

**OVERVIEW AND SCRUTINY COMMISSION
25 MARCH 2010**

**REVIEW OF THE COUNCIL'S KEY OBJECTIVES 2010-11
Assistant Chief Executive**

1 INTRODUCTION

This report invites the Overview and Scrutiny Commission to note the Executive's response to the recommendations of the Commission's Working Group which reviewed the proposed key objectives for the Council in 2010-11.

2 SUGGESTED ACTION

- 2.1 That the Overview and Scrutiny Commission notes the Executive's response to the Commission's recommendations concerning the proposed key objectives for the Council in 2010-11.**

3 SUPPORTING INFORMATION

- 3.1 At its meeting on 15 December 2009, the Executive approved the Council's Key Objectives for consultation with the Overview and Scrutiny Commission. The Commission formed a working group to consider this and a letter containing observations and recommendations on the key objectives was sent to the Leader and the Chief Executive on 22 January, at Appendix A.
- 3.2 At its meeting on 16 February, the Executive considered the report at Appendix B, and approved the revised key objectives in Appendix 2 to that report. Appendix 1 to the Executive report contains the responses to each of the recommendations made by the Commission's Working Group. Of the 18 changes recommended, 10 have been accepted in full, two accepted partially and the remaining six have not been accepted for the reasons stated. In his report to the Executive, the Chief Executive has also stated, *'In summary, the work of the Commission's working group has been a valuable contribution to planning for the services to be delivered to residents and businesses over the coming year.'*

Background Papers

Report to the Executive on the Council's key objectives, 15 December 2009.

Contact for further information

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Councillor Bettison
Leader

Timothy Wheadon
Chief Executive

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Date: 22nd January 2010

Dear Paul and Tim

REVIEW OF THE COUNCIL'S KEY OBJECTIVES 2010-11

At its meeting on 15th December 2009, the Executive approved the Council's Key Objectives for consultation with the Overview and Scrutiny Commission.

The Commission formed a working group to consider this and I am writing to you with the Commission's comments. These are attached. I hope you find these helpful, and I look forward to hearing your response to our suggested changes.

With best wishes,

A handwritten signature in black ink, which appears to read "Bob Edger". The signature is fluid and cursive.

Councillor Bob Edger OBE
Chairman, Overview & Scrutiny Commission

Copies to: Councillors McLean and Turrell
Patrick Josephs-Franks
Assistant Chief Executive

REVIEW OF THE COUNCIL'S KEY OBJECTIVES 2010-11

The Overview and Scrutiny Commission has the following comments on the proposed key objectives in Appendix 1 to the report to the Executive at agenda item 7 of its meeting on 15 December 2009.

General

The consistency of the objectives could usefully be improved. For example:

- Many Council activities which need to be maintained are not mentioned, presumably due to brevity, yet Medium Term Objective (MTO) 4 refers to maintaining landscape maintenance.
- Some objectives are very high level (e.g. 'implementing the Local Transport Plan') yet others are very detailed (e.g. MTO 7 contains five objectives around equality issues, written in some detail).
- All MTO's and key objectives should be succinct, and not go into detail. The more detailed information should be available in the departmental service plans and the Council's strategies and policies.

MTO 1 – Town Centre

We understand and accept that the economic downturn requires major change to this MTO, but we are concerned at the dramatic reduction from 8 to 3 key objectives, and the extent of the 'dilution' of the key objectives to the point they appear anaemic.

The objectives need to reflect residents' strong wish to see more tangible progress and less emphasis on plans, approvals and documents. Specifically, we suggest replacing the third objective with: 'Actively encouraging and agreeing new proposals to start the regeneration of the town centre and making tangible progress'.

MTO 3 – Housing and Infrastructure

Given its importance, we suggest that the third objective should be amended to: 'Updating and implementing the Local Transport Plan, including cycle ways and other improvements to sustainable transport'.

MTO 4 - Clean and Green

The third objective fails to recognise the increasing significance of 'reduce, re-use, recycle'. We suggest expanding the objective to read: 'Work in partnership to improve waste minimisation, re-use, also an increase in recycling rates to at least 50% through the Re³ initiative'.

The fourth objective looks too narrow. We suggest it is expanded to read: 'Improving energy management in Council and school facilities, and encouraging better energy management throughout the borough'.

MTO 5 – Health and Well Being

The second objective is incomplete. It should read: 'Working with health partners to secure more outpatient and diagnostic services, acute and

secondary health services in the borough’.

