EXECUTIVE DECISION

5 February 2008

KEY DECISION: YES

STRATEGIC PLAN 4 YEAR PRIORITIES OF THE COUNCIL 2008-2012

1. Decision

1.2 That the Executive recommend to Council to approve the Strategic Plan

2. Statement of Reasons

2.1 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

2.2 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.

2.3 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.

2.4 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.

2.5 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.

2.6 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.

3. Any Alternative Options

3.1 There are no alternatives to having a Strategic Plan.