

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Cabinet

3 December 2019

TITLE:	Corporate Plan: Communication and Engagement Plan and Performance Framework Update
PORTFOLIO HOLDER:	Councillor Sybil Ralphs - Council Leader SMDC
CONTACT OFFICER:	Vanessa Higgins – Information Business Partner
WARDS INVOLVED:	All

Appendices Attached:

Appendix 1: Communication and Engagement Plan

Appendix 2: New Performance Measures (gap analysis)

1. Reason for the Report

- 1.1 The reason for this report is to update the Cabinet on the progress made in developing a new performance framework for 2019-2023 and the plans for communicating and engaging with stakeholders on the Council's corporate plan priorities.

2. Recommendation

- 2.1 It is recommended that the Cabinet notes the content of the report, including the proposal for a new performance framework to be reported at the February Cabinet meeting.

3. Executive Summary

- 3.1 The new 4-year Corporate Plan (2019-2023) was adopted at Full Council on 16th October 2019 and sets out the high level aims and objectives for the district and the specific priority actions to be undertaken over the life of the plan.
- 3.2 This report sets out the proposed communication and engagement process for the new Corporate Plan and also provides a progress update on the work done to date to create a new performance framework; together with the next

steps for member engagement in this process.

4. How this report links to Corporate Priorities

- 4.1 This report pertains to the Corporate Plan and therefore links to all of the Council's Corporate Plan aims and objectives.

5. Alternative Options

- 5.1 This report is for information and councillors are invited to comment.

6. Implications

- 6.1 Community Safety - (Crime and Disorder Act 1998)
None.

- 6.2 Workforce
None.

- 6.3 Equality and Diversity/Equality Impact Assessment
This report has been prepared in accordance with the Council's Equality and Diversity policies.

An Equalities Impact Assessment (EIA) has been undertaken on the Corporate Plan, which feeds into budget plans.

- 6.4 Financial Considerations
None

- 6.5 Legal
None.

- 6.6 Sustainability
None.

- 6.7 External Consultation
Details of the proposed consultation are contained within the report

- 6.8 Risk Assessment
Not applicable

ANDREW P STOKES
Executive Director (Transformation) and Chief Finance Officer

**Web Links and
Background Papers**

Contact details

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7 Background & Introduction

- 7.1 The new 4-year Corporate Plan (2019-2023) was adopted at Full Council on 16th October 2019 and sets out the high level aims and objectives for the district; together with the priority actions to be undertaken over the life of the plan.
- 7.2 The adoption of a new Corporate Plan necessitates the realigning of the council's performance framework to these new aims and objectives, in order for progress to be effectively monitored and reported to management, councillors and wider stakeholders.

8 Development of a New Performance Framework

- 8.1 The development of a new performance framework is being carried out in the following stages:
- Gap analysis – identifying new areas of priority that will require value for money performance measures developing (complete)
 - Identification of new measures following the gap analysis (draft complete, see Appendix 2)
 - Development of Service Plans across all teams, aligned to the Corporate Plan, to enable planned, scheduled and resourced delivery of the Corporate Plan down to individual PEP targets (Dec 2019)
 - Scrutiny of the draft Performance Framework for 2019-2023 at Resources Panel (Feb 2020)
 - Relaunch of a new performance framework for 2019-2023 with a suite of fully aligned performance measures (March / April 2020)
- 8.2 As noted in the list above, work has already commenced on developing a new performance framework and the initial outputs in terms of suggested performance measures are detailed in Appendix 2. These only focus on the identified gaps at this stage and more work will take place through the service planning process. Members will be given the opportunity to scrutinise all targets at the February scrutiny panel.

9 Communication and Engagement

- 9.1 The second strand of this report relates to the proposed process for communicating and engaging with a variety of internal and external stakeholders on the council's priorities as set out in the 2019-2023 Corporate Plan.
- 9.2 In developing the communication and engagement plan, the statutory annual budget consultation has been considered and a joint approach has been agreed in order to streamline and co-ordinate these activities.
- 9.3 The plan, which is attached at Appendix 1, will enable the council to communicate its spending priorities and to seek feedback on its aims and

objectives from a variety of interested groups from employees, to partners, customers and businesses. The results will be available to feed back to members alongside the new performance framework in February 2020.