

## **Scrutiny Overview Committee**

**Agenda  
Item No. 7**

**4 February 2020**

### **Corporate Plan 2018 – 21 refresh**

**Ward(s)** All

**Portfolios:** Cllr Mike Bird      Leader of the Council

#### **Executive Summary:**

The Corporate Plan 2018-21 sets out the council's purpose along with the priorities that we believe will help to reduce inequalities and maximise potential. Annually reviewing and refreshing the plan enables the council to realign resources in line with the specific areas of focus.

The appendix to this report presents the current draft of the refreshed Corporate Plan due to be presented at Cabinet their meeting on 12 February.

#### **Reason for scrutiny:**

The report is to provide requested information to enable the Scrutiny Overview Committee to consider the refreshed Corporate Plan.

#### **Recommendations:**

**That the Scrutiny Overview Committee review the information and provide feedback for Cabinet's consideration.**

#### **Background papers:**

[WPP Corporate Outcomes Cabinet Report September 2019](#)

**Resource and legal considerations:**

There are no direct financial implications specific to the refreshed Corporate Plan. The priorities and outcomes in the Corporate Plan link to the allocation of budgets and how services resource delivery.

There is no legal requirement to publish a Corporate Plan, however doing so promotes good governance and transparency.

**Council Corporate Plan Priorities:**

The report focuses on the refresh of the Corporate Plan and therefore is connected and supports all priorities. The draft refreshed Corporate Plan is attached as the Appendix.

**Citizen impact:**

There are no implications for citizens relating to this report however the delivery of corporate priorities aims to have a positive impact on the lives of all citizens.

**Environmental impact:**

There are no environmental implications relating to the report however the delivery of corporate priorities will deliver environmental improvements.

**Performance management:**

The presentation of this information is to enable scrutiny to consider the draft refreshed Corporate Plan prior to consideration by Cabinet.

**Reducing inequalities:**


The council's vision as detailed in the Corporate Plan is "Inequalities are reduced and all potential is maximised". The corporate priorities and outcomes have been developed based on available data relating to the needs of the borough.

**Consultation:**

The changes to the Corporate Plan during this refresh have been developed in consultation with services, Corporate Management Team and Cabinet.

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## 1. Report

1.1 The Local Government Act 2000 gave the council collective responsibility for approving its policy framework and budget. The Corporate Plan forms part of that policy framework and also informs the budget setting process. It provides a clear focus to plan activities and target improvements.

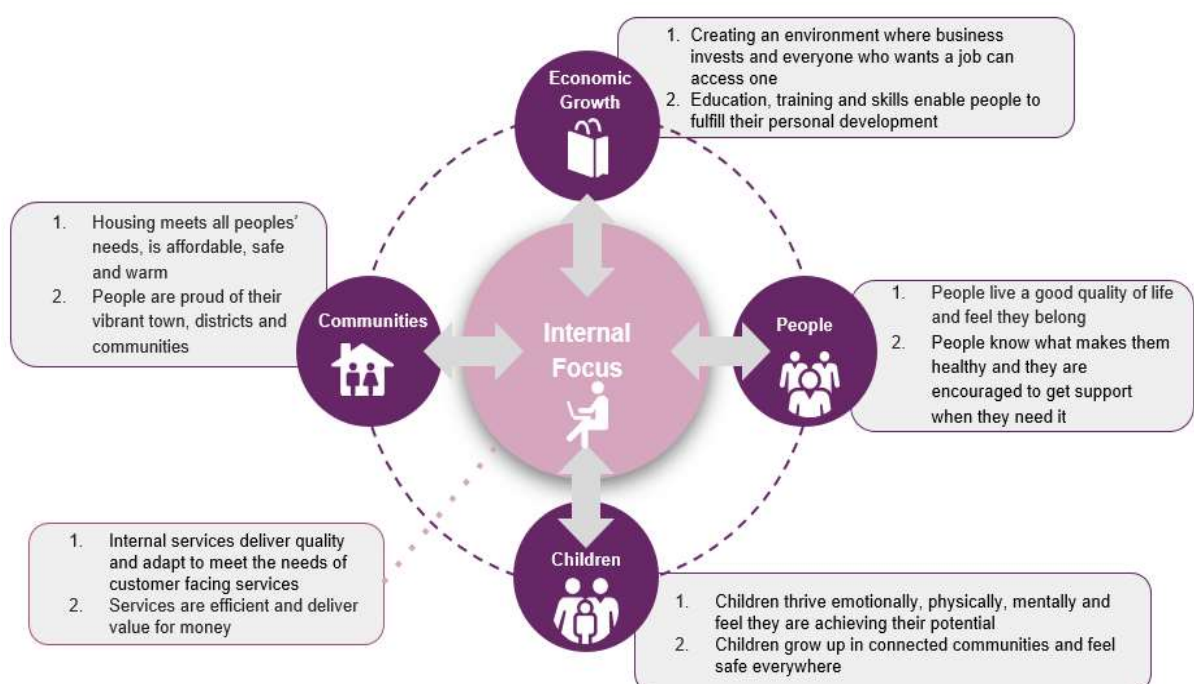
1.2 The Council's Vision is based on the previous purpose statement:  
**'Inequalities are reduced and all potential is maximised'**

The priorities have not been changed and remain:

1. Economic Growth for all people, communities and businesses.
2. People have increased independence, improved health and can positively contribute to their communities.
3. Internal Focus – all council services are efficient and effective.
4. Children have the best possible start and are safe from harm, happy, healthy and learning well.
5. Communities are prospering and resilient with all housing needs met in safe and healthy places that build a strong sense of belonging and cohesion.

1.3 As part of the delivery of the Walsall Proud Programme extensive work has been completed during 2019 to review, streamline and refresh the outcomes in the Corporate Plan. These refreshed outcomes were presented to Cabinet in September 2019 and have now been incorporated into this refresh of the Corporate Plan, detailed in Appendix 1.

1.4 The most significant change to the draft Corporate Plan is the outcomes that sit beneath the five priorities. The alignment of the refreshed outcomes to the corporate priorities is illustrated in the diagram below.



- 1.5 In developing the refreshed outcomes all council services were reviewed and a self-assessment undertaken to gain an indicative view of how services contribute to the delivery of individual outcomes and the Corporate Plan. This review highlighted that in a number of cases services contribute to more than one priority and outcome which has informed the development of cross-cutting themes / components that were approved by Cabinet in September 2019.
- 1.6 As part of ongoing Walsall Proud Programme delivery these components are undergoing review and design to identify improved joined-up working, opportunities to create efficiencies and achieve better outcomes and customer experience. This will inform the delivery of the Corporate Plan.