

**TELFORD & WREKIN COUNCIL  
 COUNCIL - 26<sup>TH</sup> NOVEMBER 2020  
 PROTECT CARE AND INVEST TO CREATE A BETTER BOROUGH: A  
 NEW COUNCIL PLAN  
 REPORT OF DAVID SIDAWAY - CHIEF EXECUTIVE  
 LEAD CABINET MEMBER - CLLR SHAUN DAVIES - LEADER OF THE  
 COUNCIL**

**PART A) - SUMMARY REPORT**

**1. SUMMARY OF MAIN PROPOSALS**

1.1. This report presents a new Council Plan to drive delivery of the Council's vision to "*protect care and invest to create a better borough*".

**2. RECOMMENDATIONS**

It is recommended that Cabinet approves the new Council Plan "*Protect Care & Invest to Create a Better Borough 2020 and onwards*"

**3. SUMMARY IMPACT ASSESSMENT**

|   |  |   |
|---|--|---|
| <b>COMMUNITY IMPACT</b>                 | <i>Do these proposals contribute to specific Co-Operative Council priority objective(s)?</i> |   |
|   | Yes  | <i>Yes – the Plan presents a revised set of priorities for the organisation</i>   |
|   | <i>Will the proposals impact on specific groups of people?</i>                               |   |
|   | Yes  | <i>The impact will be borough-wide</i>  |
| <b>TARGET COMPLETION/DELIVERY DATE</b>  | <i>The Plan sets out a medium term strategy for the Council.</i>                             |   |
| <b>FINANCIAL/VALUE FOR MONEY IMPACT</b> | Yes/No   | <i>This must be decided by an officer from Finance. If yes, briefly summarise any impact(s) – financial impact must be completed by an officer from Finance</i>   |
| <b>LEGAL ISSUES</b>                     | Yes/No   | <i>The Council Plan sets the strategic priorities of the organisation and forms part of the Council's policy framework. It also impacts upon the Council's budget framework. In accordance with the Council's Constitution, full Council will need to endorse the plan. Proposals that are brought forward to achieve the strategic priorities contained in the Council Plan will remain subject to appropriate approval as required by the Council's Constitution. AL 30/09/2020</i> |

|   |        |  |
|---|--------|--|
| <b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b> | Yes/No | <i>If yes, briefly list any other significant impacts, risks &amp; opportunities- see separate guidance note for areas to consider</i> |
| <b>IMPACT ON SPECIFIC WARDS</b>                 | No     | <i>Borough-wide impact</i>   |

## **PART B) – ADDITIONAL INFORMATION**

### **4. INFORMATION**

4.1. In July 2019, the Council adopted a new Council Plan which identified a new vision for the organisation to “**protect care and invest to create a better borough**”. To drive delivery of the vision, the plan set out a series of commitments that the Council would deliver. As 90% of these commitments have now been delivered, there was an opportunity to review and revise the Council Plan.

4.2. Delivery of the 2019 commitments has seen:

- Investment of £80m per year to protect the most vulnerable adults and children in the community. This investment has seen the Council secure OFSTED “outstanding” for our safeguarding children services and CQC “outstanding” for our Shared Lives adult social care services.
- Invested £50m in our roads and footpaths to keep the borough moving and has resulting in our retaining top three satisfaction rate for highways and transportation in England.
- Retained the lowest Council tax rate in the Midlands.
- Working to address health inequalities which has seen the largest increase in adult activity rates in England.
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4.3. The updated Council Plan is presented at **Appendix 1**. Through the review of the Plan, a new set of priorities to drive delivery of the vision have been identified and are articulated as outcomes so as to better reflect the Council’s ambition and aspirations for the borough. Whilst the Council will have an immediate focus on driving and supporting recovery from the impacts of Covid-19, this Plan and the priorities have a medium term focus looking beyond this. The proposed new priorities set out in the Plan are:

- ***Every child, young person and adult lives well in their community***
- ***Everyone benefits from a thriving economy***
- ***All neighbourhoods are a great place to live***
- ***Our natural environment is protected, and the Council has a leading role in addressing the climate emergency***

4.4. Through these priorities, the Council will focus on addressing the inequalities that exist within the borough. There are communities within

the borough that face significant challenges with some neighbourhoods that have nationally significant levels of social disadvantage. The impact of this is that there are inequalities between neighbourhoods in life expectancy, health, employment and skills, quality of housing and experience of crime and anti-social behaviour.

4.5. These differences have been amplified by Covid-19 which has had significant impact on the local economy and employment levels, particularly in the retail sector and manufacturing sector automotive supply chain. The number of people unemployed in the borough has risen too.

4.6. To deliver better outcomes for everyone and address these inequalities, we need to, further to recovery, maintain and sustain the progress we have made growing and strengthening our economy whilst ensuring that additional focus is applied to those issues which negatively impact on the potential of some of our communities to tackle social disadvantage and enhancing the resilience and prosperity of our communities.

4.7. As a Cooperative Council, it is recognised that the people in our communities are best placed to understand the issues that they face, the priorities for their area and to lead the development of solutions to these issues, but it is also recognised that, at times, they may require support from the Council and other partners.

4.8. It will be the core focus of the Council to drive delivery of these priorities. This will only be achieved by the Council using its resources efficiently and effectively, and by working in partnership, with communities, partners and stakeholders. To enable the Council to drive and steer its approach to how it continues to develop its workforce, ICT systems and data, use its financial resources appropriate and to ensure good governance and decision-making informed by the views of local residents, the Plan also includes a priority for the organisation:

- ***A community-focussed, innovative council providing efficient, effective and quality services***

4.9. To kick-start delivery of the new Council Plan the following work has also been completed:

- Each Director's Service Strategy has been updated to ensure that it is aligned to the new priorities – these Strategies set out what each service area will deliver over the next 3 years and the key outcomes they expect to achieve.
- The corporate performance framework has been reviewed to align it to the priorities and objectives in the Council Plan. Through this, the Council will better understand the progress that is being made towards delivering the outcomes contained in each of the service strategies. This framework will be reported to Cabinet twice each year.

**5. PREVIOUS MINUTES**

None

**6. BACKGROUND PAPERS**

None

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