

**15<sup>th</sup> September 2015**

**Policy, Finance and Resources Committee**

**Draft Corporate Plan – Vision for Brentwood Consultation Results**

**Report of:** *Gregory Campbell, Programme and Project Manager*

**Wards Affected:** *All*

**This report is:** *Public*

**1. Executive Summary**

1.1 The purpose of this report is to update members on the results of the consultation to help inform discussions on the draft corporate plan document.

1.2 The draft corporate plan will cover a three year period, 2016 to 2019. The plan will be referred to as the 'Vision for Brentwood' and refresh the previous plan, setting out clear strategic direction.

1.3 The consultation is now complete and the draft 'Vision for Brentwood' 2016 -2019 has been developed. Overall the summary of results indicated the following:

- A preference towards Council ran services although not against alternative delivery methods,
- Cleanliness and safety of the Borough took priority over events and support for community organisations with mixed views on the provision of affordable housing.
- A focus on getting the basics right was seen as key to a good town centre; having attractive surroundings with the ability to park were respondents top priorities.
- Of less concern is the evening economy, restaurants and café culture. Keeping the council tax low was important as was a clean and green environment.
- Further it appears that respondents to the survey are 'tech-savvy' using different online methods to contact the Council and have benefitted from the enhanced level of customer service afforded by the Contact Centre.

## **1. Recommendation(s)**

- 1.1 To agree the new draft corporate plan 'Vision for Brentwood' 2016-2019 and place on deposit for public comment until the end of September 2015.**
- 1.2 That the development of work programmes to deliver the 'Vision for Brentwood' 2016-2019 be agreed with details coming back to a future committee for decision**

## **2. Introduction and Background**

- 2.1 At the Policy, Finance and Resources Committee held on the 23<sup>rd</sup> June 2015, it was agreed that resident groups, statutory partners, voluntary partners and interested groups be given the opportunity to put forward their priorities for the Council, through a 6 week consultation, and thus influence the Corporate Plan 'Vision for Brentwood' 2016 – 2019.
- 2.2 The consultation was carried out between 15<sup>th</sup> July and 25<sup>th</sup> August 2015.
- 2.3 During this period, the consultation was available to complete online and available in hard format upon request. 404 responses were received. Two Twitter chats were hosted by the Leader, where 15 Twitter users took active participation, as well as drop in meeting with over 25 residents, community groups and businesses in attendance.
- 2.4 Daily updates to Facebook and Twitter were also maintained. Some 3000 emails were sent out to individuals, community groups, parish councils and those respondents to the William Hunter Way and Local Development Plan consultations who had indicated they would participate in future consultations. An email was also sent to 1200 businesses. Three press releases were issued and the consultation featured on the homepage of the website throughout the six week duration. A pop up banner was placed in reception and posters and flyers were made available at each of the summer's Family Fun Days. Regular communications were issued to staff through the intranet and the staff newsletter.
- 2.5 This report includes analysis of the information received from the consultation and a draft 'Vision for Brentwood' (Appendix – To follow)

### 3. Issue, Options and Analysis of Options

- 3.1 The Corporate Plan 2013 – 2016 will be reaching the end of its natural life this year and the Council has begun to develop the next plan, aiming to take the organisation forward for its residents and other stakeholders.
- 3.2 The 'Vision for Brentwood' is a clear statement of the Council's high level intentions. From the key priorities, a clear programme of work will be developed in order to achieve the vision. In turn, service plans and individual appraisals will be aligned to work towards the main focuses of the vision, all underpinned by the Council's core values.
- 3.3 The main points from the consultation results are contained within the table 1.0 below:

Q.	Question in brief	General outcome
1	Which of the following service delivery methods would you be in favour of the Council exploring in order to reduce costs?	Although there is a preference for services being provided by the Council, it is clear that respondents are receptive to the idea of alternative delivery methods and with the Council sharing its office space.
2	Which Council services are most important to you, your family and your community?	Opinion is much divided on the importance of services, but the cleanliness and safety of the Borough seem to take priority over events and support for community organisations. There are mixed views on the provision of affordable housing. With a higher number of respondents unclear of their views on entrepreneurial activities and assets,
3	What makes a good town centre?	Respondents believe that getting the basics right is key to a good town centre; having attractive surroundings and the ability to park are respondents' top priorities. Of less of concern is the evening economy and of

		restaurants and café culture.
4	Which of the following services have you used or would like to use?	It seems that the respondents to this consultation are quite 'tech-savvy' and have used a variety of the Council's online facilities or have benefited from the enhanced level of customer service afforded by the Contact Centre
5	Free text comments	<p>A clean, green Borough is important to a large proportion of free text respondents</p> <p>It's clear that free text respondents would like to live in a town that is free from anti-social behaviour and crime and which embraces community spirit and its sports and leisure facilities.</p> <p>The range of views and strength of opinions on the future of the town centre is clear. Respondents wish to see a strong and vibrant town centre but one which values quality and sophistication.</p> <p>Finding the right blend of housing provision in the right location with the right infrastructure is a priority for respondents.</p> <p>In so far as creating a Modern Council, free text respondents would like to keep it simple; good services, well run to keep Council Tax low.</p>

Table 1.0

#### **4. Reasons for Recommendation**

- 4.1 The recommendations are based on the returns from the consultation, political priorities need to be ever more efficient, develop a modern thinking and delivering council.
- 4.2 It is noted that further work is required to identify the programmes of work in which the vision can be delivered.

#### **5. Consultation**

- 5.1 Leading members of the three main groups were given the opportunity to feed into the layout design and questions of the consultation plan before they were finally agreed and published.
- 5.2 Residents, partners, voluntary groups and interested parties were engaged with or had the opportunity to complete the online form or a requested hard copy.

#### **6. References to Corporate Plan**

- 6.1 This consultation and production of a new 'Vision for Brentwood' replaces the previous plan and is in line with continuing to deliver 'A modern Council' that considers how the council looks and works and will be transformed

#### **7. Implications**

##### **Financial Implications**

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- 7.1 None directly arising from this report.

##### **Legal Implications**

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- 7.2 None at present

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

7.3 This will be dependent on the acceptance of the new 'Vision for Brentwood', and the types of projects and work which will be required to achieve them. As yet this is unknown and will form the next phase of work which needs to be completed.

## **8. Background Papers**

8.1 Corporate Plan 2013-2015

8.2 Consultation questionnaire- 15<sup>th</sup> July to 25<sup>th</sup> August 2015

## **9. Appendices to this report**

- Draft 'Vision for Brentwood' 2016 -2019 – Appendix To follow.

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