

# REPORT TO COUNCIL

19 FEBRUARY 2014

## REPORT OF THE CHIEF EXECUTIVE

### CORPORATE PLAN FOR 2013-17

#### 1. Purpose of Report

- 1.1 The purpose of this report is to present the Council's reviewed Corporate Plan 2013-17 (attached) for Council 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 confirms the improvement priorities for the next three years.

#### 3. Background

- 3.1 In April 2013, the Council published its Corporate Plan 2013-17. The Plan redefined the Council's vision, set out the Council's six improvement priorities, and identified its 2013-14 commitments to deliver those priorities.
- 3.2 The Council reviews its Corporate Plan each year to ensure it reflects the Council's improvement priorities and to update its commitments and performance indicators. The plan has been subject to public consultation, confirms the Council's six improvement priorities and provides specific commitments for 2014-15.
- 3.3 The Council's Medium Term Financial Strategy (MTFS) articulates how the Council plans to use its resources to support the achievement of its improvement priorities and statutory duties, including the management of financial pressures and risks over the next four years. The Corporate Plan is aligned to the MTFS, providing a link between the Council's resources and priorities.

#### 4. Current Situation

- 4.1 The Council has reviewed the Corporate Plan 2013-17 for 2014-15. The review has considered many factors, including the economic trend, population changes, educational attainment, and health challenges. The review has also considered the Council's recent performance, citizens' views gathered through the Council's ongoing engagement activities and the Citizens' Panel, and the Council's new outcome agreement with Welsh Government.
- 4.2 The review has concluded that the six improvement priorities in the Corporate Plan 2013-17 are still relevant. These priorities are:
- 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 review has identified the Council's commitments to deliver each of the improvement priorities for 2014-15. Those commitments are incorporated into relevant improvement priorities, under 'Our commitments for 2014-15'. Performance and outcome indicators included in the Corporate Plan 2013-17 also formed part of the review. The reviewed indicators list is included in the attached Plan as 'Appendix 1'.

### ***Public Consultation***

- 4.4 The reviewed improvement priorities and the Council's commitments for 2014-15 went through an eight-week period of public consultation, between 18 November and 12 January 2014. Various methods have been used to obtain public views, including an online survey, face-to-face discussion with the Equality Forum and the Youth Council (two under-represented groups of the Citizens' Panel) and writing to the Local Service Board partners and neighbouring local authorities.
- 4.5 Overall the Council received 36 responses to the consultation, counting the combined response from the Youth Council as one, and the feedback from the meeting with the Equality Forum as one. Over 90% of respondents found that improvement priorities one to five were clear and easy to understand (this was 79% for improvement priority six) and over 70% of citizens agreed that the commitments were the right things to focus on to achieve each of the six improvement priorities.
- 4.6 Citizens made a wide range of comments to support their responses. The Council has considered and reflected their points where applicable. This includes bringing increased emphasis on supporting more-able pupils in schools, promoting walking as a healthy activity and providing advice to help our citizens to eat more healthily.
- 4.7 The Council also consulted on the Medium Term Financial Strategy (MTFS). Pertinent feedback on the Council's financial situation has also been considered and, where appropriate, reflected in the Plan. For instance, feedback from the consultation suggested that individuals should take more personal responsibility for their health and wellbeing. Further information about these consultations and the Council's responses will be published on the Council's website.

### ***Scrutiny***

- 4.8 The Council's Community Safety and Governance Overview and Scrutiny Committee scrutinised the reviewed improvement priorities and the commitments for 2014-15. The Committee considered that the improvement priorities and the proposed commitments identified within the 2014-15 consultation document were appropriate. It also considered what impact the authority achieving the savings identified in the MTFS would have on its ability to realise those priorities.

### ***Implementation of this Plan***

- 4.9 The Council's Medium Term Financial Strategy will support the delivery of this Plan.
- 4.10 The Council's directorate business plans set out specific actions and performance indicators that will deliver and measure progress on the commitments in the Corporate Plan in 2014-15.
- 4.11 The Plan identifies the role citizens and partners can play in carrying out the priorities and achieving outcomes for the county borough area.

## **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. Equality Impact Assessment**

- 6.1 A full equality impact assessment was conducted on the Corporate Plan 2013-17 when the Plan was developed in 2013. An EIA screening has concluded that no further EIA is required at this time. 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 reviewed for 2014-15 (Attachment).

**Darren Mepham**  
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## **Background Documents**

- 'Bridgend County Together' the Single Integrated Partnership Plan
- BCBC Medium Term Financial Strategy 2014-18
- Citizens Panel report January 2013.