

REPORT TO COUNCIL

3 APRIL 2013

REPORT OF THE CHIEF EXECUTIVE

CORPORATE PLAN FOR 2013-17

1. Purpose of Report

- 1.1 The purpose of this report is to present Council with the Council's draft Corporate Plan for 2013-17 (Attachment A) for it to consider and approve.

2. Connection to Corporate Plan / Other Corporate Priority.

- 2.1 This is the corporate plan which sets out the Council's vision and key improvement priorities for the next four years.

3. Background

- 3.1 The Council's current Corporate Plan will cease to be in effect from April 2013.
- 3.2 Under the Local Government (Wales) Measure 2009 and the statutory guidance, Wales Programme for Improvement, councils in Wales are obliged to set improvement objectives for each forthcoming year or for more than one reporting year. (In the latter case, a council must review and confirm its improvement objectives annually.)
- 3.3 Following the May 2012 local election, it has been decided that the Council will develop a four-year Corporate Plan and Medium Term Financial Strategy linked to the election cycle.

4. Current Situation

The Draft Plan

- 4.1 The draft Corporate Plan 2013-17 sets out the key outcomes the Council seeks to achieve for its citizens over the next four years. These outcomes, listed below, are shared with the Council's local partners through the Single Integrated Partnership Plan (SIPP):
- People in Bridgend County Borough are healthier
 - People in Bridgend County Borough benefit from a stronger and more prosperous economy
 - People in Bridgend County Borough are engaged and empowered to achieve their own potential

- Bridgend County Borough is a great place to live, work and visit
- 4.2 The draft Corporate Plan 2013-17 has identified six improvement priorities for the next four years with a vision of “working together to improve lives in Bridgend County”. These improvement priorities, listed below, will be the Council’s improvement objectives under the Local Government (Wales) Measure 2009:
- Working together to develop the local economy
 - Working together to raise ambitions and drive up educational achievement
 - Working with children and families to tackle problems early
 - Working together to help vulnerable people to stay independent
 - Working together to tackle health issues and encourage healthy lifestyles
 - Working together to make the best use of our resources
- 4.3 The draft plan identifies key actions to take these priorities forward and key indicators to measure success. It builds on the Council’s achievements in recent years, and takes account of citizens’ views and the financial constraints the Council faces over the next four years.
- 4.4 The Council’s directorate business plans are being developed and will include key priorities linked to this plan.
- 4.5 The plan will be reviewed annually to ensure the Council’s improvement priorities reflect local aspirations, are affordable and complement national priorities as well as meet statutory and regulatory requirements.

Consultation

- 4.6 When this plan was developed, the Council considered all information it had gathered from different channels, including the “Citizen Voice” consultation, which received the views of nearly 1500 people from different backgrounds, focus groups and on-going consultation with its citizens.
- 4.7 The draft plan went through a period of public consultation, from 7 January to 18 February 2013. In addition to an online consultation, the Council sent the consultation document to a range of different groups and organisations, including the Bridgend Equalities Forum, the Bridgend Carers’ Forum, the Youth Council, the Bridgend Business Forum, schools, South Wales Local Authorities, the Wales Audit Office, and Welsh Government.
- 4.8 The Council also ran two focus groups, which consisted of both men and women aged between 34 and 69. Feedback from the two groups showed that priority one, developing the local economy, was viewed as being the most important priority. The feedback also included points such as it is important to provide general mediation services for young people and the need for more specific points on how the Council will help older and vulnerable people stay independent.

- 4.9 A consultation meeting was held with Bridgend Carers' Forum which provided feedback that included the need to support parents of disabled children and to identify the needs of young carers.
- 4.10 The draft plan was scrutinised by the Council's Community Safety and Governance Overview and Scrutiny Committee. The Committee agreed that it was supportive of the Draft Corporate Plan 2013-17, and recommended that the section on developing the local economy should make specific reference to encouraging entrepreneurship and small businesses, as well as inward investment.
- 4.11 Almost all those who responded to the consultation supported the importance of the priorities, with the need to improve the local economy, job opportunities and skills being considered the most important. All the feedback was considered when finalising the plan. A summary of the consultation is provided in the plan, under "Citizens' Views". Full information on the feedback and the Council's responses will be published separately.

5. Effect upon Policy Framework and Procedure Rules

- 5.1 The Council's Corporate Plan forms part of the Policy Framework. It is a strategic plan that provides general direction for service delivery. Priorities with specific policy implications will be the subject of separate reports in accordance with the requirements of the constitution and legislation.

6. Equalities Impact Assessment

- 6.1 A full equality impact assessment (Attachment B) has been conducted. Delivery of the corporate plan will have a positive impact on promoting equalities across the county borough.

7. Financial Implications

- 7.1 None in this report.

8. Recommendation

- 8.1 That Council approve and adopt the Corporate Plan 2013-17 (Attachment A).

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Background Documents

- Draft Single Integrated Partnership Plan
- BCBC Medium Term Financial Strategy 2013-17
- Corporate Plan Focus Group Research Report, January 2012, by bmg Research
- Bridgend Local Service Board “Citizen Voice” Consultation report, April 2012, prepared by Cardiff Research
- Bridgend County Borough Council Improvement Objectives 2012-13: Focus Group Report by Opinion Research Services, March 2012