

MEETING	Full Council
DATE	04 October 2012
TITLE	GWYNEDD COUNCIL STRATEGIC PLAN 2012 - 13
PURPOSE	To present the Council's Strategic Plan for the period 2012 - 13.
RECOMMENDATION	To adopt the Strategic Plan for the period 2012 - 13.
AUTHOR	Geraint George, Head of Strategic and Improvement

1. Introduction:

- 1.1 The Local Government (Wales) Measure 2009 places a duty on every Local Authority in Wales to set improvement objectives annually and to put effective arrangements in place to meet those objectives.
- 1.2 This duty is fulfilled in Gwynedd by publishing a Strategic Plan. The Strategic Plan summarises the improvement objectives the Council wants to address and describes the projects and benefits per project the Council intends to realise in 2012 - 13 in order to ensure improvement in specific areas.

2. Preparing the Strategic Plan:

- 2.1 The Strategic Plan builds on the detailed planning work completed during 2010 - 11 during the preparation of the Council's old Three Year Plan.
- 2.2 Following the Local Elections in May 2012, the new Council took the opportunity to look at this work and identify what needs to be done further in order to implement the improvement objectives. As a result, some aspects of the old plan were omitted from the new Strategic Plan and the level of ambition has changed in some of the projects. In addition, the Council has identified 'Key Interventions' where it will develop specific and new proposals to ensure improvements in some areas.
- 2.3 The Strategic Plan was presented in draft form to Council Members at a special workshop held in Criccieth on 17 July 2012. Some changes were made to the document after the workshop before an extensive consultation was undertaken with the public and partners. Highlighted below are some examples of comments that have influenced the content:

- It was confirmed that there is a real need to look at the field of the Quality of Education in order to learn from good work and extend good practice across the County.
- There was agreement that we need to take a step back and look at the success of the efforts of the Council and its partners in the field of Housing in order to take stock and perhaps adjust the Council's intentions for the future.
- There is a need to look at all that the Council is doing in the context of the Rural Agenda. We need to look carefully at the position of the Welsh language in Gwynedd specifically when the Census figures for the language are released.
- There is a need to include a recognition of the role of Councillors in implementing the Plan in the document.
- We need to look at working in partnership to identify and plan to deliver the care needs of the County.
- It is very important to have the workforce to feel that they are part of the Council.
- We need to be proactive in responding to the issue of Flood Control and advance planning.

2.4 After further changes were made following the workshop, a public consultation was undertaken on a revised version of the Strategic Plan until 28 August 2012. The Strategic Plan was published on the Council's website and a press release was prepared in order to draw the public's attention to the document. Elected Members, Corporate Directors, Heads of Department and the Council's key partners were also included in the consultation. Use was made of social networks (e.g. Twitter) in order to promote the document and encourage responses to the consultation.

2.5 15 individual formal responses were received on the document during the consultation period from Elected Members, Corporate Directors, Heads of Department, the public and the Council's partners (e.g. Bangor University). The responses were all very positive and supportive of the Council's efforts to secure improvements in specific areas. But, it is worth noting that many of the comments received related to issues that need to be addressed during the implementation stage, either through a specific project or in day to day work. There is an intention to get back to respondents to thank them for their comments and report on what changes have been made to the content of the plan in light of their comments.

3. The Final Strategic Plan:

- 3.1 The work of adapting and changing the content of the Strategic Plan following the Members Workshop and public consultation has been completed and it was approved by the Cabinet on 26 September 2012. The final Strategic Plan, therefore, is presented in **Appendix 1**.
- 3.2 Some matters have been omitted from the plan following the comments received and further work on what can be achieved during the year. It is hoped that these changes strengthen the content and provide a strong foundation for implementing the improvement objectives during the year. In addition, it shows that the Council has responded proactively to the comments raised during the public consultation and Members Workshop.

4. Preparing the Strategic Plan for 2013 - 17:

- 4.1 Work has begun on preparing the Council's new Strategic Plan. The Strategic Plan will set out the Council's new aim, improvement objectives and priorities for a period of four years from April 2013. Of course, the Strategic Plan is the plan of the full Council and it will be presented to the Full Council to be formally adopted.
- 4.2 One of the main comments that emerged during the Members Workshop in Crickieth was the need to ensure that all Elected Members of the Council receive meaningful opportunities to contribute to the development of the new Strategic Plan. As a result, a series of meetings will be arranged and held across the County to enable Elected Members, the public and the Council's partners to come together to contribute towards the development of the new Strategic Plan. The dates, times and locations of meetings will be sent to Members in advance.

5. Recommendation:

- 5.1 **The Full Council is asked to adopt the Strategic Plan for the period 2012 - 13 and to give the Leader and the Chief Executive the right to make any changes necessary to ensure accuracy.**