

Cyngor Sir CEREDIGION County Council

REPORT TO:	Overview and Scrutiny Coordinating Committee
DATE:	27 October 2022
LOCATION:	Council Chamber / Remotely Via Video Conference
TITLE:	Draft Corporate Strategy 2022-27
PURPOSE OF REPORT:	To present the draft Corporate Strategy 2022-2027 including Corporate Well-being Objectives
REASON SCRUTINY HAVE REQUESTED THE INFORMATION:	To consider the draft Corporate Strategy 2022-2027 including the new draft Corporate Well-being Objectives prior to presenting to Cabinet and Council for final approval
CABINET PORTFOLIO AND CABINET MEMBER:	Councillor Bryan Davies, Leader of the Council and Cabinet Member for Policy, Performance, Partnerships and Democratic Services

BACKGROUND:

Following the local elections in May 2022, a new Corporate Strategy is required to set out the Council's new Corporate Well-being Objectives (corporate priorities) and ambitions for the next five years. The Strategy illustrates how the Council will seek to enhance the social, economic, environmental and cultural well-being for the citizens and communities of Ceredigion and also maximise its contribution to the seven National Well-being Goals in accordance with the Well-being of Future Generations (Wales) Act 2015.

CURRENT SITUATION:

The draft Corporate Strategy 2022-27 has now been prepared and sets out the proposed Corporate Well-being Objectives for the next five years. The draft Corporate Strategy is attached at Appendix 1.

The core purpose of the Corporate Strategy is to illustrate how the authority will support and promote sustainability and the wellbeing of the citizens of Ceredigion, through its long-term Vision and its Corporate Well-being Objectives. The proposed Corporate Well-being Objectives are:

- **Boosting the Economy, Supporting Businesses and Enabling Employment**
- **Creating Caring and Healthy Communities**
- **Providing the Best Start in Life and Enabling Learning at All Ages**
- **Creating Sustainable, Green and Well-connected Communities**

They have been identified through extensive analysis of evidence and engagement with residents, including the ambitions of the new political administration, the Ceredigion Assessment of Local Well-being and the recent public consultation on the draft strategy.

The objectives have also been identified through the lens of the Wellbeing of Future Generations (Wales) Act 2015. This involved identifying how we could maximise our contribution to the national well-being goals and also ensure that we used the sustainable development principle to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

The draft Corporate Strategy includes an action plan detailing the steps necessary to deliver each of the Corporate Well-being Objectives. Progress is reviewed each year which will be published in the Council's Self-Assessment Report.

Consultation on the draft Strategy and Corporate Well-being Objectives took place between 24 August and 30 September 2022. The Consultation Feedback Report is attached at Appendix 2. Any amendments from the consultation have been incorporated into the final document.

Has an Integrated Impact Assessment been completed? If, not, please state why

Summary: All of our Priorities seek to establish a more Equal Wales by ensuring equal opportunities for employment, housing, education, healthier lifestyles and sustainable communities.

Long term: The Corporate Strategy looks at the Priorities for the Council for the next 5 years. The new Corporate Well-being Objectives seek to maximise the contribution that will be made to the seven well-being goals.

Integration: The priorities together seek to impact on the social, economic, environmental and cultural well-being of the people.

Collaboration: Partnership working and collaboration on the delivery of services is an important element of the Strategy.

Involvement: Consideration has been given to the ambitions of the new administration, Corporate Managers workshop, the Ceredigion Assessment of Local Well-being and the public consultation on the Strategy and the Corporate Well-being Objectives.

WELLBEING OF FUTURE GENERATIONS:

Prevention: All of the Corporate Well-being Objectives seek to embed the prevention agenda.

RECOMMENDATION (S): That Members consider and agree the draft Corporate Strategy 2022-2027 including the Corporate Well-being Objectives prior to consideration by Cabinet and Council

REASON FOR RECOMMENDATION (S): To progress the preparation of the Corporate Strategy 2022-2027.

Appendices: Draft Corporate Strategy 2022-27
Corporate Strategy 2022-27 Consultation Feedback Report

Contact Name: Rob Starr

Designation: Performance and Research Officer

Date of Report: 21 October 2022

Acronyms: