

**Meeting of the Cabinet- 30th June 2010**

**Report of Chief Executive**

**Council Plan 2013: 3 year refresh**

**Purpose of the Report**

1. To seek Cabinet endorsement for the proposed structure of the Council Plan policy framework for 2010/13, in light of the long term priorities of the Community Strategy and the relationship with the:-
  - Next Generation Local Area Agreement
  - Medium term financial strategy
  - Human Resource Strategy

**Background**

2. Members will be aware that the Community Strategy was adopted by full Council in December 2005 and has recently been reviewed and the refreshed Community Strategy has once again been adopted by full council in February 2010. This sets out the agreed partnership vision and aspirations for the borough over the next 15 years. The key purpose of the Strategy is to influence all other strategies and plans produced by the Council and our partners, to ensure they work to a common set of goals. In line with the Strategy, the proposed Council Plan has been assessed to ensure that the Council's priorities meet these challenges.

The key priorities of the Community Strategy are:-

- Jobs and prosperity
  - Health and well-being
  - Heritage, culture and leisure
  - Environment and housing
  - Individual and community learning
  - Community safety
3. The Community Strategy has also been the starting point in developing the Next Generation Local Area Agreement (NGLAA). This is a three year agreement between the Government and the Council and local partners that has been effective from April 2008. However due to the economic downturn the final year targets have been reviewed and renegotiated with Government Office. Through the prescribed LAA framework, there are four high level outcome areas.

The four high level outcome areas cover the following:-

- Healthy Communities
- Wealthy Communities
- Safer and Cohesive Communities
- Environmentally Aware Communities

The NGLAA continues to focus on where working in partnership, and setting of local targets with associated funding, can add value and improve services in our borough.

4. **Public Consultation:** In developing the first Community Strategy we engaged local people through the process known as the Dudley Borough Challenge. Over 5000 local people and more than 40 community groups were involved in this process. The Strategy review was achieved over a number of months and involved statistical research, engagement with residents, partnerships and organisations in focus and work groups. In addition there is ongoing consultation with the public regarding the Council Plan priorities, these are entered on the Community Engagement database and are reported periodically to Cabinet through the Quarterly Performance reports.
5. It is against these key factors, their time frames and current Council performance we have reviewed the Council Plan framework and developed a revised Council Plan framework for 2010-13.

### **Proposed Policy Framework for Council Plan 2010-13 Review and Directorate Strategic Plans**

6. The proposed Council Plan 2013 framework takes into account the new revised Sustainable Community Strategy. The Council Plan Framework review describes the direction for the Council over the coming years to meet the aspirations of the Community Strategy and the priorities outlined in the Next Generation Local Area Agreement, matched to what is achievable with the planned resources available. In line with the policy framework we will undertake an annual review of the Council Plan and monitor our progress and address areas which are influenced by performance of service delivery, financial aspects and consultation with residents. (see appendix 1)
7. The proposal to align the Council plan to the six thematic priorities of the revised Community Strategy and a Quality service thematic priority with a focus on organisational objectives to delivery services efficiently.  
The seven thematic priorities for the Council Plan 2013 are;
  - **Jobs and Prosperity:** Dudley Borough where businesses thrive and invest, and people are skilled for now and the future.
  - **Health and well-being:** Dudley Borough where people are physically healthy and have good mental health.
  - **Heritage, culture and leisure:** Dudley Borough where people recognise and value culture as an intrinsic part of everyday life.
  - **Environment and Housing:** Dudley Borough where people care for a natural built environment that is attractive, healthy and safe; and live in homes suitable to their needs and wishes.
  - **Individual and Community Learning:** Dudley Borough where people are inspired to reach their potential.
  - **Community Safety:** Dudley Borough where people are safe, and feel safe enjoying a sense of freedom from crime and antisocial behaviour.
  - **Quality Service:** Dudley Council an organisation renown for providing high quality cost effective public services. Where people have a greater choice and flexibility for accessing our services with a focus on strong partnership working, best use of technology and improved productivity.

8. The proposed Policy framework outlined sets out the direction for future council plans in terms of short, medium and longer-term strategies.
9. It can be seen there exists a strong association between the overall aspirations of the Community Strategy, Local Area Agreement, the results of public consultation and the Council Plan thematic priorities. Similarly there are clear links with national and local policy issues facing the Authority.
10. Subject to approval from Members on these priorities forming the overall focus for the Council, the Council Action Plan will be developed to set out a portfolio of key objectives for each priority. These will be underpinned by specific detailed actions which are short-term time sensitive intermediate steps and generally output driven that influence the overall long-term outcomes. The performance management framework for Council during 2010/11 will be based upon the measures, targets and milestones outlined in the Council Action Plan, and reported to Members through the quarterly performance reports.
11. In addition, to ensure that the Council Plan effectively drives the priorities of the whole Council each Directorate produces a Strategic Plan which relates to the objectives of the Council Plan through to the work of individual teams. These will be completed and published in line with the policy framework. (see Appendix 1)

### **Finance**

12. Delivering Council Plan objectives depends upon the Council reviewing its resources for redirection into key priorities. This is achieved by linking Council Plan objectives clearly into the Annual Revenue and Capital Budget processes and the Medium Term Financial Strategy and Capital Strategy. All costs and associated funding requirements are considered as part of those processes.

### **Law**

13. The Council has adopted a Constitution under the provisions of Part II of the Local Government Act 2000. In line with Regulations made under the 2000 Act, the full Council must set the budgetary and policy framework. Article 4 of the Constitution sets out the Policy framework and includes the Council Plan as one of the specified documents which must be approved by full Council.

### **Equality Impact**

14. Consultation on the Community Strategy and the LAA involved a wide range of different communities and organisations, including disabled people, BME communities and children and young people. Their views were incorporated in the final strategy and the identification of their priorities expressed.
15. Implementation of the Council Plan framework will involve actions to promote equality and in relation to children and young people.

### **Recommendations**

16. Cabinet are asked to;
  - Endorse the policy framework of the revised Council Plan
  - Note the alignment of the Council Plan and Directorate Strategic Plans to the Community Strategy.

John Polychronakis

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**John Polychronakis**  
**Chief Executive**

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## Appendix 1

### Council Plan policy framework- Long-term plan

Community Strategy 2005-2020	Local Area Agreement	Timeline	Next Generation of Council Plans (3 year plans)	Directorate Strategic Plans (annual plans)	
Community vision looking ahead over 15 years to 2020	NG-LAA year 1	April 2007	Council Plan 2007-10	2007-08	3 year focus
			Annual update April 2008	2008-09	
	NG-LAA year 2	March 2010	Annual update April 2009	2009-10	
1st Strategy review 2009-10	NG-LAA year 3	April 2010	Council Plan 2010-13	2010-11	3 year focus
			Annual update April 2011	2011-12	
		March 2013	Annual update April 2012	2012-13	
Three year Community Strategy review.		April 2013	Council Plan 2013-16		3 year focus
			Annual update April 2014		
		March 2016	Annual update April 2015		
Three year Community Strategy review.		April 2016	Council Plan 2016-19		3 year focus
			Annual update April 2017		
		March 2019	Annual update April 2018		

## Council plan policy framework- Hierarchy of plans

