

Meeting: Council
Portfolio Area: Performance and Improvement
Date: 3 October 2007

STEVENAGE BOROUGH COUNCIL: MAKING A DIFFERENCE

(Policy Performance and Partnerships)

Author – Elaine Wright Ext.No. 2192
Contributors – Jo Wilkinson Ext.No. 2127
Lead Officer – Celia Twomey Ext.No. 2224
Contact Officer – Jo Wilkinson Ext.No. 2127

1 PURPOSE

- 1.1 To consider Council's Vision and Values, and the framework for a five year Corporate Business Strategy 2008 to 2013, as recommended by the Executive.

2 RECOMMENDATIONS

- 2.1 That Council agree its Vision and Values together with the framework for the five year Corporate Business Strategy 2008 to 2013 as set out in this report.

3 BACKGROUND

- 3.1 The Executive, at its meeting on 12 September, considered a report proposing revised Vision and Values for the Council and the framework for a five year Corporate Business Strategy 2008 to 2013.
- 3.1.1 The report was subsequently considered by Scrutiny Overview Committee and Performance, Priorities and Improvement Group.
- 3.1.2 This Report incorporates the decisions and views expressed by these bodies as set out in the table below:

Committee:	It was resolved that:
Executive: 12/09/07	<p>1. That the revised Vision ' A town we can all be proud of. A place people want to be' and Values for the Council as set out in paragraph 4.2 of the report be agreed.</p> <p>2. That the framework for a five year Corporate Business Strategy 2008 to 2013 be agreed</p>

	<p>3. That Performance, Priorities and Improvement Group be given delegated powers to report Scrutiny Overview Committee comments on the framework to the Council.</p> <p>4. That officers be instructed to include the work the Council is undertaking in neighbourhoods as a priority under the 'Create Sustainable Communities' ambition.</p>
Scrutiny Overview Committee: 17/09/07	Scrutiny Overview Committee have offered their assistance in developing the document, where their input will add value to the final draft.
Performance Priorities and Improvement Group: 18/09/07	<p>1. That the revised Vision, 'A town we can be proud of. A place people want to be' and Values for the Council as set out in paragraph 4.2 of the report be noted.</p> <p>2. That subject to consideration of the views of Scrutiny Overview Committee, the framework for a five year Corporate Business Strategy 2008 to 2013 be recommended to Council.</p>

3.2 Purpose of Review

3.2.1 The Corporate Business Strategy is a key document for the Council and needs to be considered as part of its policy planning and performance management framework.

3.2.2 The Corporate Business Strategy provides the link between the National Agenda, the Sustainable Community Strategy and the action the Council will take to address priorities identified in the Community Strategy.

3.2.3 Historically the Council carries out a full review of the Corporate Business Strategy every three years with an annual refresh.

3.2.4 It is proposed to extend the life of the Corporate Business Strategy to five years with a refresh each year.

3.2.5 The current review is informed by:

- Analysis of the Local Government White Paper: Strong and Prosperous Communities
- Presentations from leading experts on the future of local government
- Government and regional priorities
- Results of community consultation, surveys and focus groups
- Member and officer workshops and away days
- Analysis of local data and demographics, and
- the Council's capacity and resources to deliver

3.2.6 The framework appended to this report is a starting point for further discussion as the strategy is developed over the coming months. Members, particularly Performance Priorities and Improvement Group, will have an opportunity to discuss the content of the strategy as it develops. The timetable below identifies both opportunities for Member input and the required reporting process that meets the Council's Policy Framework.

Date	Committee
Framework	
12 September 2007	Executive
17 September 2007	Scrutiny Overview Committee
18 September 2007	Performance Priorities and Improvement Group
3 October 2007	Council
Draft Document	
20 November 2007	Performance Priorities and Improvement Group
Full Final Draft	
9 January 2008	Performance Priorities and Improvement Group
23 January 2008	Executive
28 January 2008	Scrutiny Overview Committee
13 February 2008	Executive
27 February 2008	Council

3.3 Scope of the review

3.3.1 The Council's Vision drives our role as community leader and service provider to improve the quality of life for Stevenage residents. There is a framework of values to help achieve the Vision.

3.3.2 The ambitions and priorities set out what we want to achieve to improve quality of life for the community. The priorities inform the Council's budget setting process and the focus of project work in service plans. Determination of any new projects identified in this strategy must be carried out in line with the methodology being used to prioritise the Council's General Fund Revenue Budget for 2008/09 onwards as part of the exercise to close the current Revenue Budget Gap.

