

WIRRAL COUNCIL

CABINET – 14 NOVEMBER 2007

REPORT OF THE DIRECTOR OF CORPORATE SERVICES / DEPUTY CHIEF EXECUTIVE

REVISION OF THE COUNCIL'S CORPORATE PLAN

1.0 Executive summary

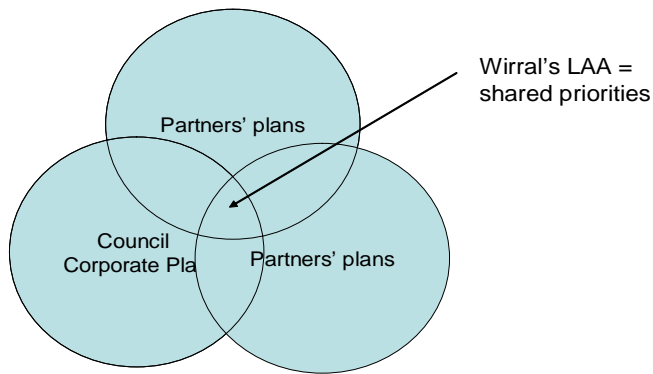
- 1.1 Further to the Cabinet report of the 20th September, work has now been undertaken to develop a vision for the Council accompanied by a series of revised corporate objectives and priorities for improvement for inclusion in the new Corporate Plan. Once agreed, these will provide the key drivers for departmental planning for 2008/09.
- 1.2 Work has also been undertaken to refine the overall planning framework within which the Corporate Plan will be delivered and to develop the remaining sections of the Plan itself.

2.0 Background

- 2.1 The Corporate Plan will identify the delivery objectives for the Council and the strategic context in which all services plan and deliver their objectives. Therefore it is a key document in the management of the Council and will influence other significant strategies, such as the people strategy and medium term financial strategy. The plan is due for revision, as detailed in the previous report.

3.0 Planning Framework

- 3.1 As discussed in the previous report to Cabinet, the Council's Corporate Plan is a key building block in delivering the broader vision for Wirral set out in the Borough's Community Strategy, Local Area Agreement (LAA) and other key strategies.
- 3.2 The Corporate Plan plays a key role in linking the Council's long, medium and short term objectives, aims and priorities with those of its partners. The Corporate Plan should also be viewed alongside the new Local Area Agreement as part of the Council's contribution to achieving partnership priorities. This is demonstrated by the diagram below:



3.3 The Corporate Plan sits within a hierarchy of plans, which balances long, medium and short term objectives. It provides a robust delivery framework across the Council which is integrated with partnership plans.



4. Corporate Plan – Part 1

4.1 Part 1 of the Corporate Plan sets out a clear Vision for Wirral. Central to this Vision is an Investment Strategy which includes measures to build more prosperous and equal communities across the borough. This Vision is attached as Appendix 1. Also attached, as a foreword to the Plan, is a statement by the Leader of the Council.

5. Corporate Plan – Part 2

5.1 Part 2 details what is needed to take us forward from where we are now in order to achieve the Vision for Wirral. It sets out five Strategic Objectives, a series of medium term aims (2008-13) under these Strategic Objectives and a limited number of immediate, short term priorities for improvement which will be needed to help deliver the Vision. New priorities for improvement will be brought forward annually from the medium term aims to ensure the Council stays on track in delivering the Vision it has set out. This information is attached as Appendix 2. The summary sheet will be accompanied by a more detailed appraisal of the rationale and evidence which demonstrates why these are key issues for the Authority.

6. Corporate Plan – Part 3

- 6.1 Part 3, as indicated in the report to Cabinet on the 20th September, will show how the corporate objectives and priorities for improvement will be delivered through the work done in each department, by demonstrating their processes and projects. This information will be taken from departmental business plans, which will be amended in the coming months to reflect the revised corporate objectives and priorities for improvement, as agreed by Cabinet in the earlier report.

7. Corporate Plan – Part 4

- 7.1 Part 4 will set the Corporate Plan in the context of the key strategies and plans which provide the organisational framework within which the Council operates. All these plans will be properly referenced. The Strategic Objective “Create an Excellent Council” and its stated medium term aims and immediate priorities for improvement will underpin the delivery of the Corporate Plan.

8. Corporate Plan – Part 5

- 8.1 As indicated in the report to Cabinet on the 20th September, *Part 5* of the Corporate Plan will be the performance management framework (i.e. indicators and targets) by which the Council will monitor its progress against its Strategic Objectives. Specific information will be brought back to Cabinet detailing how the 2008/9 priorities for improvement will be measured and potential indicators to be used to measure progress on the medium term aims. More detailed work is needed on this area after the departmental planning sessions to ensure the framework is robust and that it incorporates the changes coming out of development of the new 198 national indicator set. A further report on the performance management framework and the items above will be brought to Cabinet.

9.0 Next steps

- 9.1 Given the need to ensure that the revised Corporate Plan is considered in departmental business plans, a standard template for these has been produced. Members of staff from Corporate Services will now facilitate business planning sessions with every department management team to ensure that links between priorities for improvement and finance are made and that actions which contribute to the delivery of the Corporate Plan are clearly identified.
- 9.2 Details in relation to the key strategies and plans which underpin corporate objective five (Create an Excellent Council) will be updated to ensure that *part 4* of the Corporate Plan appropriately reflects the latest position.

10.0 Financial and staffing implications

- 10.1 The Corporate Plan will have implications for the medium term financial strategy.
- 10.2 The Corporate Plan will have implications for the Council’s people strategy.

11.0 Equal opportunities implications

11.1 As indicated earlier in this report, the Corporate Plan will reflect the Council's equality and diversity policy and strategy.

12.0 Community safety, Local Agenda 21, planning, anti-poverty and social inclusion implications

12.1 There will be implications in these areas, given that the Corporate Plan will include actions which will directly or indirectly contribute to these strands of activity.

13.0 Local member support implications

13.1 There are no local member support implications associated with this report.

14.0 Background Papers

- Cabinet report, 24th May 2007: Corporate Plan action plan - update
- Cabinet report, 26th July 2007: Local Area Agreement – update
- Cabinet report, 20th September 2007: Revision of the Council's Corporate Plan

15.0 Recommendations

That

(1) Council be recommended that the Vision for Wirral and the Strategic Objectives, medium term aims and immediate priorities for improvement, as outlined in this report and set out in Appendices 1 and 2 be approved; and

(2) a further report detailing how the 2008-2009 priorities for improvement will be measured and potential indicators to be used to measure progress on the medium term aims be brought to the Cabinet.

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This report was prepared by Russ Glennon, who can be contacted on 691 8152.