

Committee(s): Ordinary Council	Date: 10 March 2021
Subject: Corporate Strategy 2020-2025 Annual Review	Wards Affected: All
Report of: Jonathan Stephenson, Chief Executive	Public
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Summary

This report updates members on progress of the Corporate Strategy 2020–2025 and presents an annual review document for approval. The report summarises 2020/21 achievements and seeks the approval of the Corporate Strategy 2021/22 key objectives.

Recommendation(s)

Members are asked:

- R1. To note the Corporate Strategy 2020/21 Annual Review and agree the Corporate Strategy 2021/22 objectives as set out in Appendix A attached.

Main Report

Introduction and Background

1. The Corporate Strategy 2020-2025 was agreed at Ordinary Council on 22nd January 2020, (Min.353 refers). The Corporate Strategy sets out the council's ambitions for a 5-year period.
2. The Corporate Strategy identifies five priority themes:
 - Growing our economy
 - Protecting our environment
 - Developing our communities
 - Improving housing
 - Delivering an efficient and effective council
3. The Corporate Strategy document also included a series of key objectives for 2020/21. It is intended that each year, the strategy document is refreshed to review progress against the key objectives for the previous year and updated

for the forthcoming year. These annual objectives will be aligned with the overall objectives of the Corporate Strategy 2020- 2025.

Issue, Options and Analysis of Options

4. The Corporate Strategy Annual Review (attached as Appendix A) outlines the council's achievements against its 2020/21 key objectives. As demonstrated, the Council has either fully achieved, or made good progress towards, all objectives. This has been achieved despite the uncertain backdrop of the COVID-19 pandemic, which at the time of strategy adoption, was an unknown challenge.
5. The document also highlights other achievements over and above the key 2020/21 objectives and celebrates the wealth of council work in relation to its COVID-19 response.
6. The final pages of the Annual Review outline the Council's key objectives for 2021/22.
7. It is recommended to Members that the draft Corporate Strategy Annual Review 2020/21 be approved and published via the Council's website and social media. A small number of hard copies will be available, on request.

Reasons for Recommendation

8. The Council is required to have and publish a Corporate Strategy.
9. The Council requires sound strategic direction to deliver its objectives.

References to Corporate Plan

10. The Corporate Strategy Annual Review provides an update to the Corporate Strategy 2020-25 and ensures that objectives and achievements are adequately aligned.

Implications

Financial Implications

Name/Title: Jacqueline Van Mellaerts, Corporate Director of Finance & Resources

Tel/Email: 01277 312500/jacqueline.vanmellaerts@brentwood.gov.uk

The Corporate strategy has been aligned to the Medium Term Financial Strategy as well as the 2021/22 budget. Adequate resources have been set aside to deliver the key objectives. In year budget monitoring is carried out to ensure budgets are being met and in line with the Corporate Strategy.

Legal Implications

Name & Title: Amanda Julian, Corporate Director (Law and Governance) and Monitoring Officer

Tel & Email: 01277 312705/amanda.julian@brentwood.gov.uk

The Council in making decisions to implement the Corporate Plan and the key priorities will ensure that any decision making complies with the legal and governance requirements necessary to implement the key priorities of the within the Corporate Strategy.

Economic Implications

Name/Title: Phil Drane, Corporate Director of Planning & Economy

Tel/Email: 01277 312610/philip.drane@brentwood.gov.uk

Growing the economy is identified as a key priority within the Corporate Strategy. Key objectives to achieve this priority are identified and monitored, along with other priorities that all have economic benefits if objectives are achieved. It is important that the Council identify and monitor objectives to achieve economic growth for the borough. The annual review sets out several achievements in 2020/21 to support local businesses and progress development proposals to provide for growth during an unprecedented year impacted by the COVID-19 pandemic. Future objectives are identified to continue progress and achieve the overarching priorities to 2025.

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

The Council when implementing the key priorities identified in the Corporate Plan will have due regard to the public sector equality duty as laid out in s149 of the Equalities Act 2010.

Background Papers

None

Appendices to this report

Appendix A – Draft Corporate Strategy 2020-25 Annual Review