3.3.3 It is proposed that the review will:

- Bring the council's Vision and Values up-to-date
- Determine ambitions and priorities that will deliver significant outcomes for the town
- Introduce clear measures and targets to determine success

- 3.3.4 A Corporate Business Strategy framework is attached to this report at Appendix A. This framework sets out a set of ambitions and priorities with clear drivers and proposals for delivery. The table below summarises the ambitions and priorities.

Ambition	Priorities
Shape our Community	Bring communities together
	Encourage community involvement
	Improve the image of Stevenage
Regenerate Stevenage	Have a growing town and economy
	Develop a modern regional town centre
	Revitalise neighbourhood centres
Create Sustainable Communities	Provide quality affordable housing
	Keep the town safe
	Focus on Neighbourhoods
	Maintain a clean and green environment
	Help provide leisure and health services
Move towards Excellence	Use resources effectively
	Maintain customer focus
	Promote equality
	Support and develop our people

4 REASONS FOR RECOMMENDED COURSE OF ACTION AND OTHER OPTIONS

4.1 The approach

- 4.1.1 This is a time of growth for the town and delivery of outcomes could take up to five years to realise. The strategy will span five years with an annual refresh to check that we are delivering against our targets and still meeting government, regional and local priorities and that we have the capacity and resources to deliver.
- 4.1.2 Following the refresh each year we will publish an annual report so that we keep the community informed about our progress.
- 4.1.3 The strategy needs a new identity. A new branding will bring the document up-to-date, be recognised and remembered.

4.2 The Council's Vision and Values

- 4.2.1 Recent consultation, particularly the 2007 Community Conference and annual BVPI survey, demonstrate residents' pride in the town and a high regard for the Council. We know that working with our partners, promoting the town to enhance its image and providing value for money services for our customers are key drivers.
- 4.2.2 Minor changes to the Council's Vision bring it in line with branding and make it more 'up to date', as follows:
'A town we can be proud of. A place people want to be.'

4.2.3 The new values reflect government thinking, as emphasised in the Local Government White Paper: Strong and Prosperous Communities. The White Paper sets out new responsibilities for local authorities to give local citizens and communities a greater say over their lives, and focuses on Councils delivering better and more efficient services by working with partners in new ways.

4.2.4 The values show the Council's commitment to the community it serves by recognising the importance of:

- ✓ **Putting people first**
- ✓ **Delivering value for money** services, and
- ✓ **Working together** both as one organisation and in partnership with other agencies as appropriate.

4.2.5 The values will be subject to further consultation with staff, trade unions and Members.

4.3 The Council's ambitions and priorities

4.3.1 The ambitions and priorities reflect the Local Government White Paper: Strong and Prosperous Communities published in October 2006.

4.3.2 The priorities link to themes and priorities agreed in the latest Stevenage Community Strategy and reflect the outcome of consultation with residents.

4.3.3 The new framework considers the proposed growth of Stevenage and the impact on communities and service provision.

4.3.4 The Council is not directly responsible for all services and the review recognises the need for the Council to support partner agencies in the provision of education, health and leisure services for the anticipated growth in population.

4.3.5 The review considers how the Council will realise its ambitions. Analysis identified that all priorities have associated strategies and/or delivery plans in place or in development.

4.3.6 The '**Move towards Excellence**' ambition will ensure the Council has the capacity to deliver and improve, so that it is effective, accountable and responsive and to enhance the consideration of the proposed values in all service units.

5 **IMPLICATIONS**

5.1 **Financial Implications**

5.1.1 Implementation of the Corporate Business Strategy will require investment by the Council. The priorities within the Corporate Business Strategy will inform the Council's budget setting process and the focus of project work in service plans. Determination of any new projects identified in this strategy must be carried out in line with the methodology being used to prioritise the Council's General Fund Revenue Budget for 2008/09 onwards as part of the exercise to close the current Revenue Budget Gap.

5.1.2 The Leaders' Service Priorities Group will recommend future priority and direction in setting the Council's General Fund Revenue Service Budgets to support any priorities in the Corporate Business Strategy.

5.2 Legal Implications

There are no legal implications to the report recommendations.

5.3 Policy Implications

The Corporate Business Strategy sets out the Council's change programme and forms part of the Council's policy framework.

5.4 Other Corporate Implications

The Corporate Business Strategy impacts on all Council services and will be reflected in individual service plans.

BACKGROUND DOCUMENTS

- Best Value Performance Plan 2006/07
- Corporate Performance Plan 2007/08
- Local Government White Paper: Strong and Prosperous Communities
- BVPI User Survey results

APPENDICES

- Appendix A – Ambitions and Priorities (Attached)