

COUNTY COUNCIL

012/06/2019

Subject:

Corporate Strategy 2018-23 – Update June 2019

Purpose:

To update our Corporate Strategy and Well-being Objectives.

Executive Board Recommendations:

1. Reaffirm the Corporate Strategy adopted in June 2018.
2. Keep the same set of Well-being Objectives for 2019/20 – but making some corrective adjustments.

Reasons:

- It is good practice to ensure our Corporate Strategy is up to date to ensure resources are allocated to priorities.
- Legally we must publish our Improvement Objectives and review our Well –being Objectives annually.

Relevant scrutiny committee to be consulted **YES:**

17th April Social Care & Health / 24th April Education & Children / 26th April Policy & Resources / 10th May Community / 17th May Environmental & Public Protection

Exec Board Decision Required **YES** - 3rd June 2019

Council Decision Required **YES** – 12th June 2019

EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER:-

Cllr Mair Stephens and Cllr Cefin Campbell

Directorate Regeneration & Policy	Designations:	Tel Nos./ E Mail Addresses:
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EXECUTIVE SUMMARY

COUNCIL

12/06/2019

CORPORATE STRATEGY 2018-23 – UPDATE JUNE 2019

1. **BRIEF SUMMARY OF PURPOSE OF REPORT:**

The Corporate Strategy published last year consolidated a number of statutory planning obligations and brought together a duty to publish Improvement Objectives and Well-being Objectives annually. This document is an annual refresh of that strategy.

The Council's Vision can be summed up as follows:

Life is for living, let's start, live and age well in a healthy, safe and prosperous environment

The following table provides a summary of the review and update of the document.

DETAILED REPORT ATTACHED?	YES In addition to the Corporate Strategy there is a copy of the Delivery Plans for each of the 15 Well-being Objectives. In the final published document these will be web linked to each Well-being Objective.
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Well-being Objective Updates

	No	Well-being Objective	Refresh / upgrade
Start Well	1	Help to give every child the best start in life and improve their early life experiences	
	2	Help children live healthy lifestyles (Childhood Obesity)	Address findings of Dec/Jan 2019 WAO review of this Well-being Objective
	3	Continue to improve learner attainment for all Support and improve progress and achievement for all learners	Renamed - To reflect the new National emphasis on the success and well –being of every learner. Education in Wales : Our National Mission
	4	Reduce the number of young adults that are Not in Education, Employment or Training (NEET)	Changed to a more positive title:- Ensure all young people are in Education, Employment or Training (EET) and are following productive learning and career pathways
Live Well	5	Tackle poverty by doing all we can to prevent it, helping people into work and improving the lives of those living in poverty	More fully reflect the ambition of the Tyshia project

	6	Create more jobs and growth throughout the county	Brexit Preparation Strengthen rural profile
	7	Increase the availability of rented and affordable homes	
	8	Help people live healthy lives (Tackling risky behaviour and Adult obesity)	More emphasis on Mental Health
	9	Support good connections with friends, family and safer communities	Better profile on Safeguarding
Age Well	10	Support the growing numbers of older people to maintain dignity and independence in their later years	Align to the 4 aims of the Welsh Governments plan for the long term future of health and social care " A Healthier Wales ".
	11	A Council wide approach to supporting Ageing Well in Carmarthenshire	<ul style="list-style-type: none"> • The Welsh Government will be publishing their new Strategy for an Ageing Society in the spring of 2019. The Council will need to refresh and respond to the local priorities emerging from this national strategy. • In doing this the Council will also take account of the Older People's Commissioner's priorities and the World Health Organisation's age friendly priorities for action
In a healthy and safe environment	12	Look after the environment now and for the future	A Climate emergency declared Increased the profile for Flooding Adopt recent Notice of Motion for zero Carbon
	13	Improve the highway and transport infrastructure and connectivity	Increase profile of Active Travel
	14	Promoting Welsh Language and Culture	
Corporate Governance	15	Building a better Council Making Better use of Resources	

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: Wendy Walters - Director of Regeneration & Policy

Policy, Crime & Disorder & Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
YES	YES	YES	YES	YES	YES	YES

1. Policy, Crime & Disorder and Equalities

Our key strategic policies are addressed throughout our Well-being Objectives.

Crime and disorder is identified and addressed through the *Well-being Objective 9: Supporting good connections with friends, family and communities.*

Equality implications are addressed within the *Well-being Objective 15: Building a Better Council and Making Better Use of Resources.*

2. Legal

The law states that:-

- a) We must carry out sustainable development, improving the economic, social, environmental and cultural well-being of Wales. The sustainable development principle is '*... the public body must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.*'
- b) We must demonstrate 5 ways of working:
Long term, integrated, involving, collaborative and preventative
- c) We must work towards achieving all of the 7 national well-being goals in the Act. Together they provide a shared vision for public bodies to work towards.
 1. A prosperous Wales
 2. A resilient Wales
 3. A healthier Wales
 4. A more equal Wales
 5. A Wales of cohesive communities
 6. A Wales of vibrant culture and thriving Welsh Language
 7. A globally responsible Wales

3. Finance

We need to continue to strengthen the links between Strategic and Financial Planning.

The Act requires the publication of a statement detailing how a public body proposes to ensure that resources are allocated annually for the purpose of taking such steps to meet the well-being objectives. Para 53 SPSF 1

Our AGS has been revised to take account of the new CIPFA/SOLACE, 7 Principles of Corporate Governance. This is addressed in the Building a Better Council and Use of Resources Action Plan aligned to the 7 Principles. Internal Audit undertook a stocktake during 2017/18 against the guidance specifications and identified any gaps to be addressed.

4. ICT

ICT implications are being taken forward within our Digital Transformation Strategy and feature within the *Well-being Objective 15: Building a Better Council and Making Better Use of Resources*

5. Risk Management Issues

Our key strategic risks are identified and addressed within Service Business Plans that underpin our Well-being Objectives

6. Physical Assets

The key strategic Asset Management Plan incorporates our Well-being Objectives, Capital prioritisation takes into account the Objectives.

7. Staffing Implications

People Management Strategy issues are identified in Well-being Objective *15: Building a Better Council and Making Better Use of Resources*

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Wendy Walters - Director of Regeneration & Policy

1. Scrutiny Committee As per front sheet
2. Local Member(s) n/a
3. Community / Town Council n/a
4. Relevant Partners n/a
5. Staff Side Representatives and other Organisations n/a

Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

THESE ARE DETAILED BELOW

Title of Document	Locations that the papers are available for public inspection
Well-being of Future Generations (Wales) Act 2015	The Essentials Guide
Shared purpose:shared future Statutory guidance on the Well-being of Future Generations (Wales) Act 2015	SPSF 1 Core guidance SPSF 2 Individual Role (public bodies)
Local Government Measure (2009)	Local Government Measure (2009)
Moving forward in Carmarthenshire: the next 5 years	Moving forward in Carmarthenshire: the next 5 years