

# REPORT TO COUNCIL

**REPORT OF:** Strategic Director Corporate Focus

**REPORT NO:** RCC 12

**DATE:** 1 March 2012

<b>TITLE:</b>	Corporate Plan 2011-2015	
<b>KEY DECISION OR POLICY FRAMEWORK PROPOSAL:</b>	N/A	
<b>PORTFOLIO HOLDER: NAME AND DESIGNATION:</b>	Cllr Linda Neal – Leader of the Council	
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<b>INITIAL IMPACT ASSESSMENT:</b>	Carried out and Referred to in paragraph (7) below:	Full impact assessment Required:
<b>Equality and Diversity</b>	Not applicable	No
<b>FREEDOM OF INFORMATION ACT:</b>	This report is available through the “Your Council and Democracy” link on the Council website at <a href="http://www.southkesteven.gov.uk">www.southkesteven.gov.uk</a>	
<b>BACKGROUND PAPERS</b>	Review of priorities CEX 111	

## 1. RECOMMENDATIONS

That the Council approves the Corporate Plan for publication as drafted and attached to this report as the Appendix.

## 2. PURPOSE OF THE REPORT

- 2.1 The Corporate Plan maps out our journey as a Council. It includes a clear vision of where we want to be, the challenges we face, and how through our re-focused priorities, we will continue to improve the way we provide services that are important to local people.
- 2.2 Over the last nine months we have talked to members, staff, partners and customers, to make sure we understand and consider current issues for our district, emerging national policies and importantly, feedback from businesses and residents. We have also listened to informed experts who have helped us to understand the challenges ahead and have used this information in our “State of the District” document which looks at the current position of South Kesteven and the characteristics of the people who live and work here.

This work has highlighted some key challenges that our district faces now and in the future.

- South Kesteven is a safe, clean and healthy place but analysis shows that there are more people who are getting older, and despite being healthier and better educated than the national average, they earn less.
- We are set to be one of the fastest growing districts in the country (by a further 15% in the next 10 years) so we need to plan for new homes, employment and infrastructure.
- Despite a lower than average unemployment rate we have a high number of young people out of work. Jobs also tend to be low skilled and as a result some people live in the area but travel else where to work. Our challenge is to attract higher value, higher wage sectors into the district.
- Broadband access, particularly in rural areas, remains patchy but we are working to secure better coverage and connectivity speeds across the district. This will improve access to services for residents but also make South Kesteven a better place for companies to do business.

This information, and more, has proved vital in giving us the foundations for our plan and has helped us develop our vision - Creating vibrant communities where people want to live, work and invest.

2.3 The current tough economic climate has had a huge impact on what is important to local people. Two years ago level of crime, health services and clean streets were most important in making somewhere a good place to live. Now, in the middle of a global recession, creating jobs, improving shopping facilities, and easing traffic congestion are what residents want us to focus on. We have taken this into account when shaping our new priorities which are:

- Grow the economy,
- Support good housing for all,
- Keep SK clean, green and healthy
- Promote leisure, arts and culture

They set out our focus and direction and have received the support of residents who came along to recent stakeholder sessions.

2.4 We are working with our staff on a parallel transformation programme called Unlocking our Potential. We recognise the pivotal role staff will play in delivering our vision and priorities and the need for different approaches and skills. We have used their feedback from a series of workshops to develop the values on which the overall programme, including staff development, will be based.

All these elements will help ensure the council achieves its vision, priorities and plans included in the Corporate Plan.

### **3. DETAILS OF REPORT**

3.1 Although the plan is a “corporate” document, it is essential that it is easy to understand and accessible to all if we are to deliver changes for our residents. It captures where we are now as a council, the challenges we face, and our actions and plans.

- 3.2 It is primarily intended for residents, councillors, officers and statutory bodies, but is also shared with the media, other local authorities and partners.
- 3.3 Whilst retaining factual information, the content has been written in a style to appeal to a wide section of the community. In line with the new corporate themes, posters and publicity material have also been produced to compliment the plan.

Sections in the plan include:

- Our business as a council – a round up of who we are and some of the services we provide from monitoring hygiene standards in more than 1,300 establishments to cleaning about 65,000 of footpaths
- Creating the right environment to move forward – an outline of our district, its attractions, the make-up of the people who live here, and some of the challenges we face
- A successful track record – some of the successes we have achieved while being recognised as a well run council which achieves value for money across most of our services
- Focusing on what is important to local people – making sure we have the right priorities to allow us to build on all that is good about our district
- Our Vision – creating vibrant communities where people want to live, work and invest
- Key challenges to achieving our vision – some of the issues we face now and in the future including population growth, lower paid jobs, rising demand for social housing, a shortage of employment land
- Achieving our goals and ambitions – by delivering growth through thriving market towns, a growing mixed local economy, healthier lifestyles, good quality housing for all
- Spending plans - an overview of our financial position over the next four years and how we will deliver savings, efficiencies and budget reductions needed because of a reduction in government grant funding
- Priority Projects - ongoing, new and future projects within our priority themes

#### **4. OTHER OPTIONS CONSIDERED**

- 4.1 None

#### **5. RESOURCE IMPLICATIONS**

- 5.1 Subject to approval the document will be available on the web, intranet and on CD. To keep costs to a minimum a small amount of copies will be printed. All work apart from graphics has been carried internally.

**6. RISK AND MITIGATION (INCLUDING HEALTH AND SAFETY AND DATA QUALITY)**

6.1 Not applicable.

**7. ISSUES ARISING FROM EQUALITY IMPACT ASSESSMENT**

7.1 Not applicable.

**8. CRIME AND DISORDER IMPLICATIONS**

8.1 Not applicable.

**9. COMMENTS OF FINANCIAL SERVICES**

9.1 This is a key document that will shape the future direction of this Council and determine where resources will be focused. The priorities/outcomes are based on knowledge and data collected from independent sources and therefore the document is built on sound principals. The priorities laid out in the document have been used to refresh the Councils medium term financial plan and will form the basis of resource allocation in the future.

**10. COMMENTS OF LEGAL AND DEMOCRATIC SERVICES**

10.1 Whilst there is no legal requirement for the Council to produce a Corporate Plan, such a document remains as a key element of the Council's policy framework which articulates the Council's vision and priorities for the four year period of the plan. In accordance with Article 4 of the Constitution, the approval of this document is a matter for the whole Council

**11. APPENDICES:**

11.1 The draft Corporate Plan 2011- 2015