

Report of	Meeting	Date
Head of Corporate & Policy Services (Introduced by Cllr D Edgerley, Executive Member for Customers, Policy and Performance)	Executive Cabinet	23/02/06

CORPORATE STRATEGY 2006/07 – 2008/09

PURPOSE OF REPORT

- To seek Executive Cabinet Approval of the Corporate Strategy 2006/7 – 2008/9.

CORPORATE PRIORITIES

- The report seeks to redefine the Council's corporate priorities for the three-year period 2006/7 – 2008/9. It does not, therefore, directly relate to the current corporate priorities.

RISK ISSUES

- The issue raised and recommendations made in this report involve risk considerations in the following categories:

Strategy	✓	Information	
Reputation		Regulatory/Legal	
Financial	✓	Operational	✓
People		Other	

- The Corporate Strategy 2006/7 – 2008/9 redefines the Council's priorities and provides a strategic framework for business and financial planning during the three-year period. In putting the strategy 'into practice' there may well be operational implications.

BACKGROUND

- The Council first adopted its approach to strategic and service planning in 1996. This approach has evolved over the years in response to lessons learned, good practice elsewhere and feedback from external inspectors.
- Our current Corporate Plan was published in March 2003 and established our corporate priorities as the 3C's – Customer, Capacity and greener, Cleaner and safer. This three-year strategy comes to an end in March of this year (2006).
- The Corporate Strategy will be the Council's main medium term plan which sets out our vision, priorities and strategic objectives for the next three years, 2006/7 – 2008/9.



8. Our Comprehensive Performance Assessment (CPA) highlighted a number of issues in respect of the current Corporate Plan and we have addressed these as the new strategy has been developed. The issues included:
- our aims are largely undefined,
 - no clear ambition in some areas,
 - the Plan does not include specific, measurable and sustainable outcomes making it difficult to judge what is being achieved,
 - communication of what we are seeking to achieve has been weak,
 - existing mechanisms do not allow councillors and managers to ensure that they are delivering corporate or community priorities; and
 - the links between Community Strategy and the Corporate Plan are not clear.

COMMUNITY STRATEGY

9. The Borough's second Community Strategy was published in October 2005, following a period of extensive consultation and the preparation of a detailed Borough profile. The Strategy contains five priorities:
- Put Chorley at the heart of regional economic developments in the Central Lancashire Sub-Region.
 - Reducing 'Pockets of Inequality'.
 - Getting people involved in their communities.
 - Improving access to and take up of public services.
 - Develop the character and feel of Chorley as a good place to live.
10. The Council is a key partner to the Community Strategy and these priorities have, therefore, had a strong influence on the new Corporate Strategy.
11. A copy of the Corporate Strategy is attached to the report. This has been developed from a series of consultation and development sessions involving Councillors and Management Team.
12. The sessions have focussed on establishing the current reality for the Council (ie what are the key issues we are facing) and in light of this what we want to achieve over the next three years. All events were well attended and the response was enthusiastic and constructive.
13. Using the output from these sessions and feedback on the draft as the Strategy as appended has been prepared.
14. The Strategy identifies our strategic objectives with related outcomes, a series of measures and targets and key projects which will need to be delivered in 2006/07 if we are to make progress towards achieving our targets and strategic objectives. Members will note the close alignment with the Community Strategy priorities.
15. The key projects identified in the Strategy have formed the basis of budget considerations for 2006/07.
16. Progress against the Strategy will be reviewed annually with the results of this review forming the identification of key projects and budget deliberations for the following year.

COMMENTS OF THE HEAD OF HUMAN RESOURCES

17. There are no HR implications at this stage.

COMMENTS OF THE DIRECTOR OF FINANCE

18. The Corporate Strategy has formed the basis of budget discussions for 2006/07 and a number of the key projects are the subject of investment bids within the budget proposals.

RECOMMENDATION(S)

19. Executive Cabinet is requested to recommend that Council approve the Corporate Strategy 2006/07 – 08/09.

**REASONS FOR RECOMMENDATION(S)
(If the recommendations are accepted)**

20. To secure Council approval of the Corporate Strategy.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

21. Options have been considered during the preparation of the Strategy.

TIM RIGNALL
HEAD OF CORPORATE AND POLICY SERVICES

There are no background papers to this report.

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Tim Rignall	5140	16/02/06	CPSREP/91822JM2