

Notice of:	EXECUTIVE
Decision Number:	EX23/2015
Relevant Officer:	Carmel McKeogh, Deputy Chief Executive
Relevant Cabinet Member:	Councillor Simon Blackburn, Leader of the Council
Date of Meeting:	22nd June 2015

COUNCIL PLAN 2015-2020

1.0 Purpose of the report:

- 1.1 To outline the proposals regarding the development and timeline for approval of the Council Plan for 2015-2020.

2.0 Recommendation(s):

- 2.1 To agree to the proposed timeline for the production of the Council Plan 2015-20 and forward this report on for approval at Council.
- 2.2 To agree to the proposals for a consultation on the content of the plan over the summer 2015.
- 2.3 To agree that the performance data relating to the 2015-2020 plan be produced separately for consideration through Executive in September so as not to delay the consultation of the Council Plan.

3.0 Reasons for recommendation(s):

- 3.1 The Council Plan is a key element of the Council's corporate business planning framework and forms part of the Council's Strategic Policy Framework. The current Council Plan covers the period 2013 to 2015, and is therefore due to expire. A new Council Plan will be drafted to review progress on the 2013-2015 plan and refresh the Council's vision, priorities and values of the organisation for the next 5 years.

The purpose of the Council Plan is to provide a clear and concise summary of the Council's vision for Blackpool, and the key actions that the Council will take to work towards achieving that vision.

- 3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

None

4.0 Council Priority:

4.1 The Council Plan relates to all existing Council priorities.

5.0 Background Information

5.1 The development of the Council Plan for 2015-2020 will be led by the Deputy Chief Executive and the Corporate Development Team, working closely with the Corporate Leadership Team to strengthen objectives and develop key actions and measures. Due to the ever changing local and national context, particularly around the economic climate and pressure on the public purse, the focus of the refreshed plan will be bolstered towards the Council taking an earlier focus on intervention, value for money and delivering more for less. It will stress our commitment to making the best use of public funds, whilst continuing to realise our ambitions, and delivering services which are tailored to local needs.

5.2 Following the Leadership Team Away Day in October 2014 there was an agreement that the refreshed vision developed for the future of Blackpool and the priorities supporting its delivery should be bolder and outline a clear role for the Council in delivering its vision.

5.3 The Council Plan 2013-2015 focussed on nine key priorities for the Council, which were later translated into three dominant themes. In response to the LGA Peer Review feedback in November 2014, the development of the 2015-2020 plan will seek to streamline these priorities, delivering our messages in a more clear and concise language whilst defining specific actions and measurable targets. A longer term vision of five years with a more detailed narrative is supportive of the peer review feedback.

5.4 Some work has already been done to develop a draft vision and the supporting priorities for inclusion within the plan. It is proposed that the nine priorities within the 2013 plan be updated to focus on two key priorities within the next five year vision.

The draft priorities are:

- **PRIORITY ONE** - The Economy: Maximising growth and opportunity across Blackpool
- **PRIORITY TWO** – Communities: Creating stronger communities and increasing resilience

The draft vision for Blackpool is:

The UK's number one family resort with a thriving economy that supports a happy and healthy community who are proud of this unique town

The appearance of the plan and all associated material will use strong design concepts which are both on brand and supportive of the customer care images. We will make use of as many opportunities through the consultation period to make the plan more accessible and user friendly both for staff, partners and the public alike.

- 5.5 Details of the proposed consultation process for the new Council Plan are set out in section 12. The consultation outcomes will be published in a full report in August 2015; following this the Council Plan 2015-20 will be finalised.
- 5.6 Following publication there will be a communications strategy implemented to ensure that progress is reported regularly and key messages are reinforced. This will include an extensive marketing and campaigns plan which will deliver poster campaigns, consistent branded messages and images in line with the plan's priorities which will be strengthened further through varied communication methods and the use of social media.
- 5.7 Internally it is proposed that the key messages in the plan will be used as the basis of the annual internal staff conference in October. The staff conference will use the content of the plan to deliver key messages to staff and the outstanding service awards for staff will be presented through the refreshed vision and values of the organisation.

- 5.8 The proposals for the development of the Council Plan is due to be shared with Council at its meeting on 8th July 2015. Following the summer consultation it is proposed that the final Plan will be approved through the same route in September 2015. Detail of the proposed timescales is included below.

