

<b>Report to:</b>	<b>COUNCIL</b>
<b>Relevant Officer:</b>	Antony Lockley, Director of Strategy and Assistant Chief Executive
<b>Relevant Cabinet Member:</b>	Councillor Blackburn, Leader of the Council
<b>Date of Meeting:</b>	30 January 2019

## COUNCIL PLAN 2019/ 2024

### 1.0 Purpose of the report:

1.1 To consider the recommendation of the Executive from its meeting on 21 January 2019 relating to the Council Plan 2019/ 2024.

### 2.0 Recommendation(s):

2.1 To approve the Council Plan, as submitted with the Executive report on 21 January 2019.

### 3.0 Reasons for recommendation(s):

3.1 To provide continuity and accuracy, ensuring that the Council focuses on the key strategic issues facing the town. To ensure the Council implements internal mechanisms to deliver the priorities effectively and efficiently.

3.2a	Is the recommendation contrary to a plan or strategy adopted or approved by the Council?	No, although if approved the Council Plan will become part of the Council's Policy Framework
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3.2b	Is the recommendation in accordance with the Council's approved budget?	Yes
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### 3.3 Other alternative options to be considered:

To adopt different corporate priorities. No realistic alternative options have come forward as a result of the review and subsequent discussions with Senior Council officers, Executive, and other stakeholders.

#### **4.0 Council Priority:**

- 4.1 The relevant Council Priorities are “The economy: Maximising growth and opportunity across Blackpool” and “Communities: Creating stronger communities and increasing resilience”.

#### **5.0 Background Information**

- 5.1 The Council Plan is the single most important element of the Council’s corporate business planning framework. It defines what the Council strives to achieve, and acts as the strategic umbrella for all other Council plans, policies and projects. The Council’s financial context set the scene for the 2015/ 2020 Plan, which refined work down to just two key priorities and marked a shift towards a narrative for the town based on early intervention and prevention. The narrative helped to communicate how staff and residents could play a part in improving Blackpool.
- 5.2 A review of the Plan in mid-2017 concluded that the broad strategic direction of the original Plan should continue, but that the Council needed a refreshed and updated plan to outline further projects under these priorities. Discussions have taken place with individual Council Directorates and the Council’s Wholly Owned Companies.
- 5.3 The Plan will sit alongside the new Blackpool Town Prospectus, to ensure congruence across key projects, narrative and messaging where appropriate.

Does the information submitted include any exempt information?

No

#### **List of Appendices**

Appendix 7(a) – Executive Decision Notice EX1

#### **6.0 Legal considerations:**

- 6.1 None.

#### **7.0 Human Resources considerations:**

- 7.1 None.

#### **8.0 Equalities considerations:**

- 8.1 Members should read the updated Equality Analysis, in the Executive agenda (Appendix 2(b))

<http://democracy.blackpool.gov.uk/documents/s42312/Appendix%20b%20Equality%20Analysis.pdf>

**9.0 Financial considerations:**

9.1 None.

**10.0 Risk management considerations:**

10.1 The actions identified in the Council Plan are integrated into the Council's strategic risk register.

**11.0 Ethical considerations:**

11.1 The Council's four Ethical Principles will guide the delivery of the projects in the plan.

**12.0 Internal/ External Consultation undertaken:**

12.1 The plan is based on the findings of consultation undertaken for the previous plan. Further to this, the 2018 resident's survey included a question on public perceptions around the delivery of the priorities. A tailored communications and marketing plan will be developed following approval of the plan.

**13.0 Background papers:**

13.1 None.