

# WIRRAL COUNCIL

## CABINET

2 DECEMBER 2013

<b>SUBJECT:</b>	<b>CORPORATE PLAN – ELECTED MEMBER FEEDBACK</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>CHIEF EXECUTIVE</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>LEADER OF THE COUNCIL</b>
<b>KEY DECISION</b>	<b>YES</b>

### 1.0 EXECUTIVE SUMMARY

- 1.1 This report provides Cabinet with a summary of the feedback received from the all-member event to scrutinise the content of the draft Corporate Plan 2014-2016, in advance of the meeting of Full Council on 2 December 2013.
- 1.2 The event was attended by 38 members in total. Members were provided with a presentation, delivered by the Council Leader, which highlighted the main points within the plan. Members were then invited to join smaller working groups, focussed on the three strategic directorate areas described within the Plan and chaired by the relevant Policy and Performance Committee Chair, which discussed the contents of the plan in more detail.
- 1.3 Members were then given the opportunity to further feedback and give general comments as to the contents within the draft Corporate Plan at the end of the event.
- 1.4 Cabinet is requested to consider the findings from the event and approve the proposed amends to the corporate plan as provided at appendix 1 of this report.

### 2.0 OVERARCHING COMMENTS

- 2.1 Members were generally in agreement with the direction of travel described within the Plan, particularly in relation to the appropriateness of the overall vision for the Council. Members suggested some new areas of focus and also highlighted some areas of the plan which should be enhanced and receive greater emphasis.
- 2.2 Members agreed that while the contents of the Corporate Plan were generally appropriate, it was important that work was done to focus on the culture of the organisation to ensure that the activity within the plan were delivered. Members also stressed the importance of communicating clearly to residents, staff and other stakeholders the Council's changing role and focus.

- 2.3 It was also proposed that the Corporate Plan be extended to cover a three year period - 2014 to 2017, to ensure that the activity outlined within the plan reflects the long term vision and has an impact on the Council's priorities.

### **3.0 REGENERATION AND ENVIRONMENT**

- 3.1 Members felt that resources should be directed at improving and promoting Wirral as a good place to live; in terms of focussing on new and affordable homes. Members felt that more prominence should be given to housing issues within the Plan.
- 3.2 Opportunities for improving the Birkenhead and Hamilton Square areas were mentioned as areas for further development within the Plan. Members also identified the need to develop a formula to determine future car parking charges through the borough.
- 3.3 Members highlighted the importance of Wirral increasing the skills of local people to improve the potential workforce in the borough, and suggested that should be the focus as the Council attempts to reduce levels of youth unemployment.
- 3.4 A general theme of the discussion was that Wirral should use its position as one of the leading authority in the region to lobby in the City Region and nationally on matters important to the borough.

### **4.0 FAMILIES AND WELLBEING**

- 4.1 Members were supportive of the content of the Plan, particularly in relation to its focus on early intervention and prevention, and encouraging community resilience and independence. Members also welcomed the focus on reducing social isolation and supporting mental health and wellbeing, and highlighted the role which can be played by communities in addressing this.
- 4.2 Members supported the need for better integration of health and social care, and also requested more work and information on the Single Gateway approach.
- 4.3 A number of areas were highlighted by Members as being appropriate for a larger emphasis within the Plan. These included tackling domestic abuse, child abuse (including bullying) school readiness and supporting young people to tackle alcohol abuse. Members also highlighted the role that communities can play in safeguarding and prevention of abuse.
- 4.4 It was suggested by Members that the pace of implementing early intervention and prevention approaches should be increased and highlighted a number of small, low cost community initiatives which are working well currently.

### **5.0 TRANSFORMATION AND RESOURCES**

- 5.1 Members particularly focussed on the shared services project within this strategic area and were generally in agreement with the approach. Members sought reassurance on the timescale of the project, and the arrangements in terms of staff transfers and governance of the project and the new company.

- 5.2 Members believe the Council should adopt a more business-focussed approach to generating revenue, particularly in relation to our assets, and requested that opportunities be investigated. Members also discussed the need to become more efficient in certain areas and to remove unnecessary bureaucracy.

### **3.0 RELEVANT RISKS**

- 3.1 The Corporate Risk Register will be completed in line with the new Corporate Plan to ensure that any risks to delivering the objectives are understood and mitigating actions are put in place as appropriate.

### **4.0 OTHER OPTIONS CONSIDERED**

- 4.1 As outlined, the Corporate Plan is the organisation's key policy document and drives all other business planning processes and is therefore vital for the Council's development in the coming year. Therefore no other options were considered.

### **5.0 CONSULTATION**

- 5.1 The content of the Corporate Plan 2013-2016 was subject to extensive consultation with residents, partners, staff and other stakeholders throughout 2012. The recommendations outlined within this report are following consultation with Elected Members on the Corporate Plan.

### **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 6.1 The Corporate Plan makes reference to working closely with VCF sector organisations for the benefit of Wirral residents and communities and this partnership approach will continue to be a key priority for the Council.

### **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

- 7.1 The Corporate Plan is designed to inform the budget setting process for the coming financial year.

### **8.0 LEGAL IMPLICATIONS**

- 8.1 Legal implications relating to the actions set out in the Corporate Plan will be addressed by directorates as appropriate.

### **9.0 EQUALITIES IMPLICATIONS**

- 9.1 Yes.

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/chief-executives>

### **10.0 CARBON REDUCTION IMPLICATIONS**

- 10.1 None arising as a direct result of this report.

### **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

- 11.1 None arising as a direct result of this report

## **12.0 RECOMMENDATION/S**

12.1 Cabinet are requested to consider the feedback from the Elected Member event which is outlined within the report, and approve that the proposed amendments as provided at Appendix 1 of this report are incorporated within the Corporate Plan.

## **13.0 REASON/S FOR RECOMMENDATION/S**

13.1 This report presents feedback gathered at an event for all Members on the contents of the 2014-2016 Corporate Plan in order that there has been consultation

## **APPENDICES**

Appendix 1 – Corporate Plan proposed amends