

NORTH LINCOLNSHIRE COUNCIL

COUNCIL

NORTH LINCOLNSHIRE STRATEGY 2016-20

1. OBJECT AND KEY POINTS IN THIS REPORT

1.1 To approve the new North Lincolnshire Strategy 2016-20

1.2 The key points in this report are:

- The North Lincolnshire Strategy 2016-20 is a four year plan which sets out our vision and strategic priorities together with our aims and key actions.
- The priorities identified in the strategy will work towards addressing the issues identified in the North Lincolnshire Strategic Assessment

2. BACKGROUND INFORMATION

2.1 In July 2012 Cabinet approved the Council Strategy 2012-16, and there have been subsequent annual refreshes. All of the actions within this strategy have either been completed or are on track to be completed within the agreed timescales.

2.2 Notable achievements over recent years have included:

- Successful transition of public health into the council
- Delivered a new 'do it online' website
- Achieved good and/or outstanding Ofsted assessments for Looked after Children, Children's Homes and the Fostering Service
- £23 million investment at the North Lincolnshire Retail Park that saw the opening of Debenhams and Marks and Spencer and resulted in 300 new jobs
- Successful £11million bid and the subsequent opening of the University Technical College
- First rate response to businesses and residents during the flooding in December 2013
- Realised 100% of our planned efficiencies

2.3 The strategy also presents a summary of the latest census data for the area and sets out the strategic priorities for the next four years. The priorities identified have been informed by the evidence presented in the North Lincolnshire Strategic Assessment. This new strategy is designed to be read electronically and links to the latest data contained

within the North Lincolnshire Data Observatory. Paper versions will be deposited in group offices.

- 2.4 The original priorities and aims have been revisited and amendments have been made to respond to the changing environment and reflect new and emerging agendas. The new priorities and their aims are:

Priority 1 – Enable communities to thrive and live active and healthy lives

- Improve everyone's health and well being
- Develop safer, stronger, confident and resilient communities
- Improve skills and education outcomes

Priority 2 – Support, safeguard and protect the vulnerable

- Support families and communities
- Safeguard and protect children and vulnerable adults
- Transform lives through effective integrated working with an increased focus on targeted prevention

Priority 3 – Shape the area into a prosperous place to live, work, invest and play

- Create attractive and healthy places to live, work and play
- Increase economic growth and prosperity through higher employment and increased home ownership
- Develop and lead the establishment of a clear area identity and sense of community pride
- Commercial activity and sense of place marketing

Priority 4 – Commission to improve outcomes for individuals and communities

- Improve quality of provision and delivery of existing services in a new/more efficient way with better co-ordination
- Review council functions and only provide services where it makes sense to do so
- Enhance partnership working and new delivery mechanisms to improve outcomes and value for money.

Priority 5 – Transform into a refocused, dynamic and innovative council

- Transform and redesign services adopting a 'digital first' principle ensuring we remain customer focused
- Increase income through external funding and developing and marketing out services commercially to enhance sustainability
- Deliver sustainable services and improve value for money in order to minimise local taxation increases

- 2.5 As in previous years each priority will be addressed through a number of aims and supporting actions, which will be implemented and managed in line with the council's performance management arrangements.

2.6 We will continuously monitor the delivery of the strategy through performance scorecards. The performance indicators will be developed to ensure that they are more outcome focused and that they address the new priorities and actions detailed in Para. 2.4. The level of improvement for these indicators will be set by the individual cabinet members.

2.7 To underpin our priorities we have introduced three values and through the delivery of this strategy and all that we do, we pledge to **ACT** in a way that is:

- **Accountable** – deliver on the promises we make and take responsibility
- **Collaborative** – work together to deliver the right outcomes
- **Transparent** – open and honest in all that we do

3. OPTIONS FOR CONSIDERATION

The following options are suggested for consideration by Cabinet

3.1. Option 1 – That Council approve the North Lincolnshire Strategy 2016-20 Appendix A.

3.2 Option 2 – That Council does not approve the strategy and requests changes.

4. ANALYSIS OF OPTIONS

4.1 Option 1 - Approving the North Lincolnshire Strategy 2016-20 is the preferred option and allows action to be taken with immediate effect

4.2 Deferring approval of the North Lincolnshire Strategy 2016-20 could lead to a loss of strategic focus pending the establishment of a new strategy.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 In February each year Council approves the council's budget and spending priorities for the next four years. This strategy helps the council focus on the approved priorities and is a critical step in ensuring the council achieves value for money

5.3 All supporting strategies and plans will need to be reviewed to ensure they align with the priorities identified in the North Lincolnshire Strategy 2016-20.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 The North Lincolnshire Strategy 2016-20 is a key tool to enhancing the social, economic and environmental well-being of the area. An Impact Assessment has been undertaken and indicated no adverse impacts arising from this report.

6.2 Decisions and actions taken in the delivery of the priorities outlined in this strategy will be subject to further impact assessments as appropriate.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 The priorities have been based on issues that have been identified as important to local people or to areas where significant improvement is required. It has been subject to extensive council-wide consultation.

8. RECOMMENDATIONS

8.1 It is recommended that Council approve the North Lincolnshire Strategy 2016-20.

CHIEF EXECUTIVE

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Background Papers used in the preparation of this report: None