
Meeting of the Future Council Scrutiny Committee – 19th January 2022

Report of the Chief Executive

Three-year Council Plan - 2022-2025

Purpose

1. To present the new three-year Council Plan that sets out Dudley's direction of travel for the next three years to reflect the work we will do to support the seven aspirations of the Borough Vision 2030.

Recommendations

2. It is recommended that the Future Council Scrutiny Committee review the contents of the three-year council plan and our ambitions to be the place of choice for living, working, learning, and visiting. Delivering a service for our residents, that we are proud of.

Background

3. The Council is faced with an immense and complex range of challenges, some externally driven by central government and others locally driven by key initiatives and corporate plans and priorities.

Our Council Plan sets out our vision and priorities under four core priorities. The plan is refreshed every three years, mapping out our journey and commitment that the council will constantly strive to improve the way we deliver services to meet the needs of local people and to ensure that we can measure and demonstrate our achievements.

The current three-year Council Plan runs to 2022, at the time of development this plan set out the council's direction of travel, our priorities and outcomes the council want to delivered over the three year period. The current priorities of our plan are:

1. One Council, building a dynamic and sustainable organisation
2. A cleaner and greener place to live
3. Stronger and safer communities
4. Growing the economy and creating jobs.

Due to the changes in administration priorities, the covid crisis together with newly appointed directors. The Strategic Executive Board of Directors felt it was the right

time to review the council plan priorities and our ambitions going forward for the next three -years.

Consultation and engagement commenced early in 2021. The purpose of these events was that all directors, managers including the chief executive/deputy executive to discuss the council's ambitions, what services our council operates and how as a borough we move forward after the pandemic 'living with covid' to enable the residents of Dudley to live a healthy, self-sufficient future.

Following these consultation and engagement exercises the new three-year Council Plan 2022-2025 priorities have been endorsed, our new priorities are:

- A **borough of opportunity** providing the best possible start in life with continued access to integrated health and social care as well as quality education and training allowing people to live full and independent lives
- A **safe and healthy borough** where we work hard to tackle inequalities, keep our communities safe in healthy, sustainable environments and improve individual health and wellbeing
- A **borough of ambition and enterprise** where regeneration and growth support innovation, modernisation, and access to a full range of opportunities for businesses and residents
- Dudley Borough the **destination of choice** with a wide range of attractions and accommodation where both residents and visitors can celebrate our diverse culture, history, and communities.

A full version of the council plan on a page can be seen in the appendices 1 which provides the full list of outcomes the council promise to deliver to our borough.

5. There are no alternative options to be made in receiving this report.

Finance

6. There are no direct financial implications in receiving this report

Law

7. There are no direct law implications in receiving this report

Risk Management

8. There are no direct law implications in receiving this report.

Equality Impact

9. There are no special considerations to be made with regard to equality and diversity in noting and receiving this report.

10. No proposals have been carried out.
11. No proposals have been made, therefore does not impact on children and young people.

Human Resources/Organisational Development

12. There are no specific direct human resource issues in receiving this report

Commercial/Procurement

13. There is no direct commercial impact.

Council Priorities

14. The Council Plan and the Performance Management Framework enables a consistent approach for performance management across the organisation, aligning the Council Plan, Borough Vision and Future Council Programme and provides that golden thread between them.

Our Council Plan is built around 4 key priority areas. The Council Plan is a 3-year '[Plan on a Page](#)'. Each directorate has a Directorate Plan that aligns to the priority outcomes that the Council is striving to achieve, as outlined within the Council Plan, and includes an assessment of how the service has contributed towards these priorities along with a range of key performance indicators to enable us to keep track of progress.

Performance management is key in delivering the longer-term vision of the Council. Quarterly Corporate Performance Reports are reported and reviewed by Strategic Executive Board, Informal Cabinet, the Deputy and Shadow Deputy Leader and Future Council Scrutiny Committee

This will help to enable the council to deliver the objectives and outcomes of the Council Plan and in turn the Borough Vision



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Appendices

Council plan on a page