Task	Timescale
Council Plan Corporate Leadership Team Report	8th Jun 2015
Council Plan Executive Report	22nd Jun 2015
Council approval	8th Jul 2015
Individual sessions with Lead Members	w/c 8th Jun 2015
Discussion with Cabinet	TBC
Presentation to Senior Leadership Team	3rd Jul 2015
Internal staff consultation – various methods	Jun – Jul 2015
Equality Forum and Disability Partnership	Jul 2015
Develop public and stakeholder survey consultations	Last 2 weeks in July
Run public survey	Jun / Jul 2015
Run stakeholder consultation	Jun / Jul 2015
Council Couch consultation at various locations / times	23rd Jun – 18th Aug 2015
Consultation outcome report drafted	Aug 2015
Mock Corporate Plan design completed	Aug 2015
Performance Management arrangements finalised	Aug 2015
Final draft approved by Corporate Leadership Team	7th Sept 2015
Executive approve recommendations to Council	14th Sept 2015
Council Plan approved by Council	15th Sept 2015
Staff conference and Outstanding Service Awards	19th Oct 2015

- 5.9 To ensure effective management and monitoring of the Council Plan, key measures will be identified to ensure that the Council is able to demonstrate how well it is achieving its objectives. These will be developed following the consultation period and will be aligned to the priorities and actions contained within the final plan.

- 5.10 During the summer recess the Corporate Development Team will work with colleagues within Governance and Regulatory Services to plan the cycle of Scrutiny Committees that will have a role in monitoring and challenging progress of the Council Plan and its associated indicators.

- 5.11 Does the information submitted include any exempt information? No

- 5.12 **List of Appendices:**

None

6.0 Legal considerations:

6.1 None

7.0 Human Resources considerations:

7.1 None

8.0 Equalities considerations:

8.1 The Equality Forum and the Disability Partnership will be consulted in July to ensure that the views of these groups are taken into consideration as part of the development of the Council Plan.

9.0 Financial considerations:

9.1 None

10.0 Risk management considerations:

10.1 None

11.0 Ethical considerations:

11.1 None

12.0 Internal/ external consultation:

12.1 The 2015-2020 plan seeks to set a longer term vision for Blackpool. In order to ensure that Blackpool Council consults fully with staff, residents, and external agencies and businesses a detailed and comprehensive consultation is proposed through the summer.

12.2 Initial views from residents on the Council's performance and their priorities have been sought via the Household Survey reported to Corporate Leadership Team last month and considered in the drafting of the Plan. The consultation exercise to be led by the Corporate Engagement Team and Communications Team will build on this, maximising opportunities for engagement and feedback on the plan from both an internal and external perspective. An outline of the proposals is shown below.

12.3 External consultation:

- A four page leaflet outlining the draft vision and priorities will be produced for the purpose of the consultation. This will include a feedback form and survey questions for the reader to complete.
- Key local contact points such as Blackpool libraries will promote the consultation through the above literature.
- The Council Couch will be on the road from mid-June and will be promoting the consultation of the Council Plan and encouraging residents and local businesses to have their say.
- Face to face interviews with residents to seek their views and complete the survey throughout July.
- Online version of the survey published and promoted through social media in July and August.
- Use of social media and the Council website to promote the consultation and encourage feedback - using a 'different voice' and prompting debate.
- Attendance of the Corporate Development Team at key partnership and community interest and focus groups throughout the summer months.

12.4 Internal Engagement:

- Staff information sessions held at Bickerstaffe House, Municipal Buildings and South King Street.
- Individual briefings with Lead Members and discussion at Cabinet.
- Senior Leadership Team presentation in June.
- Departmental Management Team agenda items through July and August.
- News items on the Hub, Bickerstaffe screens and internal newsletters.
- Survey promoted through internal staff focus groups.

13.0 Background papers:

13.1 None

14.0 Key decision information:

14.1 Is this a key decision? No

14.2 If so, Forward Plan reference number:

14.3 If a key decision, is the decision required in less than five days?

14.4 If **yes**, please describe the reason for urgency:

15.0 Call-in information:

15.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process?

No

15.2 If **yes**, please give reason:

TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE

16.0 Scrutiny Committee Chairman (where appropriate):

Date informed: N/A

Date approved: N/A

17.0 Declarations of interest (if applicable):

17.1 None

18.0 Executive decision:

18.1 The Executive resolved as follows:

1. To agree to the proposed timeline for the production of the Council Plan 2015-20 and forward this report on for approval at Council.
2. To agree to the proposals for a consultation on the content of the plan over the summer 2015.
3. To agree that the performance data relating to the 2015-2020 plan be produced separately for consideration through Executive in September so as not to delay the consultation of the Council Plan.

18.2 Date of Decision:

22nd June 2015

19.0 Reason(s) for decision:

The Council Plan is a key element of the Council's corporate business planning framework and forms part of the Council's Strategic Policy Framework. The current Council Plan covers the period 2013 to 2015, and is therefore due to expire. A new Council Plan will be drafted to review progress on the 2013-2015 plan and refresh the Council's vision, priorities and values of the organisation for the next 5 years.

The purpose of the Council Plan is to provide a clear and concise summary of the Council's vision for Blackpool, and the key actions that the Council will take to work towards achieving that vision.

19.1 Date Decision published:

23rd June 2015

20.0 Executive Members in attendance:

20.1 Councillor Blackburn, in the Chair

Councillors Cain, Campbell, Collett, Kirkland, Jackson, Smith, I Taylor and Wright

Apologies were received from Councillor Jones who was elsewhere on Council business.

21.0 Call-in:

21.1

22.0 Notes:

22.1