



Corporate Resources Scrutiny Committee

Briefing Paper

Report of: Alison Braithwaite
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Open

Development of a New Corporate Plan

1. Summary

1.1 This report sets out the draft Corporate Plan for the period of 1 April 2011 to 31 March 2014.

2. Background

2.1 The Council's existing Corporate Plan was adopted in 2008 for the three year period to 31 March 2011. It contains a high level vision, four corporate aims and priorities (as detailed below) and a set of underlying values.

<i>Corporate Aims</i>	A Better Quality of Life	A Vibrant Local Economy	A Sustainable Environment	A Well Run and Responsive Council
<i>Priorities</i>	More affordable housing	District-wide regeneration	Reducing waste to landfill and increasing recycling	Improving efficiency and value for money

2.2 The Corporate Plan Development Review Panel was established in June 2010 to lead the process for developing a new Corporate Plan, which forms part of the work programme of the Corporate Resources Scrutiny Committee.

2.3 The Review Panel comprised of:

- Councillor P Dyke
- Councillor J Greener
- Councillor H Martin
- Councillor F Oborski
- Councillor J Parish
- Councillor J Shaw

2.4 Since June 2010 the Corporate Plan Development Review Panel has met on eight occasions to manage and deliver the various stages of

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the Plan's development. A copy of the Project Plan timetable is set out in **Appendix A**.

- 2.5 During August 2010 workshop sessions were held with groups of Members and employees to determine a long list of priorities.
- 2.6 Consultation on the long list of priorities was undertaken during September 2010 with various sectors of the community including local businesses, neighbourhood partnerships, schools and voluntary groups. This was followed by further consultation on a short list of priorities during October 2010.
- 2.7 On 25 October 2010 the Corporate Plan Development Review Panel considered the feedback from the final phase of consultation and then agreed the proposed wording for the Vision, Values, Priorities and Strapline which enabled the Plan to be drafted during November 2010.

3. Key Issues

- 3.1 A copy of the draft Corporate Plan (2011-2014) is set out in **Appendix B**. It should be noted that the Priority Action Plans will be developed as part of the Council's business planning process which will start in December and be completed in February 2011 when the Budget is agreed. The Corporate Plan will be designed following its adoption.
- 3.2 A short public version of the Corporate Plan in the form of a leaflet / poster will also be drafted once it has been adopted by Full Council in February 2011.

4. Options

- 4.1 The Corporate Resources Scrutiny Committee approve the draft Corporate Plan (2011-2014) and recommend to Cabinet to recommend to Council its adoption.

5. Consultation

- 5.1 Leader of the Council.
- 5.2 Corporate Management Team.
- 5.3 Corporate Plan Development Review Panel.

6. Related Decisions

- 6.1 None.

7. Relevant Council Policies/Strategies

- 7.1 Wyre Forest District Council's Corporate Plan (2008 -2011).

8. Implications

- 8.1 **Resources:** None directly, however, action plans will be developed for each Priority within the Corporate Plan which may require budget commitment.
- 8.2 **Partnership working:** One of the Priorities is focused on partnership working.
- 8.3 **Human Rights:** None directly.
- 8.4 **E-Government:** None directly.
- 8.5 **Transformation:** Links directly to the Performance Management Theme of the transformation programme.

9. Equality Impact Needs Assessment

- 9.1 A screening Equality Impact Assessment has been undertaken on the draft Corporate Plan (2011-14). There are no implications at this stage that require any action.

10. Wards affected

- 10.1 All.

11. Appendices

- 11.1 Corporate Plan Project Plan Timetable – Appendix A.
- 11.2 Draft Corporate Plan (2011-2014) - Appendix B.

12. Background Papers

- 12.1 Consultation results for phase 1 and 2 in the development of the new Corporate Plan.
- 12.2 Wyre Forest District Council's Corporate Plan (2008 -2011).

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