

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

13 FEBRUARY 2018

REPORT OF THE CHIEF EXECUTIVE

PROPOSED CORPORATE PLAN 2018-2022

1. PURPOSE OF REPORT

- 1.1 To seek Cabinet endorsement of the Council's new Corporate Plan 2018-2022 (Appendix A) prior to submission to Council for approval.

2. CONNECTION TO CORPORATE IMPROVEMENT PLAN / OTHER PRIORITIES

- 2.1 The proposed Corporate Plan sets out the Council's priorities for 2018-2022 and defines the Council's commitments for 2018-19. These priorities, once approved, will be the Council's well-being objectives under the Well-being of Future Generations (Wales) Act 2015 and improvement objectives under the Local Government (Wales) Measure 2009.

3. BACKGROUND

- 3.1 The Council's current corporate plan covers 2016-2020. It sets out three corporate priorities based on extensive public consultation known as 'Shaping Bridgend's Future', undertaken in 2015:

- Supporting a successful economy
- Helping people to become more self-reliant
- Smarter use of resources

- 3.2 Following the county borough council elections in May 2017, there is a need to refresh the current Corporate Plan to reflect the political priorities of the Administration.

4. CURRENT SITUATION / PROPOSAL

- 4.1 The proposed corporate plan builds upon the current corporate plan. It is intended to be bold and ambitious, based on previous achievements, and re-affirms the current three corporate priorities for the forthcoming four years. It also establishes how success will be measured over that period.
- 4.2 The success measures for each aim have been identified to ensure they link closely to the commitments. Targets have been set for one year for each indicator. Some new indicators have been developed. For those new measures, wherever possible, indicative targets have been set.
- 4.3 On 25 January 2018, the Council's Corporate Overview and Scrutiny Committee considered the draft Plan, which was an important part of the development of the

Plan. The Committee made a series constructive comments for amendments and inclusion. All the comments have been duly considered and, wherever feasible, amendments made to the draft Plan as suggested, notably,

- The Introduction of the Plan has been amended to make it “more explicit” about the challenging situation the Council faces in relation to the position of austerity and the impact of recent legislation.
- A section titled “How have we done so far” has been added, under each priority, to highlight “what the Authority had achieved or not managed to achieve over the past year”. Those include some key achievements due to community contributions or at the community level. For instance, the Senior Open Golf tournament in Porthcawl and the Urdd Eisteddfod in Pencoed had helped boost the visitor number to the county borough and the total annual expenditure by tourists.
- Update has been made to the Council’s “successful economic programme” to include delivering real change in the valleys through the Valleys Taskforce and lobby for transformative projects such as the Pencoed rail crossing.
- All targets and rationales that had been queried by Members have been reviewed and updated.
- The actual figure for budget reductions achieved for 2016-17 has been provided (under “How have we done so far?” of Priority Three).
- Clarification has been made to the description of indicators that was queried by Members.
- All acronyms have been explained.

4.4 The Plan will be supported by the Medium-Term Financial Strategy (MTFS), directorate business plans and service plans.

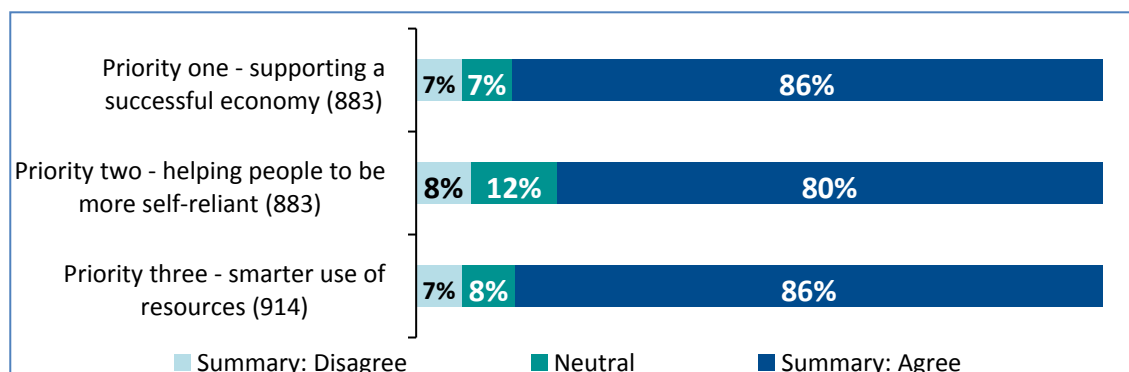
4.5 The Plan’s priorities and commitments will be reviewed annually to take into account changing circumstances and progress made and to ensure that the requirements of Local Government (Wales) Measure 2009 and the Wellbeing of Future Generations (Wales) Act 2015 are met.

