

# OVERVIEW AND SCRUTINY

## *Committee Report*

Public

Date of  
Meeting:

Wednesday 3rd April

Title: CORPORATE PLAN WORKSHOP

Report of: Town Clerk and Chief Executive

Report  
reference: TC67/02

Summary:

The report provides background to the recent Corporate Plan Workshop and summarises the outcomes.

Recommendations:

Members are asked to consider the outcomes from the Corporate Plan Workshops with a view to submitting the committee's comments to the Executive.

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## REPORT FOR OVERVIEW AND SCRUTINY COMMITTEE

### Introduction

1. The workshop session was set up to provide an opportunity for Overview and Scrutiny committees to provide input into the Corporate Plan. Overview and Scrutiny Management Committee subsequently asked that all members be invited to the workshop and a letter of invite was sent out following the Management Committee on 15<sup>th</sup> March.
2. Eleven members attended the workshop on Thursday 21<sup>st</sup> March.

### The purpose of the Workshop

3. The purpose of the workshop was consider which aspects of City Vision members felt the City Council could delivery, either by itself, working in partnership or enabling others to deliver. There was an opportunity for members to identify aims and objectives that did not feature in City Vision but which the City Council felt was important and may wish to include in the Corporate Plan.
4. Members were reminded that the purpose of the Corporate Plan was to provide a road map for the authority over the next 3 – 5 years, that would demonstrate clearly to the community and partners how the City Council intended to play its part in the delivery of City Vision. It would also provide the direction and context for service/business planning, within individual council services.
5. It was emphasised that the City Vision was an expression of the long term aspirations of the whole community and that although the City Council in its capacity as community leader, had played a significant role in facilitating the development of City Vision, it did not have a mandate to change or constrain the vision of the community.
6. Clearly the City Council can not deliver all of the City Vision but it does need to be clear about which aspects of the Vision it can deliver, where it can assist in delivery by working in partnership, where it might enable or lobby for others to deliver and where it feels delivery should be left to other organisations.

### Outcomes

7. In order to consider these issues members were broken into two groups, one looking at the City Vision themes of Economic Prosperity and Infrastructure, Environment and Transport, the other looking at Health and Well Being and Communities. Both groups were asked to look at the final theme of Celebrating Carlisle if time permitted. The second group had only time to consider the Communities theme and neither group found time to consider the Celebrating Carlisle theme. There was also no time to consider the issue of City Council priorities outside of City Vision. Members were invited to take away the questions and return completed proformas to the Corporate Policy and Strategy unit. The results of the workshop have been summarised as follows.

City Vision Theme:

COMMUNITIES

CITY VISION PRIORITIES	OVERVIEW & SCRUTINY			
	Should Carlisle City Council be Involved?	What are we doing to achieve this at the moment?	What could we be doing in the future?	Who should be involved?
Have powerful, Positive Communities				
Key Priority:  To ensure we effectively act upon the views of the people of Carlisle, involve our communities more actively in decision making in the city area and improve our voter turn out at elections.	YES  Provider  Partner  Enabler  Lobbyist		Area Working (reflecting true neighbourhoods)  Citizenship – Developing Citizens Panel  Involving young people	
Ensure that Carlisle is a safe, clean and attractive place to live	YES  Provider  Partner  Enabler  Lobbyist	Parks  Britain in Bloom  Waste Management	Community Safety  Tackle perception of crime	
Ensure the community has access to information and services 24 hours a day easily, promptly and at a local level	YES  Provider  Partner  Enabler  Lobbyist		Better customer contact  Co-ordinated provision of information – website  Lobby for broadband access to rural areas esp. where cable passes through the area e.g. Longtown	Cable companies
Have a city where all people have equal access to goods, services and opportunities	YES  Provider  Partner  Enabler  Lobbyist			
Ensure all children have a good start in life	YES  Partner	Surestart		County Council
Ensure that local government services are capable of being delivered electronically by 2005	YES  Provider			
Ensure all new buildings are fully accessible for all and involve users in the planning stages, especially disabled users.	YES  Provider  Partner	Access Officer  Shop Mobility	Comply with the Disability Discrimination Act	

Have a sense of belonging				
Ensure that all our citizens, whether from the urban or rural areas, are proud to be a part of the City of Carlisle	YES <i>Partner</i> <i>Lobbyist</i>		<i>Provide "City" signs on the District boundary</i> <i>Largest City in Europe etc.</i> <i>Quality promotional symbols for the City</i>	
Develop a strong community network which encourages all residents to participate and contribute to their communities	YES <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Area working</i> <i>Citizenship</i>	
Have a clear voice for young people via their own council	YES <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Youth Council (with a small budget)</i>	
Support education in citizenship for young people	YES <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Improved support for members on school governing bodies.</i>	
Reduce Crime				
Respond to crime and the fear of crime promptly and continue to make our communities safer.	YES <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Improved partnership working</i> <i>Support for a Zero Tolerance approach</i>	

