

## REPORT TO CABINET

Title: **CORPORATE STRATEGY 09/10**

Date: 17 December 2009

Member Reporting: Councillor Maxwell

Contact Officer(s): Andrew Elkington, Head of Policy and Performance,  
Anna Perry, Policy and Performance Manager, ext 2944

Wards affected: All

### 1. Summary

- 1.1 The 2007 – 2010 Corporate Strategy has been identified as in need of updating and refocusing for the current financial year. This report briefly outlines the process that has been completed in producing the attached Corporate Strategy 2009/10, and requests approval of the Strategy.

### 2. RECOMMENDATION: That the Corporate Strategy 2009/10 be approved

What will be different for residents as a result of this decision?

Staff, residents and partners will be better informed about the role of the Council, the direction of travel and the sought after outcomes. This will help the Council and partners deliver a better service to residents, and increase the ability of residents to be involved in the work of the Council.

### 3. Supporting Information

- 3.1 Having an up-to-date Corporate Strategy for RBWM is essential to ensure that residents, staff and partners are fully informed of the current priorities and approach of RBWM.
- 3.2 In developing this Strategy consultation has been conducted with the Lead Member, and staff through a workshop and discussion at team meetings. A review of key organisational strategies, priorities and plans, the Council's risk register, member priorities and performance information was also completed. As a result the strategy sets out a broad vision with specific priorities that contribute to achievement of that vision.
- 3.3 The significant changes to the senior management team and the organisational restructure have delayed the 09/10 Corporate Strategy. Subsequent strategies will build on this Corporate Strategy and a new approach to strategic planning has been agreed, including a timetable and agreement of next steps in the development of corporate level and service plans and strategies.

### 3.4 Use of the Corporate Strategy

3.4.1 The Strategy will be a key influence in the development of service plans, team priorities and individual appraisal objectives.

3.4.2 The Strategy contains targets for each of the identified priorities to measure the Council's progress in achieving these. Performance against these will be reported at the end of the financial year, following collation of performance data.

3.4.3 The Corporate Strategy will be promoted throughout the organisation through regular communication channels, such as Talking Point, and through being used and referred to in staff training, briefings, meetings and organisational development activities. Successes in achieving the priorities will be celebrated through the same communication methods.

## 4. Options Available

	Option	Comments	Financial Implications
1	Do not approve the Corporate Strategy.	Without an approved Corporate Strategy there will be less clarity for staff and residents regarding the priorities and approach of the Council.	None directly.
2	Approve the Corporate Strategy. <b>(Recommended)</b>	Approval of the Strategy will result in improved focus and clarity regarding the priorities and approach of the Council.	Staff and Member time, to be covered by existing budgets.

## 5. Risk assessment

5.1 Not having a Corporate Strategy which reflects the organisational priorities and approach for the current financial year may result in poorer performance and service delivery through a lack of focus on objectives. This process is already occurring at a later stage in the year than ideal, and any further delays to the agreement of the Strategy will reduce its credibility with staff members and partner organisations.

## 6. Consultations Carried Out

6.1 Consultations have been conducted with staff, as outlined above.

## 7. Comments from the Overview and Scrutiny Panel

7.1 Awaiting.

## 8. Implications

8.1 The following implications have been addressed where indicated below.

Financial	Legal	Human Rights Act	Planning	Sustainable Development	Diversity & Equality
N/A	N/A	N/A	N/A	N/A	Yes

**Background Papers:**

Corporate Strategy 2009/10 attached