The third objective would benefit from a small expansion on a significant function: ‘Focusing on prevention, for example by supporting smoking cessation and by increasing the number of adults.....’

MTO 6 – Outcomes for Children and Families

The second objective could usefully be expanded to read: ‘Make sure there are enough good school buildings.....Garth Hill College and a new sixth form for Edgbarrow School.’

The ninth objective should be strengthened, to read: ‘Taking all appropriate measures to ensure the safety and wellbeing of children and young people.’

MTO 7 – Inclusion and Access

The second objective should fittingly refer to Bracknell Forest rather than Bracknell.

We suggest deleting the words ‘and through the LAA’ from the sixth objective, as they appear superfluous, as are some other words. It could more fittingly read: ‘Implementing the Community Cohesion Strategy to give people a sense of belonging and identity as members of their community.’

In the final objective, the term ‘Think Family’ is not widely familiar and needs explanation.

MTO 8 – Crime

The fifth objective should make it clear that it is a national strategy (against violent extremism).

The wording of the penultimate objective on safeguarding is very unclear.

The final objective is too narrow. We suggest: ‘Work with and support all partners to resolve the issues of greatest concern to residents, from the 2009 neighbourhood survey’.

MTO 10 – Accountability and Value for Money

This MTO might be the appropriate place to mention the Sustainable Community Strategy, which certainly needs to be referred to given its importance.

MTO 13 – Impact of the Recession

We suggest replacing the second key objective with the more positive key objective from 2009-10: ‘Promote the take-up of benefits, allowances and concessions provided by the Council.’

We consider that the final objective concerning NEET young people should appear under MTO 12 (to promote workforce skills).

TO: THE EXECUTIVE
DATE: 16 FEBRUARY 2010

**THE COUNCIL'S KEY OBJECTIVES 2010-2011
RESPONSE FROM OVERVIEW AND SCRUTINY
Chief Executive**

1 PURPOSE OF DECISION

- 1.1 On 15 December 2009, the Executive approved its draft Key Objectives for the coming year and invited the Overview and Scrutiny Commission to comment on the proposals. This report sets out the response from the Commission and suggests amendments to the draft objectives.

2 RECOMMENDATION

- 2.1 The Council's Key Objectives be approved as set out at Appendix 2**

3 REASONS FOR RECOMMENDATION

- 3.1 It is essential that the Council sets out its vision and Key Objectives for the organisation. Whilst the Executive has previously agreed the Medium Term Objectives and associated Key Objectives for 2008-11, it is vital to ensure that these stay focused and relevant to prevailing conditions.

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 None

5 SUPPORTING INFORMATION

- 5.1 Members will recall that draft Key Objectives were approved by the Executive to enable departments to develop their service plans for 2010-2011, subject to any views which the Overview and Scrutiny Commission might wish to make. The Commission set up a small working group and has responded as set out in Appendix 1.
- 5.2 The Commission's working group has suggested 18 changes to the Objectives. Officers have analysed the recommendations and propose that 10 be accepted in full, two accepted partially and that there should be no change to six of the objectives. In summary, the work of the Commission's working group has been a valuable contribution to planning for the services to be delivered to residents and businesses over the coming year.

6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS

Borough Solicitor

- 6.1 There are no legal implications pertaining to this report.

Borough Treasurer

- 6.2 Most of the financial implications of the Medium Term Objectives represent a reallocation of resources within existing budgets, however, where there are changes to the budget as a result of these Medium Term Objectives these have been incorporated into the budget proposals out for consultation in January 2010. The report setting out the budget proposals which was approved by the Executive in December for consultation throughout January 2010 identifies the links between the budget proposals and the Medium Term Objectives.

Equalities Impact Assessment

- 6.3 The revised Medium Term Objectives explicitly address diversity and cohesion issues. More broadly, the Objectives are at the heart of the Council's activity to improve the quality of life in Bracknell Forest.

Strategic Risk Management Issues

- 6.4 In developing the Strategic Risk Register, we identify the risks to the achievement of each Medium Term Objective.

Other Officers

- 6.5 None

7 CONSULTATION

Principal Groups Consulted

- 7.1 None

Method of Consultation

- 7.2 N/A

Representations Received

- 7.3 None

Background Papers

None

Contact for further information

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Doc. Ref

Jt:f/Reports/Executive/MTOs – Key Objectives 2010-11 – 16 Feb