

# AGENDA ITEM 7

## POLICY, FINANCE AND ADMINISTRATION COMMITTEE

7 JULY 2015

### REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

#### CORPORATE PRIORITIES

##### 1.0 PURPOSE OF REPORT

- 1.1 To provide members of the Policy, Finance and Administration Committee the opportunity to consider and approve the Corporate Priorities 2015-2020.

##### 2.0 RECOMMENDATIONS

- 2.1 **Members are requested to consider and approve the Corporate Priorities and Corporate Management Framework, as provided at Appendix A and Appendix B of this report alongside the Engagement Evaluation report provided in Appendix C.**

##### 3.0 KEY ISSUES

- 3.1 The current Corporate Plan for 2011-2015 was agreed by Council in 2011 following consultation with residents, partners and other stakeholders.
- 3.2 The approach to Corporate Planning 2015-2020 was initially presented to members at the Strategic Away Day in May 2014 and approved at the Budget and Strategic Planning Working Group on the 11<sup>th</sup> June 2014. This approach has also taken into consideration the findings of the previous consultation exercise reported to the Governance Committee at its meeting held on 2<sup>nd</sup> April 2014 and a draft set of Corporate Priorities considered and endorsed by members at the Policy, Finance and Audit Committee on 15<sup>th</sup> April 2015.

- 3.3 The Council has undertaken to comprehensively refresh the Council's Corporate Priorities 2015-2020, which has included:

- Melton Borough Residents Surveys;
- A series of community engagement events;
- Focus group work and interviews with businesses, resident groups and CVS;
- Member and stakeholder involvement;
- An evidenced based and data driven approach to understanding the needs and aspirations of our communities at ward level;
- Partner evidence and involvement; and
- Consideration of National and Sub-regional priorities and agendas.

- 3.4 A series of engagement activities were designed to focus on the known population or demographic profile within the Borough, and where possible findings have been weighted by age within gender bands and ethnicity, to counteract the risk of non-response or non-participatory bias. Between 1 October 2014 and 20 March 2015 the Council has been working with a variety of residents, community groups, local employers, businesses and partners to help draft Melton Borough Council's future Corporate plan priorities for the next 5 years.

- 3.5 Over 500 people have directly participated and contributed to shaping the Council's future

priorities. Many have recognised the uniqueness of the Borough including its friendliness, the importance of the town centre as a service and key employment area and our strong links with food production, farming, festivals and tourism. The top level results show that the public attach a greater emphasis on the place based priorities including the town centre than in previous surveys.

- 3.6 The engagement process culminated in a period of open consultation and a survey to Melton Residents, promoted through the Melton Mail with an online version of the survey also made available on the Council's website between 23 February and 20 March 2015. This stage of consultation was supported via local media, social media as well as through our community forum, Melton Community Partnership delivery groups and Parish Councils network.
- 3.7 Feedback from the engagement activities and information/ evidence gathering stage (Appendix C) has informed the draft priorities, as provided at Appendix A. The Corporate Plan will be underpinned and supported towards delivery through the development and implementation of new service plans in 2015/16 and beyond.
- 3.8 The Corporate Plan 2015-2020 is also the basis upon which a corporate management and performance framework, presented in Appendix B, will be developed to monitor progress towards the defined objectives.
- 3.9 The Corporate Plan will therefore be a key policy document of the Council and as such needs to provide a robust approach to the Council's business planning; ensuring that our vision, priorities and spending decisions are based on sound evidence, through analysis and understanding of community needs.

#### **4.0 POLICY AND CORPORATE IMPLICATIONS**

- 4.1 To refresh the Council's priorities is an important part of being 'A Well Run Council' in ensuring the needs of the communities are met and by listening to what people say, using that information to tailor services around budgets and customer needs which in turn helps to achieve customer satisfaction.
- 4.2 The Council has followed through on its intentions to listen and involve people in matters that affect them and to help make more publicly informed decisions.

#### **5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS**

- 5.1 The Corporate Plan is designed to support the budget setting process for the coming financial years. Services, projects and initiatives in support of the Council's priorities undergo their own respective financial and other resources analysis.

#### **6.0 LEGAL IMPLICATIONS/POWERS**

- 6.1 There are no overarching pieces of legislation on how local government should consult especially since the 'Duty to Involve' was repealed with the introduction of the Localism Act however there are various duties contained in specific pieces of legislation. Case law helps to inform the duties of consultation and the Gunning Principles (from 1985 case law)

are used as a measure to assess whether a consultation exercise has been followed fairly and these principles explain a staged approach to consultation.

6.2 Any legal implications relating to the actions arising from the Corporate Priorities will be addressed by services as appropriate.

## 7.0 **COMMUNITY SAFETY**

7.1 None arising as a direct result of this report.

## 8.0 **EQUALITIES**

8.1 None arising as a direct result of this report. A full Equalities Impact Analysis has been undertaken.

## 9.0 **RISKS**

9.1 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.

## 10.0 **CLIMATE CHANGE**

10.1 None arising as a direct result of this report.

## 11.0 **CONSULTATION**

11.1 Engagement has been a key part of the Corporate Planning process. The fieldwork and survey questions used have been drawn from the Place Survey in order to track people's changing perceptions and behaviors since 2003, and from benchmarking questions recommended by the Local Government Association 'Are you Being Served?' survey. Specifically, the questionnaire explored satisfaction with the local area, the economy, community cohesion and safety.

A detailed explanation of the methodology used and the full analysis and evaluation of the engagement process is available in Appendix C.

## 12.0 **WARDS AFFECTED**

12.1 All wards are affected.

Contact Officer Sarah Stannage Corporate Policy Manager / Harry Rai Head of Communities and Neighbourhoods

Date: 18 June 2015

Appendices : Appendix A – Corporate Priorities  
Appendix B – Corporate Management and Performance Framework  
Appendix C- Engagement Evaluation

Background  
Papers:

Reference : X/Ctees/PFA/2015-16/070715/HR- Corporate Plan & Priorities