

Subject: The Council Priorities

Status: For Publication

Report to: Cabinet

Date: 18th March 2009

Report of: Head of People and Policy

Portfolio

Holder: Leader of the Council

Key Decision: No – Recommendation to Full Council

Forward Plan General Exception Special Urgency

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to provide information to the Cabinet on the information collated following the priority setting presentation held at Hardmans Mill October 23rd 2008.
- 1.2 Further it is to recommend to Full Council the Council's priorities which will be articulated in the 2009-2012 Corporate Plan.

2. CORPORATE PRIORITIES

- 2.1 The matters discussed in this report impact directly on the following corporate priorities and associated corporate objective.
- Delivering Quality Services to Customers (Customers, Improvement)
 - Delivering Regeneration across the Borough (Economy, Housing)
 - Keeping Our Borough Clean and Green (Environment)
 - Promoting Rossendale as a cracking place to live and visit (Economy)
 - Improving health and well being across the Borough (Health, Housing)
 - Well Managed Council (Improvement, Community Network)

3. RISK ASSESSMENT IMPLICATIONS

- 3.1 There are no specific risk issues for members to consider arising from this report.

4. FINDINGS

4.1 Background Information

The priority setting presentation was held at the Council Chambers, Hardmans Mill, Rawtenstall in October 2008. In addition, Members were given the opportunity to express their views in relation to the current priorities and those areas they would like to see as future areas of focus.

The purpose of the presentation was to consider the current priorities and to discuss whether they represent what the council is looking to achieve.

4.2 The Current Priorities as detailed in the Corporate Plan are:-

- 1) Delivering quality services to our customers
- 2) Delivering regeneration across the borough
- 3) Keeping our borough clean and green
- 4) Promoting Rossendale as a cracking place to live, visit and invest
- 5) Improving health and well-being across the borough
- 6) A well managed council

4.3 Priority Setting Event

Members reached the following decisions from the event:-

- “Delivering quality services across the borough’ was still a high priority for Members.
- It was felt that the existing priority for ‘Delivering quality services across the borough’, should remain the same.
- The existing priority for ‘Delivering regeneration across the borough’, should remain the same.
- There was a need to broaden the agenda from a priority focused on clean and green to one which included safety.
- There was a need for an all encompassing theme of promotion of the Borough.
- There was a need to focus on the needs of communities in the wider sense, not just addressing health and wellbeing.
- The Council is now a well managed Council and therefore there was a need to refocus the priority of a Well Managed Council to one which was more outcome focused. Providing good quality, value for money services was identified as a stronger theme.
- The three most important projects to be delivered by the council were identified as :-
 - Pride in Rossendale
 - The current state of Regeneration Projects
 - Develop Neighbourhood Working
- The obstacles to achieving these projects were identified as :-
 - Funding
 - The Current Economic Climate
 - Unable to Engage Communities

- Members expressed frustration with those regeneration projects where factors were outside their control.
- Since the consultation in October, Leisure has been identified a high priority for the Council which impacts on a number of the Corporate Priorities.
- Appendix 1 details the results from the priority setting event.

COMMENTS FROM STATUTORY OFFICERS:

5. SECTION 151 OFFICER

- 5.1 No financial implications arising from the report which have not been considered as part of the budget setting process.

6. MONITORING OFFICER

- 6.1 No legal implications arising from the report.

7. HEAD OF PEOPLE AND POLICY (ON BEHALF OF THE HEAD OF PAID SERVICE)

- 7.1 No Human Resources implications arising from the report.

8. CONCLUSION

- 8.1 Members concluded that current priorities of “Delivering Quality Services to our Customers” and “Delivering Regeneration Across the Borough” should remain the same. There was a general consensus that the wording of other priorities needed to be changed to reflect the Council’s priorities in relation to the promotion of safety, the needs of the Community and the broader focus of promotion of the Borough. In addition, there was an overarching aim to deliver value for money services.

9. RECOMMENDATION(S)



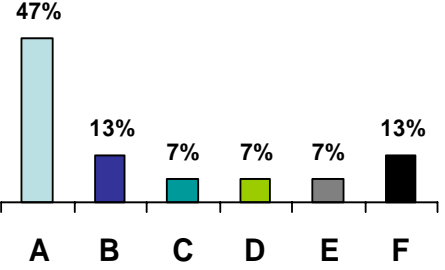


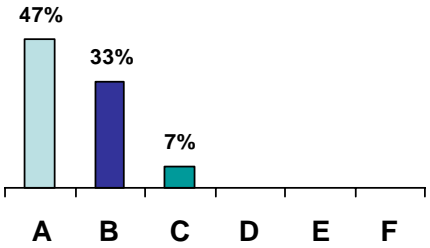
- 9.1 To note the views expressed by members at the Priority Setting Event.
- 9.2 That Cabinet recommends Full Council to agree the Priorities from the list as follows or recommend an alternative:-
- Encouraging healthy and respectful communities.
 - Promoting the Borough.
 - Providing value for money services.
 - Delivering regeneration across the Borough.
 - Delivering quality services to our customers.
 - Keeping the borough clean, green and safe.

