



Executive
14 September 2010

**Report from the Director of
Policy and Regeneration**

Wards affected:
All

Brent – Our Future 2010 - 2014

1. Introduction

- 1.1 This covering report accompanies the proposed corporate strategy - 'Brent – Our Future 2010 – 2014' for agreement by the Executive. The attached document sets out the strategic priorities and commitments of the Labour Administration for the coming four year. It provides an ambitious and clear direction for our future financial and service planning both internally and with our partners in the public, private, voluntary and community sectors.
- 1.2 The vision, strategic objectives and priorities have been defined following consultation with the Executive, service departments, partners in the Local Strategic Partnership and members of the Labour Group. They reflect the commitments made in the Labour Party Manifesto during the election in May 2010 as well as the economic, social and demographic needs of the borough.

2. Recommendations

Members of the Executive are requested to:-

- 2.2 Agree the attached document 'Brent – Our Future 2010 -2014' as the strategic policy framework for the borough for the coming four years.
- 2.3 Agree that 'Brent – Our Future 2010 -2014' be presented to Full Council on 10th October for agreement.

3. Detailed Considerations

- 3.1 Since 1998 the Council has produced every four years a Corporate Strategy setting out the key local ambitions and service priorities of the incoming Administration. This document has been used as the policy framework for the medium term financial strategy, service planning and monitoring of council performance. The Corporate Strategy is central to providing coherence, clarity and structure to the planning and delivery of local services. While initially the Corporate Strategy focused on just council services increasingly the document has included shared partnership objectives. There is no legal requirement to produce a Corporate Strategy but it is considered good practice.
- 3.2 Brent – Our Future 2010 – 2014 has been produced following consultation with a wide range of stakeholders and reflects the shared priorities agreed with the Local Strategic Partnership for the borough. Consultation activities included:-

- Review of our service and performance improvement priorities with the Corporate Management Team and Departmental Management Teams.
- Discussion with Executive members during the Service and Budget Planning away days.
- Discussion with the Executive of the Local Strategic Partnership and the Strategic Forum.
- Discussion with the Members of the Labour Group.
- Reviewing the findings of the Resident's Attitude Survey and service specific user consultation.

3.3 In addition the Brent Evidence Base, which contains a comprehensive range of statistical information on the economic, social and demographic needs of the borough and its population was used to inform the vision, objectives and strategic priorities set out within the document.

4 Financial Implications

4.1 There are no financial implications arising directly from this report. However it is important to keep in mind the current financial situation of the public sector and the impending reduction in available funding. A major theme within 'Brent – Our Future 2010 – 2014' is the reconfiguration of public service delivery models to achieve efficiency and continue to meet local needs. This emphasis means that inclusion within the Corporate Strategy cannot be considered a mandate for any growth. The proposals contained within the document are ambitious but also realistic and are consistent with the aims of the One Council programme designed to achieve reductions in the councils operating costs, increase our efficiency and improve service performance.

4.2 Colleagues in Finance and Corporate Resources will ensure that all Corporate Strategy proposals are properly costed and are consistent with both the One Council Programme and the Medium Term Financial Strategy.

5. Diversity Implications

5.1 'Brent – Our Future 2010 – 2014' has been specifically designed to reflect the diverse nature of Brent and its population. Both the vision and the three key strategic objectives are built on the principles of reducing poverty and exclusion, promoting community cohesion and supporting individuals to fulfil their potential.

5.2 Each of the individual proposals within the document will be the subject of the normal council process for Equality Impact Assessments.

6. Background Information

Contact information

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