

Corporate Scrutiny Strategic Direction of the Council

Kevin O'Keefe, Chief Executive













Our Service Delivery during Covid



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rection rates in Dudley

- 5945 cases recorded in Dudley residents
 - 1302 during the first wave (between 10/3/2020 to 3/7/2020)
 - 4643 since the easing of the lockdown measures (on 4/7/20)
- Dudley's 7-day incident rate is 431.9 per 100,000, equivalent to 1389 cases (up to 4/11/20)
- Dudley has the 3rd highest rate of Pillar 2 testing in the West Midlands
- 86 Covid related admissions to Hospitals over last 7 days, with 53 discharges
- 396 total Covid related deaths registered in Dudley (last recorded death on 8/11/20)











Berough Vision 2030

7 aspirations of the vision and leads:

- Affordable and attractive place Dudley MBC
- Education and skills Widley College
- Healthy, resilient and safe communities Bishop of Ducker
- High quality and affordable transport – Stuart Everton
- Innovative and prosperous businesses – Corin Crane
- A place to visit and enjoy Andrew Lovett
- Vibrant towns and neighbourhoods
 Eve O'Connor













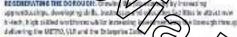
DUDLEY COUNCIL PLAN 2019/22





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ADULT SOCIAL CARE



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HEALTH & WELLBEING



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ENVIRONMENTAL SERVICES



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TRANSFORMATION & PERFORMANCE



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COMMERCIAL & PROCUREMENT



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Future Council 2030

Future Workforce Delivered through the People Strategy

- We will be an employer of choice investing in staff health and wellbeing and professional development
- Our smaller, diverse and agile workforce will reflect the population of Dudley
- Managers will have developed new competencies to lead and support their staff in a much more agile working environment
- Our values and behaviours will define how we work together, with elected members, with partners and with the public
- Automation and self-service will significantly change staff roles but there will be development opportunities to acquire new skills in areas like data analytics

Future Technology Delivered through the Digital Strategy

- We will do things smarter by utilising technology to improve services and reduce cost
 - pata insight and analytics will be fully utilised to understand our customers, deliver better services and continuously improve
- All transactions will be automated, self service, cashless and papelless except where individuals need personal support
- The use of artificial intelligence, robotics, low carbon and smart solutions will be the norm in tackling traffic congestion, pollution and remote service support
- We will transform wellbeing and care through digital technologies, delivering improved outcomes for service users

Future Facilities Delivered through the Corporate Estates Strategy

- We will make all of our buildings available to provider shared spaces for communities to come together
- All of our buildings and facilities will be fit for purpose, low carbon and embracing the latest technology
- Our smaller and increasingly agile workforce will require significantly less office accommodation
- Centralised in Dudley Town Centre it will be flexible, providing touch down, hot desk and meeting spaces, shared with partners where appropriate
 With improved public transport and cycling facilities, there will be reduce reliable on private cars









GA Corporate Peer Review Feedback

- There is pride and a commitment to the place and the Council has a pivotal role to play in enhancing the quality of life for residents, staff and businesses
- Key improvement work remains in some essential areas of council service delivery and will need sustained focus
- It has been difficult to prioritise long term ambitions now is the time to deliver this through better alignment of vision, budget and performance
- This can only be achieved through effectively and efficiently harnessing your staff, assets and resources within the Borough and beyond









Souncil Awards 2020/21

- Local Government Association Awards
 - Best Service Delivery Model & Digital Impact Project RITA
 - Health and Social Care Falls Prevention Work
 - Public/Private Partnerships Dudley MBC and Dudley Mind Growing in the Park
- Waste Care Best Partnership of the Year in the LARAC awards
- Adult Social Care National Laing Buisson Awards finalists
- Covid Comms Awards Shortlisting
- RSPCA Paw Prints Bronze Award
- Parks Awards from Royal Horticulture Society
- Unesco Status for the Black Country
- MIPIM









