

**FOR EXECUTIVE**

**Date: 5<sup>th</sup> February 2008**

**Agenda item: 5i**

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**SUBMISSION BY THE LEADER AND CHIEF EXECUTIVE**

**STRATEGIC PLAN  
4 YEAR PRIORITIES OF THE COUNCIL 2008-2012**

**1. Purpose of the report**

- 1.1 To provide Executive with the opportunity to review and amend the draft Strategic Plan (**Appendix A**) covering the period April 2008 to March 2012 and recommend its approval to Council.

**2. Recommendation**

- 2.1 That Executive recommend to Council that the Strategic Plan be approved.

**3. Community Benefits**

- 3.1 The Strategic Plan sets out the priorities for the Council next four years to improve Lichfield District. The priorities identified are based on research and consultation to ensure that they are in line with the benefits that the community expects.

**4. Statement of Reasons**

- 4.1 The Council has for the past four years managed the delivery of its corporate ambitions through the current Strategic Plan. This was developed in consultation with stakeholders to provide a robust plan which has been successfully delivered since 2004.
- 4.2 The life of this plan is now approaching an end and there has been considerable work to develop a new plan and ensure that lessons are learnt and that the priorities identified are in line with community need and commitments given.
- 4.3 As part of this process there has been a review of national, regional and local priorities. There has been an extensive focus on what we already know through our internally driven research and consultation. Officers, Members and partners have contributed to the development of the plan.
- 4.4 In the political lifecycle of the Council this plan is the most important document that we generate. It sets the framework through which our performance and success will be assessed over the next four years. As such its importance cannot be underestimated.

- 4.5 The Strategic Plan not only shows how we intend to manage what we do, it also explains our contribution to broader initiatives, including the delivery of the Local Area Agreement and Sustainable Community Strategy.
- 4.6 It is vital that the Council has a clear direction and purpose for the next four years, the Strategic Plan articulates that purpose and sets out the measures by which future success will be evaluated.

## **5. Views of Overview and Scrutiny Committee**

- 5.1 The Strategic Overview and Scrutiny Committee will meet on 30<sup>th</sup> January 2008 and their comments will be provided to Executive prior to the meeting.

## **6. Any Alternative Options**

- 6.1 There are no alternatives to having a Strategic Plan.

## **7. Financial Implications**

- 7.1 The Strategic Plan has been developed alongside the budget process and is aligned to the Medium Term Financial Strategy. Therefore both revenue and capital resource are aligned to the priorities.

## **8. Strategic Plan Implications**

- 8.1 The new Plan will be the document that is used to determine what are and what are not Council priorities for the next four years.

## **9. Sustainability Issues**

- 9.1 The Strategic Plan increases the focus on such matters and reflects the increased importance of sustainability at a national and local level.

## **10. Human Rights Issues**

- 10.1 The Strategic Plan reinforces the importance of equalities issues and ensures it remains a priority for the Council.

## **11. Crime and Community Safety Issues**

- 11.1 The focus on these matters has been increased to reflect the importance that Members and the public see in relation to community safety. This is a particular area where we will strive for improvement alongside our partners.

## 12. Risk Management Issues

12.1 The following risk has been identified as relevant to this report. The Plan itself will be managed through the Council's Performance Management Framework and therefore the risks associated with delivery of the Plan will be addressed through the corporate risk register. Once the plan has been agreed the register will be fully refreshed to take account of the changes in priorities and focus.

Risk Description	Likelihood / Impact	Status	Risk Category	Countermeasures
That the Strategic Plan does not provide the framework for the Council's priorities for the next four years.	Low / High	Material	Strategic	The priorities are clearly based on evidence regarding the needs and aspirations for Lichfield District

### Background Documents:

Appendix A – Draft Strategic Plan 2008/12