4.6 Once approved, the Plan will replace the current Corporate Plan. Delivery of the plan will be monitored through the Corporate Performance Assessment (CPA) process, through directorate management team meetings and through Scrutiny Committees.

Consultation

4.7 While determining the current priorities for the Corporate Plan 2016-2020, the Council undertook an extensive public consultation known as “Shaping Bridgend’s Future” in 2015. The consultation received 1,819 responses from a combination of the consultation survey, 15 engagement events held across the county borough, social media interactions and by using the authority’s Citizens’ Panel. The response rate (13 per 1000) is considered in statistical terms to be a valid sample size.

4.8 Respondents to the survey were asked to identify to what extent they agreed or disagreed that the Council should focus on the three priorities. The results showed a strong agreement with the chosen priorities as set out below.



4.9 A similar consultation exercise was also carried out with employees and the result mirrored those from members of the public, with each priority receiving over 80% agreement.

4.10 Another “Shaping Bridgend’s Future” consultation exercise was undertaken at the end of 2017, the results of which reaffirmed the findings of 2015.

4.11 In 2017, the Council and its partners undertook a couple of major consultation exercises, namely,

- The Well-being Assessment under the Wellbeing of Future Generations (Wales) Act 2015, and
- The Population Assessment under the Social Services and Well-being (Wales) Act, 2014.

4.12 Key findings from both the Well-being Assessment and the Population Assessment suggest that the Council’s priorities reflect citizens’ priorities and are the right ones for the Council to focus on in the next four years. For instance, the Wellbeing Assessment has found that employment and a decent income are central to economic well-being, and that there should be better opportunities for business startups, more support for young people and their educational attainment and a stronger focus on employable skills for people of all ages.

4.13 Respondents to the Population Assessment said that there should be better information, advice and assistance with more services to support individuals and their families being delivered locally and that communities should become more resilient.

4.14 For the third priority, that is, making better use of our resources, respondents suggested that the Council should streamline offices and processes whilst developing internal expertise; work more efficiently, cost effectively and commercially; and develop partnerships with the public, third sector or other authorities to run services/facilities.

4.15 The corporate plan includes commitments that will progress the identified priorities.

Well-being Objectives and Improvement Objectives

- 4.16 The Council has a duty to set well-being objectives under the Well-being of Future Generations (Wales) Act 2015 and to set improvement objectives under the Local Government (Wales) Measure 2009.
- 4.17 The three priorities, once approved, will be the Council's wellbeing objectives under the Act and improvement objectives under the Measure. The Well-being Statement, required by the Act, is embedded into the plan. The commitments are the steps the Council will take to deliver the integrated improvement and wellbeing objectives. The plan also sets out how these objectives make a contribution to the seven national wellbeing goals.

5. EFFECT UPON POLICY FRAMEWORK & PROCEDURE RULES

- 5.1 The Council's Corporate Plan forms part of the Policy Framework.

6. EQUALITY IMPACT ASSESSMENT

- 6.1 A full equality impact assessment (EIA) was undertaken when the current Corporate Plan was developed. Consideration was given to the potential impact on protected groups within the community and on how to avoid a disproportionate impact on people within these groups. An additional EIA screening was undertaken when the plan was refreshed for 2018-2022, which suggested that another full EIA was not necessary. Separate EIAs will be undertaken when proposals for carrying out the plan are developed and implemented.

7. FINANCIAL IMPLICATIONS

- 7.1 None in this report.

8. RECOMMENDATION

- 8.1 That Cabinet endorse the new Corporate Plan 2018-2022 (Appendix A) and recommend it to Council for approval on 28 February 2018.

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Background Documents - None