



Council

Thursday, 19 September 2019

Corporate Strategy 2019-2023

Report of the Chief Executive

1. Purpose of report

- 1.1. The Council's current Corporate Strategy 2016-2020 is due to expire on 31 March 2020. However, due to the significant progress made in delivering the 2016-2020 strategy and in response to the changing landscape within local government, work has taken place over the last few months to revise the document. A draft Rushcliffe Borough Council Corporate Strategy 2019-2023 is attached at Appendix One for consideration.
- 1.2. The draft Rushcliffe Borough Council Corporate Strategy 2019-2023 has been reviewed by the Cabinet and the Corporate Overview Group.

2. Recommendation

It is RECOMMENDED that the Council adopts the Corporate Strategy 2019-23.

3. Reasons for Recommendation

- 3.1. The current Corporate Strategy expires at the end of March 2020. Significant progress has been made towards the goals outlined in that Strategy and an updated, more forward-looking strategy is required to guide the future direction of the Council.

4. Supporting Information

- 4.1. The Council's Corporate Strategy is one of the key documents (along with the Medium Term Financial Strategy and Transformation Plan) in setting the direction of travel for the Council, highlighting its key priorities and the tasks it is going to undertake over the next four years to deliver upon these priorities. This provides a clear strategic direction for the Council and a benchmark against which progress towards the Council's stated goals can be monitored.
- 4.2. The Strategy also highlights the work undertaken by the Council over the course of the previous Strategy. Delivery of the Corporate Strategy has been monitored on a quarterly basis by the Performance Management Board over the last three years.

- 4.3. The current Corporate Strategy, entitled 'Building on Firm Foundations' was published in March 2016. The Strategy contained 12 strategic tasks based upon three corporate priorities for improvement. These corporate priorities were:
- Delivering economic growth to ensure a sustainable, prosperous and thriving local economy
 - Maintaining and enhancing our residents' quality of life
 - Transforming the Council to enable the delivery of efficient high quality services.
- 4.4. The Corporate Strategy 2019-2023 has been constructed as a living strategy – one that continues to evolve and grow over its lifespan. This is reflective of the fluid nature of local government at the present time. As a consequence, it contains a number of commitments under four corporate priorities. These are:
- Quality of Life
 - Efficient Services
 - Sustainable Growth
 - The Environment
- 4.5. The Corporate Strategy is resourced by the Council's Medium Term Financial Strategy (MTFS) with the Transformation Strategy one of the vehicles used to deliver both innovation and support. Performance against the Corporate Strategy will be monitored quarterly by the Corporate Overview Group. They have the opportunity to request further information or investigation where progress or performance does not appear to be sufficient to reach the targets set or deliver the community outcomes desired.

5. Risks and Uncertainties

- 5.1. The fluidity of the nature of Local Government at the present time is one of the reasons a living strategy has been pursued. The flexibility this approach allows the Council to respond swiftly in a changing environment minimising the impact of identified risks.

6. Implications

6.1. 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 Council.

6.2. Legal Implications

The Council is required to have a Corporate Strategy in place and this

report adequately captures that.

6.3. **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.

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

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

6.5. **Link to Corporate Priorities**

The Corporate Strategy sets the Council's Corporate Priorities and, as such, the two are intrinsically linked.

7. **Recommendations**

It is RECOMMENDED that the Council adopts the Corporate Strategy 2019-23.

For more information contact:	Kath Marriott Chief Executive Tel: 0115 9148291 kmarriott@rushcliffe.gov.uk
Background papers available for Inspection:	None
List of appendices:	Appendix 1 – Draft Corporate Strategy 2019 – 2023