

REPORT TO:	Conwy and Denbighshire Public Services Board
DATE:	30 November 2017
LEAD OFFICER & ORGANISATION:	Cllr Hugh Evans, Leader / Dr Mohammed Mehmet, Chief Executive
CONTACT OFFICER & ORGANISATION:	Nicola Kneale, DCC Strategic Planning Team Manager
SUBJECT:	Denbighshire County Council's Corporate Plan 2017-2022

1. PURPOSE OF THE REPORT

- 1.1 To present and inform the Public Services Board on the content of Denbighshire County Council's Corporate Plan.

2. EXECUTIVE SUMMARY

- 2.1 Denbighshire County Council has agreed five priorities for the period 2017-2022:
- Housing – Everyone is supported to live in homes that meet their needs;
 - Connected Communities – Communities are connected and have access to goods and services locally, online and through good transport links;
 - Resilient Communities – The council works with people and communities to build independence and resilience;
 - Environment – Attractive and protected, supporting well-being and economic prosperity;
 - Young People – A place where younger people will want to live and work and have the skills to do so.

3. RECOMMENDATION(S)/OPTIONS

- 3.1 That the Public Services Board:
- Understands and supports Denbighshire County Council's Corporate Plan;
 - Consider synergies with its own draft Well-being Plan and opportunities for collaboration.

4. BACKGROUND INFORMATION

- 4.1 Denbighshire County Council approved its Corporate Plan in October 2017. It is a statutory requirement that Local Authorities publish an Improvement Plan, and also Well-being Objectives. Denbighshire's Corporate Plan 2017-2022 serves both of these functions, but it's a vital document for us for a number of additional reasons:
- Agreeing and articulating our vision and ambition in this way helps us communicate.
 - The corporate leadership that ensues as a result of having a Corporate Plan enables us to tackle cross-cutting goals, e.g. retaining young people.

- 4.2 The criteria for what makes a Priority is “something new that will make a significant different to our residents”. The key pledges we’ve committed to achieve in this plan are important because they either:
- a. Require significant capital / revenue funding: e.g. roads and new schools (but not everything requires extra funding);
 - b. Require significant cultural / organisational change: e.g. the way we engage with communities, and/or
 - c. Will impact across the whole county: e.g. 1000+ extra homes.
- 4.3 All other activity will be covered in the council’s Corporate Portfolio.
- 4.4 The priorities outlined in this Corporate Plan have been arrived at via a thorough and clear process of evidence-gathering and analysis (Well-being Assessment) and in-depth consultation with our communities (County Conversation).
5. **CONSULTATION**
- 5.1 Much consultation has been carried under the umbrella of County Conversation. The purpose was to – initially - establish the priorities, and then to test whether our interpretation of people’s views on ‘what should be a priority’ was correct. Consultees included the general public, partners, staff, Members, and Town & Community Councillors.
- 5.2 Once priorities were drafted, a series of workshops were held with staff from Denbighshire County Council and relevant partner organisations to generate ideas for how the priorities should be addressed.
- 5.3 The ideas that were generated have been developed with a cross-party group of Members with the support of some officers too, in order to reach consensus that the pledges to which we’ve committed are sufficiently ambitious but also realistic.
- 5.4 Upon adoption of this plan, it will be a priority to promote its content with our staff, delivering messages to them and Members about how they can contribute to delivery of the Plan. The Strategic Planning team will ensure awareness of the Corporate Plan is a key requirement for services in their business planning.
- 5.5 The County Conversation work will continue throughout the life of the Corporate Plan. As each priority is developed further and successes are achieved the Corporate Plan Communications Strategy will be used to keep a focus on the plan.
6. **RESOURCE IMPLICATIONS**
- 6.1 Denbighshire will adopt a Programme Management approach to deliver its corporate priorities. There would be an opportunity to collaborate with partners on the projects that contribute to these programmes therefore pooling resources to work together towards shared outcomes.
7. **RISK**
- 7.1 The risk that opportunities to deliver – or strengthen delivery – by working with partners on shared outcomes are not seized, lessening the positive impact of a particular initiative.

- 7.2 There is a risk that partners' desired outcomes under a particular theme are not closely aligned, leading to confusion and compromising ability to deliver.
- 7.3 The risk that a collaborating partner's priorities change in the middle of a project, putting the project at risk.
8. **DRIVERS AND IMPLICATIONS**
- 8.1 Well-being of Future Generations (Wales) Act 2015
9. **REASON(S) FOR RECOMMENDATION(S)**
- 9.1 To formalise alignment between DCC's priorities and those of PSB members in order to secure effective delivery against shared outcomes.

BACKGROUND PAPERS	LOCATION	WEBSITE INFO