



DERBY CITY COUNCIL

COUNCIL CABINET
2 January 2008

ITEM XX

Cabinet Member for Corporate Policy

Draft Corporate Plan 2008-11

SUMMARY

- 1.1 The purpose of this report is to present Members with a first draft of the Corporate Plan 2008-2011 and supporting action plan. The Corporate Plan describes how the Council will deliver its vision and priorities over the next three years.
- 1.2 In July 2007 Cabinet approved retaining the six corporate priorities for 2008-11. The priorities are supported by a number of key outcomes as detailed in **Appendix 2**. Following review of these outcomes against the new Local Area Agreement priorities, it is proposed that additional outcomes are included around...
 - Building strong and sustainable community relations across Derby.
 - Improving facilities in our neighbourhoods.
- 1.3 The latest drafts of the Corporate Plan and supporting action plan are attached to this report.
- 1.4 Subject to any issues raised at the meeting, I support the following recommendations.

RECOMMENDATIONS

- 2.1 To approve the additional key outcomes outlined above to support our first corporate priority - 'Making us proud of our neighbourhoods'.
- 2.2 To note the contents of the draft Corporate Plan 2008-2011 and Action Plan which contains information on how our priorities will be delivered.
- 2.3 To refer the Plan to Scrutiny Management Commission on 29 January for comment.

REASONS FOR RECOMMENDATIONS

- 3.1 The Corporate Plan provides the framework to put the Council's vision and priorities into effect and informs the Council's business planning and performance management framework for 2008-11 and beyond. The Plan will form part of the Council's budget and policy framework and should be agreed alongside the 2008/09 Budget by Council on 3 March 2008.



Draft Corporate Plan 2008-11

SUPPORTING INFORMATION

1 Council Priorities for 2008-11

- 1.1 The corporate priorities underpin our vision of 'Derby – a city for all ages' and provide the framework for action planning and resource allocation across the Council. The Cabinet agreed six corporate priorities for 2007-10, supported by 18 key outcomes as detailed in **Appendix 2**. In July 2007, Cabinet approved the retention of these priorities as a basis for planning in 2008-11.
- 1.2 The Council's priorities were consulted upon as part of the November 2007 Pointer Panel Survey, which asked respondents to rank local priority areas, and asked their understanding of the wording of Council priorities and outcomes.
- 1.3 Whilst some of the priority areas cannot be compared directly to last year's survey*, the priorities for 2007 and 2006 are as follows...

Please note the order of the 2007 priorities is still draft at the time of publication.

Most important - 2007	Most important - 2006
1. Crime and anti-social behaviour	1. Crime and anti-social behaviour
2. Public transport	2. Affordable decent housing
3. Helping vulnerable and older people to maintain their independence	3. Educational attainment at all levels
4. Street cleaning	4. Listening to local residents
5. Recycling	5. Helping older people to maintain their independence
6. Waste collections	6. Public transport
7. Listening to local residents	7. Local job opportunities
8. Supporting local economic growth such as increasing local jobs	8. City centre improvements including road networks and car parking
9. Open spaces and parks	9. Supporting local economic growth
10. Affordable decent housing	10. Reducing the differences between Derby's neighbourhoods
11. Providing support to vulnerable groups of children and young people	11. Open spaces and parks

12. Educational achievement at all levels	12. Recycling
13. Public culture and entertainment facilities – including libraries and museums	13. Facilities for young children and their parents
14. Sports and leisure facilities	14. Street cleaning
15. Facilities for young children and their parents and young people	15. Waste collections
16. Improvement of city centre public spaces	16. Adult learning and training
17. Reducing the Council's Carbon Footprint*	17. Public facilities including libraries and museums
18. Heritage sites, for example, the Silk Mill	18. Cultural and heritage sites
19. Adult learning and training	19. Accessible Council services
20. Reducing the differences between Derby's neighbourhoods	20. Sports and leisure facilities
21. Accessible and modern Council services*	

1.4 The outcome from this consultation should be given due consideration when taking final decisions on budget proposals.

1.5 Respondents generally understood all six of the Council's priorities and, overall, the improvements that the Council is trying to make through each priority and their outcomes.

1.6 31% of respondents had heard of the Council priorities prior to filling in the questionnaire. This compares favourably to the same survey undertaken in 2006, where only 23% of people had seen the priorities. There is still further work to do in communicating priorities to local people through the 'Your Derby' magazine and neighbourhood forums.

2 Aligning the Council's Priorities with the Local Area Agreement's Draft Priorities

2.1 Derby is currently renegotiating its Local Area Agreement - LAA - for 2008-11. Derby City Partnership is leading on developing City priorities and agreeing LAA indicators and targets with Government.

2.2 It is important that the Council's priorities and key outcomes reflect these new LAA priority areas. An exercise has been undertaken to map the two sets of priorities to ensure alignment. Only one gap has been identified in relation to community cohesion - 'Increasing the number of people who feel that people from different ethnic backgrounds get on well together'. In addition, it is felt that the corporate outcomes do not currently reflect developments being undertaken in neighbourhoods, which may fall outside of the priority to 'create a 21st city centre'.

