

Report to:	EXECUTIVE
Relevant Officer:	Carmel McKeogh, Deputy Leader of the Council
Relevant Cabinet Member:	Councillor Simon Blackburn, Leader of the Council
Date of Meeting:	2nd November 2015

COUNCIL PLAN 2015-2020

1.0 Purpose of the report:

1.1 To approve the new Council Plan 2015-2020 which presents two new refreshed priorities for Blackpool Council for the next five years.

2.0 Recommendation(s):

2.1 To recommend Council to approve the Council Plan 2015-2020

3.0 Reasons for recommendation(s):

3.1 The Council Plan sets the strategic direction for the organisation until 2020.

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 framework for the new Plan was outlined and agreed at full Council on the 8th July 2015 subject to consultation. This report takes into account the feedback received on the draft plan and is now presented in a more detailed format for final approval.

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.

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| 3.2a | Is the recommendation contrary to a plan or strategy adopted or approved by the Council? | No, once approved the Council Plan will form part of the Council's policy framework |
| 3.2b | Is the recommendation in accordance with the Council's approved budget? | Yes |

3.3 Other alternative options to be considered:

The Council Plan is not approved and the strategic direction of the organisation is out of date and unclear.

4.0 Council Priority:

- 4.1 The new Council Plan proposes two new refreshed priorities for the next five years;
Priority One : The Economy: Maximising growth and opportunity across Blackpool
Priority Two : Communities: Creating stronger communities and increasing resilience

5.0 Background Information

5.1 The current Council Plan (2013-2015) has now expired and Blackpool Council has taken the opportunity to refresh the Council's vision, priorities and values of the organisation for the next 5 years. The plan explains clearly what the Council will do to help improve the lives of local people and how the Council will measure progress.

5.2 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 2015-2020 plan has now streamlined these priorities into two key areas – the economy and communities. The plan seeks to deliver our messages in a more clear and concise language whilst defining specific actions and measurable targets which focusses on two key priorities. A vision with a more detailed narrative is also a feature of the new plan which is in line with the peer review feedback received.

5.3 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 is early intervention, empowering communities and individuals and reducing demand. It stresses the Council's commitment to making the best use of public funds, whilst continuing to realise the Council's ambitions, and delivering the best possible services within the Council's financial capability which meet local needs.

5.4 To ensure effective management and monitoring of the Council Plan, key measures are being identified to ensure that the Council is able to demonstrate how well it is achieving its objectives.

5.5 Does the information submitted include any exempt information? No

5.6 List of Appendices:

Appendix 2a – The Council Plan 2015-2020.

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 were 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 undertaken:

12.1 The proposals for the development of the Council Plan were shared with full Council on 8th July 2015. During the summer months the Corporate Development and Engagement teams ran a number of key events to promote the development of the Council Plan 2015-2020 and seek feedback from staff and residents on the draft priorities.

12.2 A public consultation on Blackpool's developing draft Council Plan ran from 24th June to 17 August 2015. The approach included an open-access online survey, paper copies available in public areas such as libraries and children's centres, and face-to-face street interviews with residents in the town centre. The consultation was supported by a programme of promotion and engagement including an article in the Your Blackpool newspaper, social media engagement, press releases and the Council Couch.

12.3 A total of 396 responses to the consultation were received, comprising of 215 street interviews, 140 online submissions and 41 paper returns.

12.4 Over three quarters of respondents felt that the Council's draft vision for Blackpool fully or mostly meets their own vision. Comments on the vision referred to the need for a clean Blackpool, focus on residents who live in the Borough and involving local people as the vision develops.

12.5 There was an overwhelming agreement for the two key priorities identified in the consultation. Regenerating the town centre, improving employment opportunities and reducing anti-social behaviour are the three most important areas for the economy and maximising growth. Encouraging civic pride and responsibility and encouraging community involvement and participation are the most important areas for creating stronger communities and increasing resilience.

13.0 Background papers:

13.1 None

14.0 Key decision information:

14.1 Is this a key decision? Yes

14.2 If so, Forward Plan reference number: 10/2015

14.3 If a key decision, is the decision required in less than five days? No

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: 23rd October 2015 Date approved: N/A

17.0 Declarations of interest (if applicable):

17.1

18.0 Executive decision:

18.1

18.2 Date of Decision:

19.0 Reason(s) for decision:

19.1 Date Decision published:

20.0 Executive Members in attendance:

20.1

21.0 Call-in:

21.1

22.0 Notes:

22.1