

**Norwich City Council**  
**SCRUTINY COMMITTEE**

## **Item 7**

**REPORT for meeting to be held on 30 September 2014**

### **Draft corporate plan 2015-2020**

- Summary:** The council is currently working on developing a new corporate plan for 2015-2020.
- The report sets out the current draft of the new corporate plan framework and the proposed process for consultation on the draft priorities.
- Conclusions** The report should enable the scrutiny committee to determine any proposed changes to either the draft framework or the consultation process that they may wish to recommend.
- Recommendation:** To consider the proposed approach and identify any changes the Scrutiny Committee would wish to recommend to Cabinet.
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## **1. The new draft corporate plan framework 2015-2020**

1.1 The council's current corporate plan 2012-2015 will end in March 2015. Work has therefore been progressing to develop a new corporate plan. The corporate plan sets out the overall strategic direction of the council including its vision and priorities. This guides everything the council will do for the City and its residents and visitors for the period. As such, the plan acts as the overarching policy framework for the council.

1.2 At annex A is a copy of a draft new corporate plan framework for 2015-2020 which will act as the basis for a new full plan. This has been developed through a number of methods including:

- Analysing information on levels of need in the city such as looking at demographics, strengths, opportunities, inequalities and challenges.
- Assessing the current environment the council operates in, including the national and local economic climate and policy and legislation for local government.
- Looking at the potential future factors that may impact on Norwich and the council e.g economic, social, environmental etc.
- Discussions with members including an all member workshop.
- Early discussions with some partner organisations with more to follow over the next few weeks.
- Assessing the future resourcing likely to be available to deliver a new corporate plan.

1.3 Scrutiny are asked to consider the draft new framework and form any recommendations they may wish to make to cabinet who will consider the draft for the first time on the 8 October.

## **2.0 Proposed consultation process**

2.1 It is proposed to carry out a 12 week consultation on the new draft priorities alongside consultation on the council's budget for 2015/16.

2.2 In designing this proposed consultation process the following principles have been applied which the council has used before:

- Proportional – the time and resources put into the consultation should be in line with the purpose and impact.

- Inclusive – the consultation should be fully inclusive and provide different methods of access to ensure those people who want to take part are able to.
- Genuine – the results of the consultation should be statistically valid and used to fully inform the decision making process
- Consistent – given that different methods of consultation will be employed, it will be important to ensure consistency in approach.

2.3 To ensure that a consistent approach is taken throughout the process a core consultation document is being developed which will act as the basis for all the different consultation methods. A copy of the current draft of this is included at Annex B.

2.4 This core consultation document will then be delivered through the following methods:

- Citizens panel - which is broadly representative of the demographic makeup of the local community
- Public survey – available through the web and in a paper format through council offices and at public events carried out during the period.
- Partner survey sent to partners in all different sectors e.g voluntary and community organizations, businesses, other public bodies etc.

2.5 It is considered that this is an appropriate mix of consultation methods that meet the principles of good consultation outlined in paragraph 2.2 of the report.

2.6 The data from the consultation exercise will be collated and analysed with support from a specialist research company. The final results will then be reported into the decision making process as set out in the timescales in section 3 of the report.

### 3. Next steps and overall timescales

3.1 The table below sets out the overall timescales:

	Activity	Timescale
1	Scrutiny formally considers draft corporate plan framework and consultation arrangements	30 January 2014

2	Session on the draft corporate plan with the Norwich locality board	2 October 2014
3	Cabinet formally considers draft corporate plan framework, income and savings options and the consultation arrangements	8 October 2014
4	12 week public and partner consultation carried out	13 October – 6 January 2015
5	Scrutiny consider proposed performance targets for the corporate plan	18 December 2014
6	Full draft corporate plan considered alongside draft budget by scrutiny, cabinet and council	29 January, 4 February, 17 February 2015