



REPORT of CHIEF EXECUTIVE

to
COUNCIL
12 DECEMBER 2024

CORPORATE PLAN REVIEW

1. PURPOSE OF THE REPORT

- 1.1 To seek approval of the revised Corporate Plan 2025-2028 (**APPENDIX 1**).

2. RECOMMENDATIONS

- (i) That Members approve the revised Corporate Plan 2025-2028 attached at **APPENDIX 1**;
- (ii) That Members note that the Corporate Plan 2025-2028 will be brought back to the Council if there are any significant changes or new requirements to consider.

3. SUMMARY OF KEY ISSUES

- 3.1 The Corporate Plan 2023-2027 was approved by the Council in February 2023. The Plan sets out the strategic vision, priorities and objectives over that period. Activities and work delivered by Officers are aligned to the Corporate Plan through annual service plans which are reported through our performance framework. The Plan is also used as a policy framework in shaping the annual budget of the Council to resource the delivery of the key priorities as identified in the Plan.
- 3.2 The Corporate Plan 2023-2027 is coming to the end of its second year. It is at this mid-way point that a review is prudent to ensure the Corporate Plan continues to be relevant, up to date and is informed by Member priorities.
- 3.3 The review of the corporate plan has been carried out jointly with Members and Officers through a series of review meetings held throughout October and November 2024.
- 3.3.1 The main proposed changes requested by Members have been incorporated and include a reduction from six priorities to five. The priority Smarter Finances has been removed as our approach to delivering effective and sustainable finances is set out in the Corporate Plan's 'How we work' guiding principles section on page 11 of **APPENDIX 1**. Finance performance will continue to be monitored and reported through existing governance arrangements.
- 3.4 The language used in the Corporate Plan has been simplified to help all stakeholders understand the action the Council will take and what the Council's actions will achieve, for us as a local authority and for the District.

- 3.5 The date of the Plan has been reset to 2025-2028 and is a three-year plan.
- 3.6 The Corporate Plan is evidence based and sets out the main challenges for the District.
- 3.7 The Corporate Plan can be used as a supporting document when we bid for grant funding from government and other external funding bodies.
- 3.8 The proposed Corporate Plan 2025-2028 sets out revised and updated priorities. They are Supporting our Communities, Investing in our district, Growing our economy, Protecting our environment, and Delivering good quality services as set out in **APPENDIX 1**.

4. CONCLUSION

- 4.1 It is necessary to maintain and periodically review Maldon District Council's Corporate Plan as the landscape we operate in continues to evolve and new challenges arise. Seeking Members' views and updating data at key stages of delivery are important. The review has provided the opportunity to refresh and update the Corporate Plan where necessary and ensure alignment of annual service plans, which report through the Council's performance reporting framework. All monitoring of key performance indicators is reviewed by the Performance, Governance and Audit committee.

5. IMPACT ON PRIORITIES AS SET OUT IN THE CORPORATE PLAN 2023 - 2027

5.1 Supporting our communities

- 5.1.1 The Corporate Plan is the blueprint setting out the Council's vision and priorities including Supporting our communities and will be delivered through annual service plans.

5.2 Enhancing and connecting our place

- 5.2.1 This priority will change to 'Investing in our district' and will be delivered through annual service plans and performance will be reported through the Council's performance framework.

5.3 Helping the economy to thrive

- 5.3.1 This priority will change to 'Growing our economy' and will be delivered through annual service plans and performance will be reported through the Council's performance framework.

5.4 Smarter finances

- 5.4.1 This priority will be removed from the Corporate Plan, our approach to delivering effective and sustainable finances is set out in the Corporate Plan's 'How we work' guiding principles section on page 11 of **APPENDIX 1**. Finance performance reporting will continue as is.

5.5 **A greener future**

5.5.1 This priority will change to 'Protecting our environment' and will be delivered through annual service plans and performance will be reported through the Council's performance framework.

5.6 **Provide good quality services.**

5.6.1 This priority will change to 'Delivering good quality services' and will be delivered through annual service plans and performance will be reported through the Council's performance framework.

6. **IMPLICATIONS**

- (i) **Impact on Customers** – Continues to put the customer first and delivers the commitments in the Customer charter.
- (ii) **Impact on Equalities** – Language has been simplified to improve accessibility.
- (iii) **Impact on Risk (including Fraud implications)** – None.
- (iv) **Impact on Resources (financial)** – None.
- (v) **Impact on Resources (human)** – The review will require officers to ensure ongoing engagement with Members and to ensure all supporting administrative documents, templates and processes reflect the updated changes.

Background Papers:
[Corporate Plan 2023-2027](#)

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