

Meeting of the Cabinet - 14th September 2011

Report of the Chief Executive

Council Plan 2013: 2011 annual refresh

Purpose of the Report

1. To seek Cabinet endorsement for the 2011 Council Plan refresh in line with the Council Plan policy framework for 2010/13.

Background

2. Members will be aware that the Sustainable Community Strategy was adopted by full Council in February 2010 following the strategy review in during 2009 -10. 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.
3. Public Consultation: 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, which are entered on the Community Engagement database and are reported periodically to Cabinet through the Quarterly Performance reports.
4. In line with the Strategy, the proposed Council Plan 2011 refresh has been assessed to ensure that the Council's priorities meet these challenges. The refresh takes into account the long term priorities of the Community Strategy and the relationship with the:-
 - National priorities set by Central Government
 - Medium term financial strategy
 - Human Resource Strategy
5. It is against these key factors, their time frames and current Council performance that we have reviewed the Council Plan 2010-13 and developed a revised Council Plan for 2011-13

Proposed Council plan 2011 refresh and Directorate Strategic Plans

6. The proposed Council Plan 2011 refresh describes the direction for the Council over the coming years to meet the aspirations of the Community Strategy and the national priorities set by Central Government, Issues that matter most to local people and the challenges arising from the economic climate, matched to what is achievable with the planned resources available.

7. The proposal is to continue to align the Council Plan to the six thematic priorities of the Sustainable 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 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 renowned 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. There is a strong association between the overall aspirations of the Community Strategy and clear links with national and local policy issues facing the Council.
9. 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.
10. 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.

Performance Management

11. The performance management framework for Council plan during 2011/12 will be based upon the measures, targets and milestones outlined in the Council Action Plan, and reported to Members through the quarterly performance reports and will be subject to scrutiny from Cabinet, Cabinet Member Performance Management Sub Group, Corporate Board and Scrutiny Committees.

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 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. That the Council be recommended to endorse the Council Plan 2011 refresh and note the alignment of the Council Plan and Directorate Strategic Plans to the Community Strategy.

John Poyellis

.....
Chief Executive

Contact Officer: Geoff Thomas
Telephone: 01384 815270
Email: geoff.thomas@dudley.gov.uk