2.3 It is therefore proposed to include two additional key outcomes to support the priority to 'make us proud of our neighbourhoods'...

- CP1f - Building strong and sustainable community relations across Derby.
- CP1g - Improving facilities in our neighbourhoods.

3 The Corporate Plan 2008-11

- 3.1 The plan describes the Council's vision and priorities for Derby. It outlines our achievements but gives most prominence to our future plans, in particular the actions we will take to deliver the Council's priorities and key outcomes, with reference to performance measures, targets and to other plans where more detail can be found.
- 3.2 As for the last Plan, the content will include a high level summary and a separate detailed action plan. The Plan will be written in Plain English, be user friendly and incorporate considerations from last year's equality impact assessment, such as extending the number of languages the plan is available in.
- 3.3 The design of the summary plan is similar to last year with images of Derby buildings rather than people. The front and back covers reflect a range of old and new buildings used by people of all ages to link with the vision for Derby. The new colours try to make the plan look fresh and interesting to read. The latest draft of the summary plan is shown in **Appendix 3**.
- 3.4 There are a number of sections within the plan which are dependent on the receipt of external information, for example, the outcome of our Comprehensive Performance Assessment 2007, or are yet to be confirmed in the budget planning process. The section on Area Panels/Neighbourhood Forums will also be updated.
- 3.5 The action plan includes detailed information on how each of the priorities and key outcomes will be delivered; a draft is attached in **Appendix 4**. Brand new actions for 2008-11 are highlighted in bold. This document will also be subject to further development and review by officers over the next few weeks in line with the budget process. In particular, actions will be developed to support the two new key outcomes, if approved by Cabinet.

4 Next steps

- 4.1 The Plan and supporting action plan will be circulated to officers via Derbynet for further development during January 2008. Officers will be asked to complete templates for all supporting measures, to make sure that there is a sufficient level of information available to place all the indicators onto Performance Eye in March 2008.
- 4.2 An updated draft of the 2008-2011 Plan will be presented to the Scrutiny Management Commission on 29 January 2008, for consideration.
- 4.3 Prior to submitting the final draft of the Corporate Plan to Council Cabinet on 19 February 2008, a copy will be placed on Derbynet for wider consideration.
- 4.4 The final version will be submitted to Council for approval on 3 March 2008 alongside the three-year budget.

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Background papers:

List of appendices:

Appendix 1 – Implications

Appendix 2 – Vision, Priorities and Key Outcomes 2007-10

Appendix 3 - Working Draft of Corporate Plan 2008-11

Appendix 4 - Working Draft of Action Plan 2008-11

IMPLICATIONS

Financial

1. Design and printing costs for the corporate plan will be met from existing budget provision.

Legal

2. There is no legal requirement to produce a corporate plan, although it is good practice to do so.

Personnel

3. None directly arising from the report.

Equalities impact

4. The plan shows how the Council will take forward its vision to make Derby a city for all ages.

Corporate priorities

5. The Corporate Plan articulates the actions, performance measures and managed risks required to deliver the Council's corporate priorities.

Our Vision, Priorities and Key Outcomes 2007-10

Derby – A city for all ages	
People of all ages and from all walks of life will feel they belong to Derby and that Derby offers them everything they need - for work, education, housing, leisure and a safe, healthy lifestyle.	
Corporate Priorities	CP1 - Making us proud of our neighbourhoods
	CP2 - Creating a 21st Century city centre
	CP3 - Leading Derby towards a better environment
	CP4 - Supporting everyone in learning and achieving
	CP5 - Helping us all to be healthy and active
	CP6 - Giving you excellent services and value for money
Key Outcomes	CP1a - Reducing Crime and anti-social behaviour
	CP1b - Making Derby cleaner and greener
	CP1c - Providing greater opportunities for people to participate in decisions about the area they live in
	CP1d - Reducing inequalities between neighbourhoods by supporting the creation of job opportunities
	CP1e - Improving the standard and range of affordable housing
	CP2a - Improving accessibility to the City Centre
	CP2b - Increasing economic growth and sustainable investment
	CP2c - Increasing the quality of open spaces and the range of cultural facilities in the City Centre
	CP3a – Reducing the level of carbon emissions
	CP3b – Raising awareness on climate change and local environment issues
	CP3c – Caring for Derby's heritage
	CP4a - Improving educational achievement and narrowing the gaps in attainment
	CP4b - Providing learning opportunities to raise skill levels for all
	CP5a - Improving the health and well-being of our communities
CP5b - Raising the quality of social care for vulnerable and older people	
CP5c - Responding quickly and effectively to local needs of children, young people and their parents/ carers	
CP6a – Improving Council services	
CP6b - Increasing value for money	