

SURREY COUNTY COUNCIL

CABINET

DATE: 4 FEBRUARY 2014

REPORT OF: MR DAVID HODGE, LEADER OF THE COUNCIL

LEAD OFFICER: DAVID MCNULTY, CHIEF EXECUTIVE

SUBJECT: *CONFIDENT IN OUR FUTURE, CORPORATE STRATEGY 2014-2019*



SUMMARY OF ISSUE:

The Cabinet are asked to endorse a refreshed version of *Confident in our future*, the Council's Corporate Strategy. The Strategy will then be presented to the County Council meeting on 11 February 2014 for approval alongside the Revenue and Capital Budget. Continued delivery of the Strategy will ensure that Surrey residents remain healthy, safe and confident about their future.

RECOMMENDATIONS:

It is recommended that the Cabinet endorses the refreshed version of *Confident in our future*, Corporate Strategy 2014-2019 and recommend that it be presented to the County Council meeting on 11 February 2014 for approval alongside the Revenue and Capital Budget 2014-2019.

REASON FOR RECOMMENDATIONS:

By reconfirming a long term vision for the county and setting priorities for the next financial year the refreshed Corporate Strategy provides a clear sense of direction for Council staff and signposts the Council's approach for residents, businesses and partner organisations. As part of the Council's Policy Framework (as set out in the Constitution) the Corporate Strategy must be approved by the County Council.

DETAILS:

Background

1. On 16 July 2013 the County Council approved a long term strategy for the Council: *Confident in our future*, Corporate Strategy 2013-2018. It was agreed that the Strategy would undergo a light touch refresh on an annual basis.

Confident in our future, Corporate Strategy 2014-2019

2. The key challenges outlined in the introduction to the Strategy remain. Namely meeting increasing demands for services while resources in real terms are reducing. By putting the Strategy into action the Council has already made good progress in meeting these challenges. The recently published document "[More than 50 ways Surrey adds value](#)" illustrates this, and a short description of progress made so far has been added to the refreshed Strategy document.

3. The strong progress made confirms the value of sticking to the long term Strategy the Council agreed in July 2013. The Council's vision, purpose, areas of focus, and values therefore remain unchanged:
- **The Council's purpose:**
 - To ensure that Surrey residents remain healthy, safe and confident about their future.
 - **The Council's vision for 2019:**
 - To be delivering great value for Surrey's residents.
 - **Six areas of focus** for the Council to achieve the vision:
 - **Residents:** Individuals, families and communities will have more influence, control and responsibility;
 - **Value:** We will create public value by improving outcomes for residents;
 - **Partnerships:** We will work with our partners in the interests of Surrey;
 - **Quality:** We will ensure high quality and encourage innovation;
 - **People:** We will develop and equip our officers and Members to provide excellent service; and
 - **Stewardship:** We will look after Surrey's resources responsibly.
 - **The Council's Values**
 - **Listen:** We actively listen to others;
 - **Responsibility:** We take responsibility in all that we do;
 - **Trust:** We work to inspire trust and we trust others; and
 - **Respect:** We treat people with respect and are committed to learning from others.
4. Elsewhere there are two key amendments to the Strategy. Firstly, the wording used to explain "what difference the Council makes" has been updated so that it matches that already being used in the Council's communications campaigns with residents and staff. The statements are being used to raise awareness of the important ways the Council adds value. Secondly, the specific list of outcome focussed priorities for the next financial year has been updated.
5. Circulated with this report is a plain text version of the refreshed Strategy: *Confident in our future*, Corporate Strategy 2014-2019 (**Annex 1** circulated separately).

CONSULTATION:

6. The Council's long term strategy has been discussed at a range of events over recent months involving Members and officers from across the Council. These include the all Member seminar on the Chief Executive's 6 month progress report and budget workshops.

RISK MANAGEMENT AND IMPLICATIONS:

7. There are no direct risk management implications arising from this report.
8. The Council's Risk Strategy will be reviewed and updated to reflect the refreshed version of the Corporate Strategy.

FINANCIAL AND VALUE FOR MONEY IMPLICATIONS

9. The Corporate Strategy is developed in line with budget planning. It sets the strategic direction reflected in the Revenue and Capital Budget 2014/15 to 2018/19 which is presented separately to Cabinet at this meeting.

SECTION 151 OFFICER COMMENTARY

10. The Corporate Strategy has been refreshed alongside the development of Council's future budget. The Revenue and Capital Budget 2014/15 to 2018/19 is presented separately to Cabinet at this meeting.

LEGAL IMPLICATIONS – MONITORING OFFICER

11. There are no legal implications/legislative requirements arising directly from this report.

EQUALITIES AND DIVERSITY

12. There are no direct equalities implications arising from this report. Equalities implications will continue to be considered in relation to the more detailed policies that stem from the overall Strategy.

OTHER IMPLICATIONS:

13. The potential implications for the following council priorities and policy areas have been considered. There are no direct implications arising from this report but the priorities in the Corporate Strategy, Directorate Strategies and the Communications and Engagement Strategy ensure that the Council maintains a focus on each of these policy areas.

Corporate Parenting/Looked After Children

The Council has a duty to act as an effective corporate parent. The Corporate Strategy contains a priority to "protect vulnerable children".

Safeguarding responsibilities for vulnerable children and adults

The Corporate Strategy contains priorities to "protect vulnerable children" and "support vulnerable adults".

Public Health

The Corporate Strategy contains a priority on "keeping families healthy".

Climate change/carbon emissions

The Corporate Strategy contains a priority on "caring for our environment".

WHAT HAPPENS NEXT:

- *Confident in our future*, Corporate Strategy 2014-2019 is presented to the County Council meeting on 11 February 2014 for approval.

- The set of key supporting strategies (e.g. Directorate Strategies) will be refreshed and presented to Cabinet alongside the Medium Term Financial Plan on 25 March 2014.
 - In readiness for the start of the 2014/15 financial year the refreshed suite of strategies will be published on the Council's website – this will include the fully designed version of the Corporate Strategy document and the accompanying video.
 - The full set of measures and targets for the Council's 2014/15 priorities will be finalised and progress will be reported quarterly on the Council's website.
 - The Chief Executive will submit six-monthly progress reports to the Council meetings in July and December 2014.
 - Select Committees continue to scrutinise work programmes and performance.
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Lead Officer:

David McNulty, Chief Executive

Consulted:

Cabinet Members

Council Overview and Scrutiny Committee (30 January 2014)

Council Leadership Team (CLT)

Annexes:

Annex 1: *Confident in our future*, Corporate Strategy 2014-2019 (circulated separately)

Sources/background papers:

- *Confident in our future*, Corporate Strategy 2013-2018, report to Council 16 July 2013
 - Chief Executive's six-monthly progress report, report to Council 10 December 2013
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