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| Title of Report: | West Berkshire Council Strategy: Refresh 2014/15 |
| Report to be considered by: | Council |
| Date of Meeting: | 4 March 2014 |
| Forward Plan Ref: | C2744 |

Purpose of Report: To present the refreshed Council Strategy.

Recommended Action: Council to approve the updated Council Strategy (noting the strategic objectives which form the basis for service delivery planning).

Reason for decision to be taken: The Council Strategy provides the framework around which the Council will shape its resources and efforts over the next few years, supporting quality of life for people in West Berkshire whilst continuing to live within our means.

Other options considered: n/a

Key background documentation: None

The proposals contained in this report will help to achieve the following Council Strategy priorities:

- CSP1 – Caring for and protecting the vulnerable**
- CSP2 – Promoting a vibrant district**
- CSP3 – Improving education**
- CSP4 – Protecting the environment**

The proposals will also help achieve the following Council Strategy principles:

- CSP5 - Putting people first**
- CSP6 - Living within our means**
- CSP7 - Empowering people and communities**
- CSP8 - Transforming our services to remain affordable and effective**
- CSP9 - Doing what's important well**

The proposals contained in this report will help to achieve the above Council Strategy priorities and principles by setting the overarching strategic focus for the Council for the medium term.

Portfolio Member Details

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| Name & Telephone No.: | Councillor Roger Croft |
| E-mail Address: | rcroft@westberks.gov.uk |
| Date Portfolio Member agreed report: | 14 th January 2014 |

| Contact Officer Details | |
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| Name: | Jason Teal |
| Job Title: | Research, Consultation and Performance Manager |
| Tel. No.: | 01635 519102 |
| E-mail Address: | jteal@westberks.gov.uk |

Implications

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| Policy: | The strategy sets the broad framework around which the Council is able to prioritise its resources. The strategy is central to the operation and planning of the Council and as such will impact on many Council policies. |
| Financial: | In setting the broad framework around which the Council is able to prioritise its resources the MTFS is drafted to reflect the priorities and objectives set out in the strategy. |
| Personnel: | n/a |
| Legal/Procurement: | n/a |
| Property: | n/a |
| Risk Management: | Risk assessments will be carried out on appropriate elements of the plan. |
| Equalities Impact Assessment: | Equality impact assessments will be carried out on key policies and activities arising from this strategy. |

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| Is this item subject to call-in? | Yes: <input type="checkbox"/> | No: <input checked="" type="checkbox"/> |
| If not subject to call-in please put a cross in the appropriate box: | | |
| The item is due to be referred to Council for final approval | <input checked="" type="checkbox"/> | |
| Delays in implementation could have serious financial implications for the Council | <input type="checkbox"/> | |
| Delays in implementation could compromise the Council's position | <input type="checkbox"/> | |
| Considered or reviewed by Overview and Scrutiny Management Commission or associated Task Groups within preceding six months | <input type="checkbox"/> | |
| Item is Urgent Key Decision | <input type="checkbox"/> | |

| Is this item relevant to equality? | Yes | No |
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| Please see Appendix A | x | |

Executive Summary

1. Introduction

- 1.1 The Council Strategy sets out our priorities and a realistic set of objectives that we will deliver for the people of West Berkshire, whilst living within our means.
- 1.2 It provides the framework for future decision making: prioritising those areas seen as most critical or important and setting out our overarching approach to dealing with the reduction in our resource, whilst keeping the impact on local communities to a minimum.
- 1.3 The strategy lists a set of strategic objectives which set out more specifically what we are seeking to achieve.
- 1.4 These strategic objectives form the basis for our decision making and more detailed business, service delivery and financial planning, through which our strategic objectives and outcomes are delivered.
- 1.5 This refresh represents a relatively 'light touch' update to the strategy adopted by the Council last March – largely around any amendments to the objectives used as the basis for strategic and service delivery planning.

2. Conclusion

- 2.1 All substantive comments have been reviewed by officers and Members and the draft strategy amended accordingly. The Council Strategy is now submitted for approval.

Appendices

Appendix A – Equalities Impact Assessment

Appendix B – West Berkshire Council Strategy 2014

Consultees

Local Stakeholders: N/a

Officers Consulted: Strategic Review Board, Heads of Service, Portfolio Holders, Directorate and Service SMTs and Corporate Board

Trade Union: N/a

Equality Impact Assessment – Stage One

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| Name of item being assessed: | West Berkshire Council Strategy: refresh |
| Version and release date of item (if applicable): | |
| Owner of item being assessed: | Jason Teal |
| Name of assessor: | Jason Teal |
| Date of assessment: | 20 th Dec 2013 |

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| 1. What are the main aims of the item? |
| The Council Strategy sets out the purpose, ambition and strategic direction of West Berkshire Council. It focuses on 4 key priorities areas, underpinned by a set of principles, outlining how we are approaching and responding to changes in the policy, financial and legislative landscape. Each of these contains a set of strategic objectives which sets out more specifically what we are seeking to achieve. These will form the basis of our Council Delivery Plan and service delivery plans. |

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| 2. Note which groups may be affected by the item, consider how they may be affected and what sources of information have been used to determine this. (Please demonstrate consideration of all strands – age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation) |
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| Group Affected | What might be the effect? | Information to support this. |
|-----------------------|----------------------------------|-------------------------------------|
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| Further comments relating to the item: |
| <p>The Council Strategy contains a number of strategic objectives across the priorities and principles that the Council will be seeking to achieve over the next 4 years. The strategy does not go into the detail of how these objectives will be achieved: they are embedded into individual service delivery and cross-cutting plans, within which more particular issues of design and provision will be addressed.</p> <p>Equality impact assessments will be carried out on key policies and activities arising from this Council Strategy and the impact of these different strands of work and resources will be considered individually as they come to light, for example, as part of the service planning and delivery process, budget setting and service or delivery design and tailoring.</p> |

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| 3. Result (please tick by clicking on relevant box) | |
| <input type="checkbox"/> | High Relevance - This needs to undergo a Stage 2 Equality Impact Assessment |
| <input type="checkbox"/> | Medium Relevance - This needs to undergo a Stage 2 Equality Impact Assessment |
| <input type="checkbox"/> | Low Relevance - This needs to undergo a Stage 2 Equality Impact Assessment |
| <input checked="" type="checkbox"/> | No Relevance - This does not need to undergo a Stage 2 Equality Impact Assessment |

For items requiring a Stage 2 equality impact assessment, begin the planning of this now, referring to the equality impact assessment guidance and Stage 2 template.

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| 4. Identify next steps as appropriate: | |
| Stage Two required | |
| Owner of Stage Two assessment: | |
| Timescale for Stage Two assessment: | |
| Stage Two not required: | |

Name: Jason Teal

Date: 20th Dec 2013