

BRIDGEND COUNTY BOROUGH COUNCIL
REPORT TO DEMOCRATIC SERVICES COMMITTEE

23 JANUARY 2014

REPORT OF THE ASSISTANT CHIEF EXECUTIVE LEGAL AND REGULATORY SERVICES

OUTCOMES OF THE PERSONAL DEVELOPMENT REVIEW (PDR) PROCESS

1. Purpose of Report.

1.1 The purpose of this report is to advise the committee of the outcomes of the Personal Development Reviews (PDRs) that have been undertaken.

2. Connection to Corporate Improvement Objectives/Other Corporate Priorities

2.1 There is no direct link to the corporate priorities or corporate improvement objectives.

3. Background.

3.1 On 01 May 2013, Council approved the introduction of the PDR process for elected members. This process enabled elected members to identify those areas where they required additional support and training. It supported the intention of Council to submit an application for the WLGA Charter for Member Support and Development.

3.2 Training sessions were held during May and June to ensure that those elected members identified as either reviewers and reviewees understood their role in the PDR process.

3.3 The PDR process was not mandatory but was required to be completed by all senior/civic Salary holders in order to achieve the WLGA Charter for Member Support and Development.

4. Current situation / proposal.

4.1 During 2013, 43 of our 54 Members (approx. 80%) completed their PDR's which included all senior/civic salary holders.

4.2 From the completed PDRs a number of experienced members identified that they would continue with their current practices and that they did not need any additional support or specific development activities. However a majority of elected members did identify topics which may form the basis of future member development events either as pre-Council briefings, monthly member development events or possible individual training activities.

4.3 The following common themes were highlighted as a result of the PDRs that were completed

4.3.1 Engaging with Communities

A key aim of many of the elected members was to improve their engagement with their communities. A majority of members intended to carry out activities that included: street or similar surgeries, establishing a social media presence, enhancing their profile in their ward, encouraging community projects and advising their constituents of the services available to them.

4.3.2 Developing effectiveness at Council or in Committee meetings

Elected members indicated that they would benefit from developing a greater understanding of the services and organisation responsibilities of Bridgend County Borough Council. They also identified that they needed to be fully apprised of the service changes that are being planned as a part of the budget reductions. This would enhance their confidence to pro-actively engage in debate and in the decision making processes at formal meetings particularly those of Council and Scrutiny. It would also improve elected members effectiveness when considering the delivery of services provided by the Authority and its partners to the residents of the county borough of Bridgend.

4.3.3 Enhancing their personal effectiveness as a Councillor

Many elected members identified personal changes which they felt would enhance their effectiveness as a councillor. These changes included prioritisation of workloads and commitments, improving their time and diary management and actively seeking assistance from mentors, peers and officers if needed. Many elected members considered that improving their relationships with peers, Cabinet Members, senior officers and partner organisations would also enhance their effectiveness.

4.3.4 Making better use of existing support

Some elected members considered that they needed to make better use of the existing support that was provided to them. Utilising existing support included attending as many of the planned member development activities as possible to improve their knowledge, improving their use of the ICT equipment and support that was available to them and better use the referrals system to effectively manage their constituent queries.

4.4 Some of the development topics identified by elected members were very specific. Appropriate and cost effective individual training will be identified to ensure these development needs were met.

4.5 The Committee is requested to express its view on the effectiveness of the PDR Process and identify modifications or improvements that can be made prior to the commencement of the 2014-15 PDR process in May.

5. Effect upon Policy Framework& Procedure Rules.

5.1 There is no impact on the Policy Framework and procedure rules.

6. Equality Impact Assessment

6.1 Delivery of development opportunities based on the completed elected member PDRs provides an equality of access to all elected members undertaking the PDR process.

7. Financial Implications.

7.1 All member development activities identified for delivery in response to the PDR process would be provided within existing budgets

8. Recommendation.

8.1 That the Democratic Services Committee notes the content of this report and identifies any modifications or improvements that can be made to the process prior to the commencement of the 2014-15 PDR process.

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14 January 2014

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Background documents: None