City Vision Theme:

ECONOMIC PROSPERITY

CITY VISION PRIORITIES	OVERVIEW & SCRUTINY			
Diversify and modernise the local economy		<i>What are we doing to achieve this at the moment?</i>	<i>What could we be doing in the future?</i>	<i>Who should be involved?</i>
Key Priority:  Have a diverse, mixed economy which embraces new technologies and a vibrant rural economy which nurtures and supports the best of traditional industries whilst encouraging new ventures and opportunities.	YES <i>Provider</i> <i>Partner</i> <i>Enabler</i>		<i>Rural Regeneration Company</i> <i>Kingmoor Park</i> <i>Northern Development Route</i> <i>Executive homes for better paid jobs</i> <i>Partnership with education establishments to help with land/capacity requirements</i>	

	<i>Lobbyist</i>		<i>Support a Joint Student Union</i> <i>Discount for education establishments to hire Council facilities</i> <i>Co-ordinate foreign exchanges</i> <i>Develop three Rivers Strategy</i> <i>Develop LSP Rural Recovery Strategy</i>	
Have an innovation centre to incubate new knowledge based industries	<i>YES</i> <i>Enabler</i>		<i>Provide land &amp; buildings to private company</i>	
Have access to broad band (ICT) services in Carlisle	<i>YES</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Broadband access to village halls</i> <i>Charge for Internet access</i> <i>Support Vital Village projects</i> <i>Funding advice</i>	
Support the needs of business by arranging pay as you go access to ICT band width	<i>YES</i> <i>Enabler</i>	<i>Working with OMNE</i>		<i>OMNE</i>
Retain skills in the area				
Encourage a diverse range of job opportunities and equal access to them for all sections of our community.	<i>YES</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Lobby for and where possible enable for a diverse range of job opportunities</i>	
Develop closer links between education and businesses to ensure a match between skills and job opportunities.	<i>YES</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Chamber of Commerce could lead</i> <i>Council to identify gaps</i>	
Support new and existing businesses				
Have a comprehensive small business support network which meets the needs of both those who have businesses and those who are trying to establish one	<i>YES</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Training &amp; Skills</i>	
Improve access to business assistance via an unbiased central point of information on local, UK and European grants, business support, training and development issues. This venture should proactively target potential investors by providing tailor made relocation packages	<i>YES</i> <i>Partner</i>			<i>CIIA</i>

Support the airport as a key economic driver and encourage its development as a centre for industry and communications	YES <i>Enabler</i>			<i>Airport</i>
Continue to develop existing industrial estates and make them more attractive to tenants and investors	YES <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Sell poorest estates</i> <i>Reverse lack of investment</i>  <i>Work in partnership to upgrade</i>	
Encourage and support local supply networks which allow local communities to buy local produce and goods easily and affordably	YES <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Encourage Farmers Markets</i> <i>Use Market Authority powers</i>  <i>Encourage food co-ops</i>	
Have in place local planning guidance which balances the needs of strategic planning and the environment with those of the business community	YES <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Council to develop local plan accordingly</i>	
Promote cultural activities to business and visitors, one of the outcomes being the attraction of inward investment and new people to the City	YES <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Support facilities for students Improve unattractive areas</i>  <i>Railway embankments</i>  <i>Town Dyke</i>  <i>Promote area in partnership</i>	

City Vision Theme:

HEALTH AND WELLBEING

CITY VISION PRIORITIES	OVERVIEW & SCRUTINY			
Reduce health inequalities		<i>What are we doing to achieve this at the moment?</i>	<i>What could we be doing in the future?</i>	<i>Who should be involved?</i>
Key Priority:	YES/NO			

<p>Ensure health improvement, reducing health inequalities and improving health care is focused at a local level wherever possible; ensure that health information and advice is easily accessible and of a high standard.</p> <p>In particular we will focus on:</p> <ul style="list-style-type: none"><li>• Reducing infant mortality</li><li>• Increasing life expectancy</li><li>• Tackling child poverty</li><li>• Targeting smoking</li><li>• Tackling teenage pregnancy</li><li>• Promoting healthy pregnancy</li></ul>	<p>Provider</p> <p>Partner</p> <p>Enabler</p> <p>Lobbyist</p>			
Promote healthy living and lifestyles				
<p>Exploit and promote the potential to order fresh, healthy food from community organisations</p>	<p>YES/NO</p> <p>Provider</p> <p>Partner</p> <p>Enabler</p> <p>Lobbyist</p>			
<p>Support action to prevent drug misuse and promote drug rehabilitation</p>	<p>YES/NO</p> <p>Provider</p> <p>Partner</p> <p>Enabler</p> <p>Lobbyist</p>			
<p>Combat the causes, and effects, of poverty on the health of our communities</p>	<p>YES/NO</p> <p>Provider</p> <p>Partner</p> <p>Enabler</p> <p>Lobbyist</p>			
<p>Support and expand the Farmers' Markets</p>	<p>YES/NO</p> <p>Provider</p> <p>Partner</p> <p>Enabler</p> <p>Lobbyist</p>			
<p>Encourage healthier lifestyles via partnership health, fitness and sports programmes for all</p>	<p>YES/NO</p> <p>Provider</p> <p>Partner</p> <p>Enabler</p> <p>Lobbyist</p>			
<p>Support independent living for elderly residents and other vulnerable sections of the community wherever possible</p>	<p>YES/NO</p> <p>Provider</p> <p>Partner</p> <p>Enabler</p> <p>Lobbyist</p>			

