

Appendix 2 – Proposed Action Plan

Key Recommendations	Proposed Actions
<p>1. Consider an externally facilitated Away Day event for Executive and SMT. The purpose of the event is to develop a narrative about the rationale for each of the Sustainable Community Strategy (SCS) themes, and the strategic outcomes being sought by each. So for each of the priorities there is a clear thread of rationale (why this is important for WDC to focus) – action (what is WDC going to do, in terms of delivery, investment and influencing) – outcomes (how will things measurably improve as a result). Once agreed this then needs to be communicated to both staff and partners and continually inform service and financial decisions across the organisation.</p>	<p>1. An away day was held in March. 2. The revised SCS will be brought to the Council for consideration by June 2017.</p>
<p>2. Ensure Executive portfolio holders own and drive agreed priorities, and are held accountable for delivery of the strategic outcomes. The outcomes developed for each of the SCS priorities (with input from portfolio holders) will provide the basis for Members to demonstrate success and impact. They will also provide a means by which they can be held to account for delivery against priorities.</p>	<p>3. The revised SCS will be integrated into an updated Fit for the Future (FFF) Strategy which also come to the Council for consideration in June 2017. 4. The revised SCS will be integrated into the Service Area Plans (SAPs) for each Portfolio for 2018/19. 5. The SAPs for 2018/19 will also be brought to the Executive/Council for consideration and will then be reviewed by the Overview and Scrutiny Committee accordingly to a timetable it needs to agree.</p>
<p>3. Engage with the wider local government and public sector to explore commercial opportunities and learn more about examples of approaches and practice. Get a better understanding about what is possible and consider the concept further with senior members and officers. The LGA can signpost to people and places that can share experience and expertise to inform the debate.</p>	<p>6. Part of the away day proposals was to consider specifically the “commercial dimension”. 7. The revised SCS, FFF, and SAPs will integrate the “commercial dimension”. 8. 2 CMT members have also attended conferences on “commercialism”.</p>
<p>4. Review the skill sets and capacity internally to deliver ambitions (including commercial, commissioning, procurement, project and contract management and customer insight). Ensure the new People Strategy aligns workforce development with the</p>	<p>9. The People Strategy will be updated and aligned throughout the course of the year following approval of the revised SCS, FFF and SAPs. 10. All of the Council’s other supporting Strategies (e.g. ICT/Digital; Finance; Asset Management;</p>

<p>overall priorities of the Council and the transformation programme, and addresses the culture, skills and mindset required by the future organisation.</p>	<p>Procurement; Risk Management; Communications; etc.) will be reviewed throughout the 2017/18 financial year to make sure they are also aligned with the revised SCS and FFF.</p>
<p>5. Move at pace to deliver the work in progress. There are several evolving plans, strategies and proposals that will help to articulate the future direction of travel for the Council that need to be progressed and implemented.</p>	<p>11. That the Council note that it has made its key decisions on the Leisure Centres Programme; that the Asset Management Strategy is forecast to be considered in June 2017; that the decision on the HQ Relocation is forecast for July 2017; that the decision on Linen Street MSP is due in June 2017 and a decision on the Community Stadium is planned for April. The FFF Strategy is due to be updated and reported in June 2017.</p>
<p>6. Work with local partners to agree how to work together better. Better harness and utilise the appetite of partners and other stakeholders to be more involved, and work with the Council to co-develop and jointly design the interventions and activities that will most effectively deliver the outcomes sought.</p>	<p>12. That the process of reviewing the SCS and FFF involves a discussion with the Council's key partners to help agree and deliver the intended outcomes.</p>
<p>7. Continue 'horizon scanning', particularly in relation to emerging regional landscape regarding devolution. The Council needs to:</p> <ul style="list-style-type: none"> (a) articulate its rationale and reasoning for the current position regarding the West Midlands Combined Authority (WMCA) to strategic partners and stakeholders (b) keep a watching brief on the rapidly evolving developments, keep its position under review, and ensure it is clear on if, how and when it needs to participate to influence and ensure a contribution to the strategic outcomes it is striving for. 	<p>13. That a report be brought to the Executive before the end of September 2017 setting out the latest situation and allowing the Council to review its position.</p>