

Information/Discussion Paper

Overview & Scrutiny, 28th November 2022

Draft Corporate Plan

1. Why has this come to scrutiny:

1.1 A corporate plan is a key document that sets out the Council's priorities, objectives and how success will be measured. The plan allows the Council to set resources against agreed priorities and provides the framework to help prioritise future opportunities.

1.2 This is one of the most important documents for the Council and has come to O&S for an opportunity for the committee to provide any feedback on its content before it is presented to full Council in February 2023 for approval.

2. Summary of the Issue:

2.1 The Council's existing Corporate Plan's agreed duration ends at the end of 2022/2023. Despite the impact of the pandemic a range of progress has been with a number of examples briefly set out below:

- Development agreement signed with HBD X Factory to take forward the Golden Valley Development, which will help cement Cheltenham as the Cyber Capital of the UK
- £40m has been invested so far to increase the supply of affordable homes in partnership with Cheltenham Borough Homes
- Creation of the Climate Emergency Action Plan: Pathway to Net Zero

- Planning permission granted for our first carbon neutral council housing scheme
- Creation and approval of the Climate Change Supplementary Planning document to raise standards for sustainable housing development
- Feed Cheltenham network established with local charities, schools and churches working in partnership with the Cheltenham food support network to feed and provide fuel to households in Cheltenham
- Launched the Cheltenham Lottery - <https://www.cheltenhamlottery.co.uk/>
- Regeneration of Minster area through the Minster Gardens project
- Applied for £1.1m of funding from the shared prosperity fund to support Carbon busting initiatives, skills boosting schemes, supporting business growth and a new cycle hub
- In partnership with the Cheltenham Trust, match funded investment to the Wilson to further broaden the cultural offer for local people and visitors
- Retention of the Green Flag award - the international quality mark for parks and green spaces
- Through No Child Left Behind, 70 organisations from across Cheltenham have signed up to the community agreement
- Cheltenham's night-time economy continues to retain its Purple Flag accreditation
- In 2021, set up Cheltenham's Ice Rink, which resulted in additional £3.3m being spent in Cheltenham as a result of the ice rink and the market
- New digital services have made it easier for residents and businesses to contact and transact with the Council. The newly re-opened reception providing a drop in, or appointments for those residents that prefer to see someone in person
- As of October 2022, an independent resident satisfaction survey shows that overall resident satisfaction with Cheltenham as a place to live is 90%, which is an increase of 6% compared to 2019 and well above the Local Government Association Benchmark. Resident satisfaction with how the Council runs things has also increased by 4% compared to 2019 and broadly in line with the Local Government Association's national benchmark for local authorities

2.2 During the current Corporate Plan period, Cheltenham Borough Council has received multiple national award recognition, for example:

- 2019: Winning the MJ Award for Best Commercial Council. The Council's commercial strategy helped to ensure continued investment in front-line services
- 2020: Winning Punchline Gloucestershire's Community & Business Champion for being one of the first Council's in the UK to start paying business grants during the pandemic
- 2021: Winning the Royal Town Planning Institute award in the Planning Heroes in a Pandemic category
- 2021: Winning Silver at the iESE Transformation Awards in the Working Together Category in recognition of the Council's community and business partnership working
- 2022: Winning the Federation of Small Business Local Government Award for Best in Covid-19 Support and Recovery for the South West Region

2.3 The approach taken for this Corporate Plan is to refresh the existing plan, as a number of flagship initiatives are continuing such as the Council's plans to make Cheltenham the Cyber Capital of the UK through the Golden Valley Development, Climate Emergency Action Plan: Pathway to Net Zero, £180m housing investment plan to increase the number of affordable carbon neutral homes as well as responding to the ongoing challenging financial environment local government operates in.

2.4 The draft Corporate Plan also focuses on some new areas such as how the Council, in partnership with other organisations, can support residents with the cost of living challenges as well as renewed focus to support wider economic growth and community wellbeing through the sport agenda.

2.5 The draft Corporate Plan can be found in appendix 1.

3. Alternative options considered

3.1 Without a refreshed Corporate Plan, the Council will be operating without an agreed

framework of priorities and objectives.

3.2 A Corporate Plan is a critical document to ensure strategic direction, focuses prioritisation of resources and one of the key components of good corporate governance.

3.3 As set out in the Summary, a number of flagship initiatives are still progressing from the existing Corporate Plan and so it was therefore more appropriate to refresh the existing plan rather than starting from a blank piece of paper.

4. Next Steps:

4.1 Consultation has commenced and involving a broad range of stakeholders from across the private, public and voluntary sectors. O&S is an important part of the consultation process.

4.2 Alongside this consultation, we considered feedback from the 2022 Independent Resident Satisfaction Survey.

4.3 A final version will be presented to full Council in February 2023.

Background Papers	Appendix 1 – Draft Corporate Plan
Contact Officer	Darren Knight, Executive Director Place and Communities
Accountability	Cllr Rowena Hay, Leader of the Council