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Background Papers	
Document	Place of Inspection
Councillor's Voting Results from the Priority Setting Event at Hardmans Mill 23 rd October 2008	Appendix 1

APPENDIX 1

Councillor’s Voting Results from the Priority Setting Event

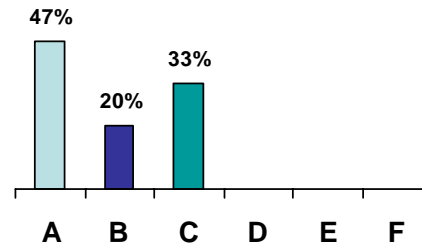
Slide Presenting the Options to Vote On	Results of Voting by Councillors
<p style="text-align: center;"></p> <p style="text-align: center;">Which Priority is most Important to you?</p> <ul style="list-style-type: none"> A. Delivering quality services across the borough B. Delivering regeneration across the borough C. Keeping our borough clean and green D. Promoting Rossendale as a cracking place to live E. Improving health and well-being across the borough F. A well managed council <p style="text-align: right;"></p> <p style="text-align: center;">A B C D E F</p>	<p style="text-align: center;"></p> <p>The results showed that, although there was a relatively even spread across most of the priorities, priority A was still the most popular among councillors.</p>
<p style="text-align: center;"></p> <p style="text-align: center;">Priority 1: Delivering quality services to our customers</p> <p><i>Options:-</i></p> <ul style="list-style-type: none"> A. Delivering quality services to our customers B. Delivering cost-effective services that exceed customers expectations and are accessible to all C. Delivering quality high performing services to our customers <p style="text-align: right;"></p> <p style="text-align: center;">A B C D E F</p>	<p style="text-align: center;"></p> <p>The results show here that the existing Priority for Priority 1 was still the most popular among councillors.</p>

Priority 2: Delivering regeneration across the borough

Options:-

- A. Delivering regeneration across the borough
- B. Delivering regeneration to build a brighter future
- C. Building a prosperous borough

A B C D E F



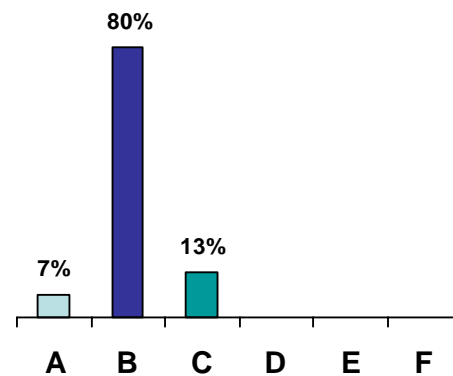
Again the results show here that the existing Priority for Priority 2 was still the most popular among councillors.

Priority 3: Keeping our borough clean and green

Options:-

- A. Keeping our borough clean and green
- B. Keeping our borough safe, clean and green
- C. Promoting a green and healthy environment

A B C D E F



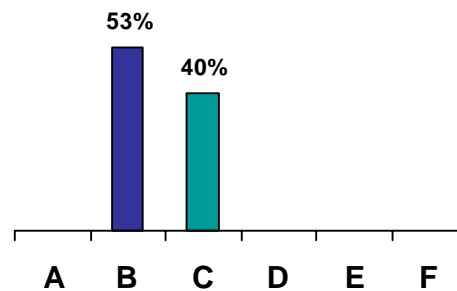
It was recognised that there was a need to broaden the agenda from one which was focused on clean and green to one which includes safety.

Priority 4: Promoting Rossendale as a cracking place to live

Options:-

- A. Working to satisfy the varied needs of the communities who live, work and visit Rossendale
- B. Promoting Rossendale
- C. Promoting Rossendale as a great place to live, work, invest and visit

A B C D E F



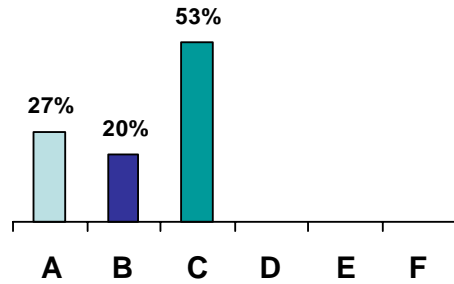
It was recognised that there was a need for an all encompassing theme of promotion of the Borough.

Priority 5: Improving health and well-being across the borough

Options:-

- A. Improving health & Well-being across the borough
- B. Promoting public health
- C. Encouraging safe, healthy and respectful communities

A B C D E F



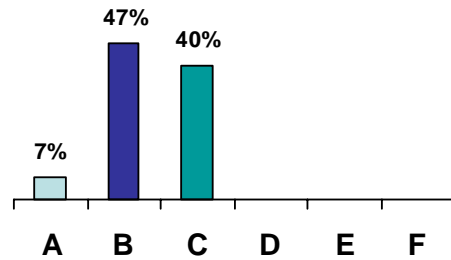
It was recognised that there was a need to focus on the needs of communities in the wider sense, not just addressing health and wellbeing.

Priority 6: A well managed council

Options:-

- A. A well managed council
- B. Providing good quality, value for money services
- C. Making public money count

A B C D E F



It was recognised that the Council is now a well managed Council and therefore the priority needs to more clearly articulate what is the outcome of this priority. Consequently providing good quality, value for money services was a stronger theme.