

**RIBBLE VALLEY BOROUGH COUNCIL  
REPORT TO  
POLICY AND FINANCE COMMITTEE**

Agenda Item No.

meeting date: 24 November 2009  
 title: Ribble Valley Borough Council's Corporate Strategy 2009  
 - 11  
 submitted by: Chief Executive  
 principal author: Michelle Haworth – Principal Policy and Performance  
 Officer

## **1 PURPOSE**

1.1 To seek the approval of the Council's new look Corporate Strategy 2009 - 11.

## **2 RELEVANCE TO THE COUNCIL'S AMBITIONS AND PRIORITIES:**

- Council Ambitions: The Council's Corporate Strategy's purpose is to set
- Community Objectives: out the Council's vision and priorities, to outline the
- Corporate Priorities: main challenges of the next few years, and to
- Other Considerations: indicate how we propose to tackle them.

## **3 BACKGROUND**

- 3.1 Our Corporate Strategy intends to set out the strategic direction of the Council for the period 2007 - 2011, providing a focus to ensure that the services we deliver meets the needs of our communities. The Plan has a four-year scope, but is reviewed annually to ensure that it continues to reflect changes to our priorities that occur over time.
- 3.2 The Strategy contains three corporate ambitions to address issues that matter most to the borough. Our priorities are deliberately limited to focus our attention over the lifespan of the strategy.
- 3.3 Each ambition has a number of objectives and underlying actions, which should allow progress towards the achievement of the ambition to be monitored. These are outlined in detail in the supporting Corporate Action Plan, which we have ensured is robust and SMART (Specific, Measurable, Achievable, Realistic and Time-based).
- 3.4 Ambitions and objectives have been developed based on the following:
- The Lancashire Local Area Agreement
  - The Pennine Lancashire Multi Area Agreement
  - The Ribble Valley Sustainable Community Strategy
  - The Leaders Objectives for the year
  - Consultation with our Communities
- 3.5 The Corporate Strategy replaces the existing Corporate Performance and Improvement Plan. This document combined our Corporate Strategy and our Performance Plan information.

- 3.6 With changes to Best Value legislation, all Best Value Performance Indicators, apart from those for Police Authorities, were discontinued in England from 31 March 2008. A new National Indicator set along with a Place survey has replaced these. The changes to the legislation also removed the duty to produce an annual Performance Plan.
- 3.7 Final outturn Performance Indicators and targets are reported to Overview and Scrutiny Committee for consideration and approval by the end of June each year.
- 3.8 In the future it will be for local authorities and their partners to report to their citizens and users on their performance during the year, including against the new National Indicator set, as they consider appropriate.
- 3.9 This year our performance information was published on our website and it is proposed that we will continue to do this in the future.
- 3.10 Summary information is still required to be published by 31 March of each year targeting local taxpayers and service users and this is included in the Council Tax leaflet. Performance is also reported to our citizens in the Annual Report.
- 3.11 It is proposed that in future a new document will be produced, following the end of the financial year, which will provide a summary of the Council's achievements during the previous year. This will include progress against the Corporate Strategy, other key Council achievements, key performance indicators and important service statistics. This will be a document intended for internal use and will be made available to senior officers and members.
- 3.12 The intention is that the development of these two new documents (Corporate Strategy 2009 - 11 and Corporate Achievements) will make both our corporate priorities and our performance information much easier to read and understand than the previous 70 plus page document.

#### **4 RISK ASSESSMENT**

- Resources: Paper copies of the Corporate Strategy are printed in-house and therefore from within existing budgets.
- Technical, Environmental and Legal: None
- Political: None
- Reputation: It is important that the priorities reflect the concerns and needs of our communities.

#### **5 RECOMMENDED THAT COMMITTEE**

- 5.1 Approve the Corporate Strategy 2009 - 11.

Michelle Haworth  
Principal Policy and Performance Officer

For further information please ask for Michelle Haworth, extension 4421