

EXETER CITY COUNCIL

EXECUTIVE

18 MARCH 2008

THE COUNCIL'S STRATEGIC OBJECTIVES

1 PURPOSE OF REPORT

- 1.1 To advise members of minor revisions to the Council's strategic objectives and the agreed corporate priorities for 2008-09.

2 BACKGROUND

- 2.1 The Council's 2007-2010 Corporate Plan sets out the Council's three-year priorities, or strategic objectives. To recap, the purpose of the Corporate Plan is:

- ◇ To promote understanding and ownership of the Council's priorities and to enable a more effective link between strategic objectives, service plans and individuals' objectives
- ◇ To set out the annual priorities for the Council under each of the strategic objectives
- ◇ To shift to a focus on outcomes and evidence of how the Council is making a difference to the people of Exeter
- ◇ To set out a clear rationale behind the Council's priorities
- ◇ To explain how the Council is responding to community need
- ◇ To enable reporting on progress

- 2.2 In view of the changing policy agenda facing the council, in response to feedback from managers, staff and auditors as part of this year's direction of travel assessment, and to ensure that the council's corporate planning arrangements are fit for future inspection arrangements, a number of minor amendments have been made to the priorities that were agreed in June 2007. These amendments relate to the wording and presentation of the agreed priorities.

- 2.3 Whilst the strategic objectives cover medium term (three year) priorities, it is also important to identify the immediate priorities for 2008-09 and factor these into the Council's corporate planning arrangements. Both the revisions to the strategic objectives and the corporate priorities for 2008-09 are set out in Annex A.

3 RECOMMENDATION

- 3.1 That members note the revisions to the Council's corporate priorities.

STRATEGIC MANAGEMENT TEAM