **2. Consultation**

2.1 In preparing this report and in pulling together the revised Corporate Plan, I have consulted with the following:

- Management Team
- All Heads of Service
- Executive Members
- East Durham Homes
- Primary Care Trust
- Chairs and Vice Chairs of Scrutiny
- Chair and Vice Chair of Audit Committee
- Chairman of the Joint Trade Unions

## **3. Background**

3.1 The Council's current Corporate Plan was published in 2004, containing the aims and targets for the subsequent 3 years, although some of the targets continue to 2008. It was agreed at that time, that this document would be a combined Corporate/Best Value Performance Plan, updated on a yearly basis.

3.2 However, it is recognised that these are distinct documents in their own right, one being the overarching "strategic" 3 year Council plan, setting out the main objectives and high level actions it aims to undertake to achieve those objectives over the next 3 years, the other reflects the annual duty placed on the Council, in line with the Local government Act 1999, part 1, to prepare and publish a "Best Value Performance Plan" by the end of June each year, detailing the previous year's performance in terms of the Council's Best Value and local performance Indicators, as well as progress against the targets and actions outlined in the Corporate Plan. Given these distinctions, and the cost element in combining the 2 documents, Members agreed last year, to allow these documents to be produced as 2 separate publications.

3.3 This year's Best Value Performance Plan is in the process of being produced and has been the subject of a separate report to Management Team, Executive and District

Council, incorporating all of the Council's high level end of year Performance Information to be included in the document for publication by the end of June 2007.

#### 4.0 **Content of the new Corporate Plan 2007 – 2010**

- 4.1 The 9 Corporate Objectives of the Council to “make the district great” were established following a comprehensive consultation exercise with staff, Members, key stakeholders and partners, as well as reflecting the information the Authority holds on the context of Easington district and the profile of its residents. It was agreed last year, in the early stages of the review of the Corporate Plan that these 9 Objectives should continue forward into the new Plan:

**Quality Services**  
**Excellence in the workplace**  
**Sustainable Job for all**  
**Decent Homes**  
**Clean and Tidy Communities**  
**Better Transport**  
**Making the District Safe**  
**Building a Healthy Community**  
**Lifelong Learning**

- 4.2 The main work on the document has focussed on agreeing measurable outcomes for each of the Council's objectives, reducing the number of high level targets (the last plan contained 144 actions/targets), to ensure that the document is focussed on what matters most at a strategic level. The document is also used to feed into our Strategic financial strategy and Service planning process to ensure that the Council's Performance Management framework is streamlined and coordinated. Decisions on expenditure and operational planning will therefore stem from the High Level Actions agreed in the Plan.
- 4.3 Work on the revised Community Strategy will continue this year through the Local Strategic Partnership, and will communicate the shared vision of the Partnership to improve the quality of life for the people of Easington. The Council's specific contribution to achieving this vision is detailed within the Corporate Plan.
- 4.4 The Plan has evolved by consideration of the key issues identified by information, consultation, and mapping exercises and through discussion with key stakeholders.

It sets out the Council's vision, key objectives and measurable outcomes it is hoping to achieve, for our residents, over the next 3 years. It describes the main focus of activity over the next 3 years, and the means by which we intend to measure how well we are doing at achieving the outcomes, with high level targets, reflecting the impact on communities. The Plan drives the delivery of all our services through key strategies, service plans and individual work programmes. We have aimed to make the document much more focussed and smarter. It will also be reviewed on an annual basis to ensure that it continues to reflect our aims and to allow changes in legislation, national policy and changes within our localities to be incorporated.

- 4.5 Copies of the main content of the Plan have previously been circulated to Members with the agenda for the special meeting of the Executive on 25<sup>th</sup> June 2007; additional copies of the final version will also be available in the Members Room.

## **5.0 Scope of the Plan**

- 5.1 While compiling the document, we have been mindful of the key pieces of work influencing the way we deliver our services, in particular where we are working with others to improve quality of life through combined action.
- 5.2 Alongside our own Management Team priorities and existing objectives, we have tied in the outcomes of the Local Area Agreement and LSP floor targets where appropriate, in addition to any other arrangements which exist for either shared delivery or partnership working for example Community Safety Partnership, East Durham Business Service, E Government Partnership, work on regional housing policy etc.

## **6.0 Monitoring and Review**

- 6.1 The new Plan provides the Authority with the key actions and targets for the next 3 years against the 9 Corporate Objectives. The detail of how this will be put into place operationally within service areas will be contained within the Service Plans, underpinned by the financial plans and organisational strategies. The annual Best Value Performance Plan will provide the yearly picture of how the Council is performing against the Corporate Plan outcomes, as well as performance in terms of both the national and our local performance indicators, providing the Council's employees, Elected Members, the public and key stakeholders and partners, an opportunity to consider performance.
- 6.2 The Corporate Plan will also be reviewed annually to enable us to update the document according to latest information and to allow us to incorporate any changes in legislation, government policy or local circumstances.
- 6.3 In relation to monitoring and review, within the Council's Performance Management framework, the existing arrangements will continue to apply. This allows for the relevant Scrutiny Committee, in accordance with the Scrutiny programme, to monitor progress within Service Units whilst the overall performance picture will continue to be reported to Management Team Executive and Audit Committee, to enable positive improvements to be highlighted and enable any areas of concern to be considered with any recommendations for remedial action to be taken.

## **7.0 The Plan's Structure and outline content**

- 7.1 The document is structured as follows:
- Foreword
  - Introduction to the plan and its contents
  - Outline of the Council's Mission, priorities and values and how they tie in with the Community Strategy
  - The Performance Management framework
  - The financial arrangements
  - The Value for Money framework
  - Key strategies, partnerships and governance arrangements
  - A chapter covering each priority area, focussing on the measurable outcomes of each objective, high level actions and key measures of success
  - Corporate "basket" of key performance indicators

## **8.0 Implications**

### **8.1 Financial**

The Corporate Plan is underpinned by the Council's financial strategies and plans and is used in the decision making process in relation to resource allocation.

### **8.2 Legal**

The duty to prepare a Best Value Performance Plan is governed by the Local Government Act 1999 part 1 Best Value and Performance Improvement

### **8.3 Policy**

This document clearly sets out the Authority's priorities, aims and objectives which have been agreed through the performance planning process.

### **8.4 Risk**

A risk assessment has been carried out and all the necessary action required to manage the identified risks either have or will be implemented.

### **8.5 Communications**

The document is produced in order to communicate the strategic plan of the Council in relation to its mission over the next 3 years and will be circulated to all those affected by or involved with our services. Once published, it will be made available to our community, partners, key stakeholders, employees and Elected Members. It will also be placed on the Council's website.

### **8.6 Corporate**

The information contained in the Plan confirms the Council's vision, objectives and priorities.

## **9.0 Recommendations**

### **9.1 Members are asked to**

- Agree the general content of the Corporate Plan and its adoption
- Authorise the completion and publication of the Plan

## **Background Papers/Documents referred to**

- 1 Corporate and Performance Plan 2004-2005
- 2 Corporate Plan Workshops - documentation