Access to leisure, sports and culture				
Ensure all residents have access to leisure, sports and cultural opportunities	YES/NO  <i>Provider</i>  <i>Partner</i>  <i>Enabler</i>  <i>Lobbyist</i>			

City Vision Theme:

INFRASTRUCTURE, ENVIRONMENT AND TRANSPORT

CITY VISION PRIORITIES	OVERVIEW & SCRUTINY			
Have an integrated transport system	<i>should the City Council be involved and if so how?</i>	<i>What are we doing to achieve this at the moment?</i>	<i>What could we be doing in the future?</i>	<i>Who should be involved?</i>
Key Priority:  Have a safe public transport system for all – whether young, old, disabled or from a rural community – which is affordable, reliable, easily accessible, frequent and an attractive option. This will require a fully integrated transport system which balances the needs of both our urban and rural communities.	YES  <i>Lobbyist</i>		<i>Dial a Bus/Post Bus/Mini Bus</i>  <i>Continue Concessionary Fares Scheme</i>	<i>Stagecoach</i>  <i>County Council</i>  <i>Train Companies</i>
Ensure there is affordable and accessible city centre parking for those citizens who have no viable alternative and investigate the possibility of a Park and Ride scheme	YES  <i>Enabler</i>  <i>Lobbyist</i>			<i>County Council</i>
Access in and around the City				
Constantly review the area's strategic transport links and infrastructure as a key priority to the long term prosperity and vibrancy of the City area	YES  <i>Enabler</i>  <i>Lobbyist</i>		<i>Lobby through LSP Transport Group</i>	<i>County Council</i>
Promote a sustainable environment				
Sustain a high quality and bio-diverse environment that is an economic and cultural asset	YES  <i>Provider</i>  <i>Partner</i>  <i>Enabler</i>  <i>Lobbyist</i>		<i>Monitoring role</i>  <i>Solway Moss</i>  <i>Forests</i>  <i>Air pollution</i>  <i>Appearance of buildings</i>	
Have planning guidelines in place which are both economically and environmentally sustainable	YES/NO  <i>Provider</i>  <i>Partner</i>			



	<i>Enabler</i> <i>Lobbyist</i>			
Be rigorous in protecting and enhancing the variety of nature within our local environment	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			
Be part of a City which can be proud of its effective use of resources and consequent lack of waste	<i>YES</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>		<i>Support kerbside recycling scheme</i>	
Have significantly limited pollution produced by our everyday actions and so reduced damage to our environment	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			

City Vision Theme:

CELEBRATING CARLISLE

CITY VISION PRIORITIES	OVERVIEW & SCRUTINY			
Improve Carlisle’s image		<i>What are we doing to achieve this at the moment?</i>	<i>What could we be doing in the future?</i>	<i>Who should be involved?</i>
Key Priority: Carlisle needs to have one strong, clear identity which is properly communicated and consistent across all sectors: tourism, inward investment, cultural sector and so on. Carlisle’s rich inheritance and culture needs to be central to its external identity.	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			
Make sure the gateways to the city centre enhance Carlisle’s image	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			
Exploit our heritage and natural surroundings				
Have a vibrant river frontage on, for example, the Eden, Caldew, Petteril and Esk rivers which provides entertainment and leisure facilities	<i>YES/NO</i> <i>Provider</i> <i>Partner</i>			

	<i>Enabler</i> <i>Lobbyist</i>			
Encourage continued investment in our museums and ensure they are able to provide a relevant and comprehensive profile of Carlisle's past, present and potential future	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			
Celebrate Carlisle via a variety of civic events	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			
Have facilities of an excellent standard				
Have a football club of which we can be proud	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			
Develop Carlisle as a learning city	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			
Have excellent, high class hotel and conference facilities	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			
Develop a dedicated, regional theatre and arts facility in Carlisle	<i>YES/NO</i> <i>Provider</i> <i>Partner</i> <i>Enabler</i> <i>Lobbyist</i>			