

SUBJECT:	VISION AND TOWN CLERK 2025 PROGRESS REPORT
DIRECTORATE:	CHIEF EXECUTIVE AND TOWN CLERK
REPORT AUTHOR:	MICHELLE HOYLES – BUSINESS MANAGER CORPORATE POLICY AND TRANSFORMATION

1. Purpose of Report

- 1.1 To present to Executive a progress report that summarises the achievements and successes delivered by the Council's Vision 2025 strategic plan to date; and
- 1.2 To request that Executive reviews and approves the progress report, attached as '**Appendix A**' to this covering report, in order that it can be published and promoted.

2. Background

- 2.1 In 2022 the Council published an interim review of its Vision 2025 strategic plan. The Council will soon be developing its Vision 2030 strategic plan; the progress report '**Appendix A**' seeks to both consolidate and celebrate the achievements made during the current plan period and serve as the precursor to commencing the next strategic planning cycle.
- 2.2 The 'Vision 2025 – Celebrating our Progress' report takes account of feedback received during its development and is currently being finalised in corporate style. **Appendix A** will follow when complete, in advance of Executive.

3. Format and Content of Progress Report

- 3.1 The content and format of the progress report has been influenced by the topics emphasised during the recent Growth Conference, and has been developed with the support of all directorates.
- 3.2 The publication style used in the progress report seeks to make the document engaging for external stakeholders, presenting information in a more visual way and removing the need for large amounts of text. Emphasis has been given to some of the Council's key achievements by displaying them in case study format, offering opportunities for the Council to showcase those achievements that have had the biggest impact on the city.
- 3.3 The progress report will follow as '**Appendix A.**' It is intended that, following Executive approval, the progress report will be published on the Council's website, circulated among key stakeholders and attendees of the recent Growth Conference, and promoted by the Communications team.

- 3.4 Promotion to the wider public will include a press release, and publication of multiple bitesize extracts from the progress report on all of the Council's social/digital media channels over an extended period. Extracts from the progress report will enable the Council to promote standalone content in a concise and targeted way appropriate for social media, whilst encouraging subscribers/followers to engage with the entire document.

4. Strategic Priorities

- 4.1 This report supports the Council in commencing its next strategic planning cycle, presenting an overview of the achievements delivered by Vision 2025 and helping to set the scene for Vision 2030. The report reflects all corporate priorities within Vision 2025, and aims to support development of the next strategic plan.

5. Organisational Impacts

5.1 Finance (including whole life costs where applicable)

There are minimal direct financial impacts arising from this report, limited to the procuring of graphic design services to present the final version.

5.2 Legal Implications including Procurement Rules

There are no known legal implications arising from this report.

5.3 Equality, Diversity & Human Rights

The Public Sector Equality Duty means that the Council must consider all individuals when carrying out their day-to-day work, in shaping policy, delivering services and in relation to their own employees.

It requires that public bodies have due regard to the need to:

- Eliminate discrimination;
- Advance equality of opportunity; and
- Foster good relations between different people when carrying out their activities.

The progress report is for information purposes; there are no equality, diversity or human rights implications relevant to its content. The final page of the progress report, in line with other Council publications, includes up to date alternative language and accessibility formats.

6. Risk Implications

- 6.1 (i) Options Explored – there are no alternative options available, as the progress report is for information purposes.
- 6.2 (ii) Key Risks Associated with the Preferred Approach – not applicable to this report.

7. Recommendations

- 7.1 That Executive reviews the 'Vision 2025 – Celebrating our Progress' report '**Appendix A**' (to follow); and
- 7.2 That Executive approves the progress report for publication, and approves its promotion in accordance with the proposal set out in paragraph 3.4 of this covering report.

Is this a key decision?

No

Do the exempt information categories apply?

No

Does Rule 15 of the Scrutiny Procedure Rules (call-in and urgency) apply?

No

How many appendices does the report contain?

One (A) – to follow

List of Background Papers:

None

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