

 Executive 15 th October 2008		Agenda Item No.
Title	CORPORATE STRATEGY REVIEW	
For further information about this report please contact	Dave Barber	
Service Area	ODPI	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006	No	
Date and meeting when issue was last considered and relevant minute number	Executive approved Corporate Strategy in February 2008 (Minute 872)	
Background Papers	2008-2011 Corporate Strategy	

Contrary to the policy framework:	No
Contrary to the budgetary framework:	No
Key Decision?	Yes
Included within the Forward Plan? (If yes include reference number)	Yes

Officer/Councillor Approval		
With regard to officer approval all reports <u>must</u> be approved by the report authors relevant director, Finance, Legal Services and the relevant Portfolio Holder(s).		
Officer Approval	Date	Name
Relevant Director	30/9/08	Chris Elliott
Chief Executive	30/9/08	Chris Elliott
CMT	30/9/08	
Section 151 Officer		
Legal	Email sent 25/9	Simon Best
Finance	Email sent 25/9	Mike Snow
Portfolio Holder(s)		
Consultation Undertaken		
Please insert details of any consultation undertaken with regard to this report.		
Consultation event held with Executive and CMT on 10 th September 2008		
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1. SUMMARY

- 1.1 This report asks the Executive to endorse the proposed revisions to the Corporate Strategy which aim to bring the Corporate Strategy more closely in line with the Local Area Agreement 2008 and the new Sustainable Community Strategy

2. RECOMMENDATION

- 2.1 To recommend the revised Corporate Strategy as set out in Appendix 1 to Council on 27th November 2008

3. REASONS FOR THE RECOMMENDATION

- 3.1 The Council in partnership with other organisations represented on the Public Service Board have signed up to the 2008 Local Area Agreement. This was approved by the Executive at its meeting in June 2008. The Local Area Agreement includes 34 County Wide Targets that the partnership is aiming to meet to improve the quality of life for people in Warwickshire. As the 2008-2011 Corporate Strategy was approved prior to the adoption of the new Local Area agreement, there is a need to review the agreement to the Strategy to bring it in line with the 2008 LAA
- 3.2 In addition, the Warwick District Sustainable Community Strategy has also been agreed by partners within the District – including the District Council (Executive meeting in June 2008). Whilst the objectives set out in this strategy have a close relationship with the Corporate Strategy there has been a need to make some revisions to the Corporate Strategy to make the two strategies more closely aligned.
- 3.3 The details of the overlaps and differences between the LAA and Corporate Strategy and the Sustainable Community Strategy and Corporate Strategy were presented to Executive in June 2008. Since then (on 10th September), a consultation meeting has taken place involving the Corporate Management Team and the Executive to agree precisely which changes should be recommended. These changes have been brought in to the revised draft of the Corporate Strategy shown in Appendix 1.
- 3.4 The key changes to the Corporate Strategy are :
- The first two values have been combined to read Honesty and Openness and a new value (Value for Money) has been added.
 - The Communities portfolio objective has been amended to read “Promote safe, healthy, vibrant and sustainable local communities”
 - A fifth priority has been added to the Communities Portfolio reading “To promote healthy lifestyles within our communities
 - A fifth target has been added to the Communities Portfolio reading “Promote healthy eating by supporting 3 local food outlets each year to achieve the Heartbeat Healthy Food Award

- The third target in the Development Portfolio has been changed to “By 2011 30% of all applications received to be improved through either pre application or post application officer negotiation to reflect design guidance”
- The high level actions within each portfolio have been updated to replace completed or redundant actions with actions that are consistent with the LAA, Sustainable Communities Strategy and the emerging key corporate projects

4. ALTERNATIVE OPTION CONSIDERED

- 4.1 It would be possible to retain the existing Corporate Strategy without amendment on the basis that it reflects the priorities for Warwick District and our organisation. However, this option should only be pursued in the light of a full understanding of how the existing Corporate Strategy contributes to the LAA. Pursuing this option would carry a risk that our priorities would not align well with our key partners’. As a result there is potential that the best interests of the community would not be served and that our assessment under Comprehensive Area Assessment would be compromised.
- 4.2 Clearly there are also a range of options that have been considered about which of the priorities set out in the LAA and Sustainable Community Strategy are most relevant and therefore need to be reflected in the revised draft. To ensure that a balanced approach was taken to this, the consultation meeting on 10th September considered the extent to which each LAA target and each Sustainable Community Strategy Objective were a priority for the local community, and, if they were, the extent to which Warwick District Council could impact on them.

5. BUDGETARY FRAMEWORK

- 5.1 It is not proposed to amend the financial and resource parameters set out in the Corporate Strategy, nor to amend the Resource Strategies in light of changes to the Corporate Strategy. The proposed revisions to objectives and targets must therefore be achievable within the existing resources planned for the delivery of the Corporate Strategy.

6. POLICY FRAMEWORK

- 6.1 The Corporate Strategy forms the backbone of the Council’s policy framework against which other decisions will need to be evaluated. It should therefore be aligned with key partnership frameworks such as the Sustainable Community and the LAA