

**COUNCIL PLAN**

Relevant Portfolio Holder	Cllr David Thain
Portfolio Holder Consulted	Yes
Relevant Head of Service	Deb Poole, Head of Business Transformation
Ward(s) Affected	All
Ward Councillor(s) Consulted	
Key Decision	

**1. SUMMARY OF PROPOSALS**

- 1.1 To agree the structure and content of the Council Plan, including actions relating to the Council's strategic purposes

**2. RECOMMENDATIONS**

- 2.1 **Executive is asked to RECOMMEND to the Council that the Council Plan attached at Appendix 1 be approved.**

**3. KEY ISSUES**

**Financial Implications**

- 3.1 Finances are already aligned with the current strategic purposes, but following approval of this plan, will reflect the amended strategic purposes and the priorities for 2020-2024, allowing the Council to be more responsive to our customers' needs.

**Legal Implications**

- 3.3 There are no legal implications arising directly from this report.

**Service / Operational Implications**

- 3.5 The Council Plan and the strategic purposes contained within it will help to set the direction for the Council and how it works with its partners. Service areas will be working towards these purposes and the community and organisational priorities, supported by operational purposes and measures, where appropriate, to ensure that everything we do relates to the needs of our customers.

**Customer / Equalities and Diversity Implications**

- 3.7 The strategic purposes set out in the Council Plan are all designed to be from our customers perspective, in order for their needs to be the driver for all that we do. The corporate principles also highlight the importance of understanding and listening to our customers, whilst providing excellent customer care at all times. When approved, the Council Plan will be published on the Council's website and the ORB.
- 3.8 There are no equality and diversity implications arising directly from this report; however, the customer focus referred to above is designed to understand the individual needs of our customers and as such empower officers to meet those needs, which would include specific issues relating to equality and diversity.

**4. RISK MANAGEMENT**

- 4.1 By publishing a Council Plan the strategic direction of the Council will be clear to employees and Members and as such will support the management of risks identified around the delivery of the strategic purposes, robust decision making and the accuracy/effectiveness of performance data.

**5. APPENDICES**

Appendix 1 - Council Plan

**AUTHOR OF REPORT**

Name: Rebecca Green, Policy Manager  
email: r.green@bromsgroveandredditch.gov.uk  
Tel.: 01527 881616