

CABINET

Agenda Item: 7

Ward: All

Portfolio: Cross cutting

Report Author(s): Cllrs Harvey Siggs and John Parham

Meeting Date:
22 May 2017

SUBJECT: Shape the District 2017-2020 – Draft Corporate Strategy

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Report Sign off	Seen by:	Name	Date
	Chief Executive/ Deputy Chief Executive(s)	Tracy Aarons and Donna Nolan	10 May 2017
	Legal	Lesley Dolan	11 May 2017
	Finance	Paul Deal	
	Group Manager	N/A	
	Portfolio Holder	Leader of the Council and Portfolio Holder for Corporate Services	
	Ward Member(s)	N/A	
	Summary:	<p>The purpose of this report is to present for consideration a new draft three year Corporate Strategy; <i>Shape the District</i>. Building on the Council's significant achievement to date in securing the future of public services in Mendip through innovation and new ways of working, it sets out a new vision for the council and the two new corporate priorities of Transformation and Inclusive Growth. It includes a number of high level commitments that articulate what the council intends to achieve in order to deliver its priorities.</p>	
Recommendation:	<p>Cabinet members are asked to:</p> <ul style="list-style-type: none"> consider the new draft Corporate Strategy recommend the Strategy to Council for adoption, subject to any changes Cabinet may wish to make. 		
Direct and/or indirect impact on service delivery to our customers and communities:	<p>This new Strategy, once adopted, will provide the framework for everything the council does; from what it needs to do to ensure financial sustainability, where it targets its resources, to how it works with partners and communities.</p> <p>At the core of the Strategy is the ambition to secure the ongoing provision of those public services our communities need and value the most.</p>		
Contribution to Corporate Priorities:	<p>This Strategy articulates the proposed new Corporate Priorities of Transformation and Inclusive Growth</p>		

Legal Implications:	The Corporate Strategy forms part of the Council's policy framework, as set out in the Constitution (4.1.1)
Financial Implications:	The Corporate Strategy will be aligned with the Council's Medium Term Resource Strategy.
Impact on Service Plans:	The Corporate Strategy sets the framework for the operational business plans for all of the Council's services. The commitments within the Corporate Strategy will be directly reflected in and driven forward through these operational business plans.
Value for Money:	The Corporate Strategy provides a strategic framework that enables available resources to be targeted effectively at priority actions.
Equalities Implications:	The Corporate Strategy is informed by a sound understanding of our communities' needs. Actions to deliver the strategy will be reflected in business plans which will include equalities objectives. Key decisions in relation to the delivery of the new corporate priorities will be accompanied by an equalities impact assessment.
Risk Assessment and Adverse Impact on Corporate Actions:	<p>Failure to have in place a Corporate Strategy would make it difficult to consistently articulate the ambition and strategic direction of the council to communities, partners and other stakeholders.</p> <p>Lack of a Corporate Strategy could lead to resources being diverted to activities that are not in line with the Council's priorities and objectives, thus undermining value for money and risking conflicting messages.</p>
Scrutiny Recommendation (if any)	n/a

INTRODUCTION

The purpose of this report is to present for consideration a new draft three year Corporate Strategy; *Shape the District*. The Council's current Corporate Plan was published in 2015, and was originally created to take the council through until 2020. In the past couple of years there have been unprecedented changes to the political and funding landscape, to the extent that we now need to revisit that plan and the Council's priorities.

Building on the Council's significant achievement to date in securing the future of public services in Mendip through innovation and new ways of working, *Shape the District* sets out a new vision for the council and the two new corporate priorities of Transformation and Inclusive Growth. It includes a number of high level commitments that articulate what the council intends to achieve in order to deliver its priorities:

Transformation

We will:

- pursue a prudent approach to investment and other commercial opportunities, to boost income and/or safeguard services.
- develop and deliver strategic options for services, exploring a range of models that could include commissioning, selling, merging or divesting.
- work with our full range of partners to coordinate and deliver services focused on specific groups, improving customer experiences while reducing duplication.
- continue to develop Shape Mendip as an exemplar of public sector best practice, enhancing our reputation as a great place to live and work.
- develop and train our staff and councillors to build the right skills, to deliver our strategy and strengthen our culture of innovation and collaboration.

Inclusive Growth

We will:

- work with our business community to deliver the ambitions of our Economic Strategy and increase the economic vibrancy of the Mendip area.
- work with our communities to deliver successful place shaping through vehicles such as the Local Plan, towns working groups and Neighbourhood Plans.
- challenge our partners to fully deliver the Somerset Sustainability & Transformation Plan and adapt our services to support the actions to prevent ill health.
- use our position as a community leader to influence partners who can in turn deliver outcomes that improve the wellbeing of Mendip residents.
- work at county, regional and national level to build communities where people live well in good quality homes with a network of support.

OPTIONS CONSIDERED

Shape the District, once adopted, will supersede the current Corporate Plan, which focussed on the priorities of Economic Development & Growth and Health & Wellbeing. This Corporate Plan had a duration until 2019 and therefore the Council could continue to use this as the driver for its strategic planning and service delivery. However, most of the objectives within that Plan have been successfully achieved and the Council has undergone such significant transformation in recent years that it was considered appropriate to review the priorities. The thread has not been broken as the priorities in the current corporate plan are reflected in the new Inclusive Growth priority, and the new Transformation priority clearly demonstrates the scale of ongoing change, investment and innovation that is needed to support the Inclusive Growth priority.

RECOMMENDATIONS

Cabinet members are asked to:

- consider *Shape the Future 2017-2020*, the draft new Corporate Strategy;
- recommend the Strategy to Council for adoption, subject to any changes Cabinet may wish to make.

REASONS FOR RECOMMENDATIONS

To set out the Council's ambitions for the next three years and provide a sound framework for strategic planning and performance management.

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