



**Corporate Overview Group**

**Tuesday, 5 September 2023**

**Corporate Strategy 2023 - 2027**

## **Report of the Director for Finance and Corporate Services**

### **1. Purpose of report**

- 1.1. The Council's current Corporate Strategy 2019-2023 is due to expire this year. Work is underway to prepare the new Corporate Strategy 2023-2027, ahead of adoption at Full Council in December 2023.
- 1.2. A public consultation has taken place as part of the process, the results of which are presented within this report.
- 1.3. An outline of the expected structure of the new document and draft strategic tasks are presented to the Corporate Overview Group for consideration.

### **2. Recommendation**

It is RECOMMENDED that the Corporate Overview Group:

- a) considers the results of the public consultation;
- b) considers the draft action plan containing the strategic tasks and provides feedback; and
- c) requests that the final draft of the Corporate Strategy 2023-2027 be brought to Corporate Overview Group in November 2023 for endorsement.

### **3. Reasons for Recommendation**

- 3.1. The current Corporate Strategy expires this year. Significant progress has been made towards the goals outlined in the Strategy as reported to Corporate Overview Group in February of this year. An updated Strategy is now required to guide the future direction of the Council.

## 4. Supporting Information

### Corporate Strategy 2019-2023

- 4.1. In February 2023, the Corporate Overview Group reviewed progress against each strategic task set in the Corporate Strategy 2019-2023. This report can be viewed on the Council's [website](#).

### Public Consultation 2023

- 4.2. A link to an online survey was included in the summer edition of Rushcliffe Reports, which landed on residents' doorsteps from Monday, 19 June 2023. Residents were also able to request a paper copy of the survey. The survey was an opportunity to make sure residents understand the purpose of the Corporate Strategy and are engaged in its creation at a very early stage.
- 4.3. Significant promotion on social media and via media press releases took place to encourage a good level of engagement.
- 4.4. The survey asked what residents would like to see the Council prioritise over the next four years, in addition to the great quality services they can always expect from Rushcliffe Borough Council.
- 4.5. The survey received 352 responses. The following were the top 6 responses:

RANKING	PRIORITY
1	Making sure you have access to great quality outdoor spaces within the Borough, whether that's parks, woods or play areas.
2	Supporting vulnerable people and those in need
3	Working towards the Council's services being carbon-neutral and supporting you to do the same in your homes and businesses
4	Supporting our high streets and town centres, helping them to remain vibrant and making sure you can shop locally if you choose to
5	Supporting small and medium businesses to start up, succeed and grow, increasing local job opportunities
6	Planting more trees and protecting hedgerows and unmanaged green spaces

- 4.6. From the survey and free text response option we can see that other issues which are important to residents include:
- Safety and police presence
  - Affordable housing
  - Leisure centres and their carbon footprint
  - Community groups and organisations and the support they provide
  - Sports clubs and hubs
  - Safeguarding and creating jobs
  - Access to RBC services and communicating with us
  - Town centre car parking
  - Active Travel
  - Street cleanliness and appearance.
- 4.7. These findings will not be used to solely determine the content of the new Corporate Strategy but are a valuable indicator of whether the Council understands what is important to residents and whether this is reflected in the Strategy overall.

#### **Corporate Strategy 2023-2027**

- 4.8. It is proposed that the new Corporate Strategy retain the same general structure and content as the current document, which can be viewed on the Council's [website](#). This includes:
- Introduction from the Leader and Chief Executive
  - Our financial position
  - Overview of our journey and achievements since 2019
  - Our four corporate priorities: Quality of Life, Efficient Services, Sustainable Growth and The Environment.
  - The corporate action plan, outlining strategic tasks.

#### **Corporate Action Plan 2023-2027**

- 4.9. The draft action plan, included in Appendix One sets out the strategic tasks we are committed to delivering in line with our four corporate priorities.
- 4.10. The action plan reflects our residents' priorities as represented in the public consultation. However, it is important to note that this action plan does not encompass everything that the Council is committed to over the next four years. The Corporate Strategy, and associated action plan, sit at the top of a suite of documents setting out how the Council will operate over this period including our Capital Programme, Medium Term Financial Strategy and Service Plans.
- 4.11. This action plan will be monitored by our Executive Management Team and by Councillors who sit on the Corporate Overview Group on a quarterly basis.

- 4.12. When future opportunities present themselves or new ideas are presented, these will be assessed against each of the four priorities. Where they contribute towards the Council's overall priorities then they will be added to the action plan and delivered alongside existing projects. Equally, as projects are completed, they will be removed from the action plan to ensure it remains current and relevant.

### **Councillor Consultation 2023**

- 4.13. A link to an online survey will be included in a September edition of Councillors' Connections. This will give all Councillors an opportunity to share their thoughts on the draft action plan presented in Appendix One.
- 4.14. Responses will be considered, in conjunction with feedback received by the Corporate Overview Group and will help to shape the final draft of the Corporate Strategy which will be brought back to the Group in November 2023.

## **5. Implications**

### **5.1. Financial Implications**

The priorities and tasks contained within the Corporate Strategy will be incorporated into the Council's Medium Term Financial Strategy and Transformation Plan which are approved by Full Council.

### **5.2. Legal Implications**

The Council is required to have a Corporate Strategy in place and this report adequately captures that.

### **5.3. Equalities Implications**

The Corporate Strategy takes account of the effect of the Council's priorities on all residents of the Borough and is supported by the Council's Equality and Diversity Scheme.

### **5.4. Section 17 of the Crime and Disorder Act 1998 Implications**

There are no Section 17 implications to the recommendations contained within this report

## 6. Link to Corporate Priorities

Quality of Life	The Corporate Strategy sets the Council's Corporate Priorities and as such, the two are intrinsically linked.
Efficient Services	
Sustainable Growth	
The Environment	

## 7. Recommendations

It is RECOMMENDED that the Corporate Overview Group:

- a) considers the results of the public consultation;
- b) considers the draft action plan containing the strategic tasks and discuss any alterations required; and
- c) requests that the final draft of the Corporate Strategy 2023-2027 be brought to Corporate Overview Group in November 2023 for endorsement.

<b>For more information contact:</b>	Peter Linfield Director for Finance and Corporate Services <a href="mailto:plinfield@rushcliffe.gov.uk">plinfield@rushcliffe.gov.uk</a> 0115 914 8439
<b>Background papers available for Inspection:</b>	Report to Corporate Overview Group 21 February 2023 'Review of 2019-2023 Strategic Tasks'  Report to Cabinet 13 June 2023 'Process for developing the Corporate Strategy 2023-2027'
<b>List of appendices:</b>	Appendix One: Draft Corporate Action Plan 2023-2027