

EXECUTIVE BOARD

22ND MARCH 2021

CORPORATE STRATEGY 2018/23 - UPDATE APRIL 2021

Purpose:

To update our Corporate Strategy and Well-being Objectives.

Recommendations / key decisions required:

To adjust the Corporate Strategy and Well-being Objectives adopted in June 2018 to reflect developing priorities and the impact of the Covid-19 Pandemic, Brexit and climate change.

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 annually under both the Local Government (Wales Measure 2009) and the Well-being of Future Generations Act.

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

Community and Regeneration Scrutiny Committee	25 th Feb
Policy and Resources Scrutiny Committee	2 nd March
Environment and Public Protection Scrutiny Committee	5 th March
Social Care and Health Scrutiny Committee	11 th March
Education and Children's Services Scrutiny Committee	17 th March

Exec. Board Decision Required: YES - 22nd March

Council Decision Required: YES - 12th May

EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER

Cllr Mair Stephens (Deputy Leader) and
Cllr Cefin Campbell (Communities and Rural Affairs)

Directorate:

Chief Executive's

Head of Service:
Noelwyn Daniel

Report Author:
Robert James

Designations:

Head of ICT & Corporate
Policy

Improvement Planning
Officer

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EXECUTIVE SUMMARY

EXECUTIVE BOARD 22ND MARCH 2021

CORPORATE STRATEGY 2018/23 - UPDATE APRIL 2021

- Statutory requirements.** The Corporate Strategy published in June 2018 consolidated statutory planning obligations and brought together a duty to publish Improvement Objectives and Well-being Objectives. By updating the Corporate Strategy, we meet our duty to:
 - publish our Improvement Objectives by the 30th June
 - review our Well-being Objectives to ensure they are still valid and current.
- Good Practice.** It's good practice to ensure that our Corporate Strategy and Well-being Objectives are kept up to date. We last refreshed the Corporate Strategy in June 2019, but it was not appropriate to revise it in June 2020 because of the impact of the Coronavirus COVID-19 pandemic and the uncertainty it caused.
- Review of Well-being Objectives.** Previously we had 15 Well-being Objectives and we have taken the opportunity to merge some to reduce the number to 13.

Old		New	
WbO	Well-being Objectives 2018-21	New WbO number	Mergers <i>Well-being Objectives Merged for 2021-22</i>
3	Support and improve progress and achievement for all learners	3	<i>Support and improve progress, achievement, and outcomes for all learners</i>
4	Reduce the number of young adults that are Not in Education, Employment or Training (NEET)		

10	Support the growing numbers of older people to maintain dignity and independence in their later years	9	<i>Support older people to age well and maintain dignity and independence in their later years</i>
11	A Council wide approach to supporting Ageing Well in Carmarthenshire		

4. **Specific focus for 2021/22.** Delivery will be embedded into the Well-being Objectives.

- Tackling poverty
- Community/social cohesion
- Tackling inequality
- Support for small business as part of wider economic recovery
- Local housing crisis
- Bilingual county
- Net zero carbon
- Rural regeneration
- Delivery of Pentre Awel
- Climate change with a focus on flooding
- Children and young people's welfare and achievement

5. **Renaming.** To reflect the focus of the well-being objective it has been renamed as below:

WbO	Well-being Objective 2018-21	New WbO number	Re-titled for 2021-22
9	Supporting good connections with friends and family and safer communities.	8	<i>Supporting Community Cohesion, Resilience and Safety</i>

6. We have consulted on the Well-being Objectives as part of budget consultation.

7. Departmental and Service business plans will be aligned to support the delivery of the Corporate Strategy and Well-being Objectives. Key actions and targets will be identified, and their delivery monitored quarterly.

DETAILED REPORT ATTACHED?

YES

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: Noelwyn Daniel, Head of ICT and Corporate Policy

Policy, Crime & Disorder and 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.

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 use of the 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

The financial information required for Appendix 3 is currently being finalised following recent council approval. A web link will be included in the final published copy of the Corporate Strategy.

4. ICT

ICT implications are being taken forward within our Digital Transformation Strategy and feature within *Well-being Objective 13*.

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 13.

CONSULTATIONS

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

Signed: Noelwyn Daniel, Head of ICT and Corporate Policy

1. Scrutiny Committee

		Outcomes
Community and Regeneration Scrutiny Committee	25 th Feb	No key amendments to the Strategy were identified. There were some minor text changes and points to follow up in Business Plans that support this Strategy.
Policy and Resources Scrutiny Committee	2 nd March	
Environment and Public Protection Scrutiny Committee	5 th March	
Social Care and Health Scrutiny Committee	11 th March	
Education and Children's Services Scrutiny Committee	17 th March	To follow verbally once committee has considered.

2. Local Member(s) - N/A

3. Community / Town Council

Consultation on the Well-being Objectives was included in budget consultation.

4. Relevant Partners

Consultation on the Well-being Objectives was included in budget consultation.

5. Staff Side Representatives and other Organisations

Consultation on the Well-being Objectives was included in budget consultation.

**EXECUTIVE BOARD PORTFOLIO
HOLDER(S) AWARE/CONSULTED**

YES

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	File Ref No.	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
Corporate Risk Register		Risk-with score 16+ (October 2020)
Budget Consultation on Well-being Objectives		Consultation Top 5
Community Impact Assessment -Coronavirus Covid-19 October 2020		COVID 19 Community Impact Summary Full Report
The Auditor General for Wales - 4 challenges to public sector 2020-25		Audit Wales
Future Generations Commissioner Post COVID-19 – 5 recommendations to public bodies		Post COVID-19 –5 recommendations
8 Welsh Government Reconstruction Priorities		① Full document