

# LGA Corporate Peer Challenge 2024 Action Plan

**Articulate the council’s vision and priorities for the borough and bring councillors, officers, residents and partners on the journey.**

Actions	Timescales
Build on staff Listening Days led by the Leader and Chief Executive and develop a forward plan for themes aligned to council priorities. This will begin with an all-staff briefing on the CPC report and action plan.	September 2024 onwards
Establish a corporate Communications and Engagement Group which will develop and embed a clear narrative for the council to include core brief, values and behaviours, 1-2-1s, Annual Report and transformation journey.	September 2024 onwards
Undertake and agree a Council Plan refresh and share with councillors, officers, residents and partners.	November 2024
Align the work to develop the Local Plan with the development of the Economic Development and Visitor Economy Strategy, our resident survey work, and the Council Plan, all of which are interlinked. Involve partners throughout.	Ongoing
Maximise potential of chairing the Blackpool, Fylde and Wyre Prosperity Board to clearly articulate our vision with partners, including key opportunity sites, coastal management, housing, transport and employment.	October 2024 onwards

**Increase the frequency and visibility of financial and performance reporting by providing published quarterly budget and performance reports as part of formal meetings of the Cabinet.**

Actions	Timescales
Introduce quarterly reporting of the Council Plan and capital and revenue budget monitoring to Cabinet.	December 2024
Review policy on reserves and alignment with Medium Term Financial Plan/Capital Programme/Council Plan.	April 2025
Develop a performance management reporting system that will provide online information to members, staff and residents.	April 2025

**Consider how you could develop your medium-term financial planning approach in light of your strong financial position. Consider the ability this gives you to mitigate risk associated with uncertainty about future funding levels.**

Actions	Timescales
Engage with LGA finance management programmes for officers and members.	October 2024
Develop an integrated timeline approach to the annual Council Plan refresh and budget planning.	April 2025
Review/refresh the Medium Term Financial Plan to align to priorities and provide a more forward-looking focus.	March 2025

## Implement a clear strategy to maximise the potential of your assets.

Actions	Timescales
Approve and deliver a 3-year asset management strategy and plan to ensure more cost-effective use of assets through either income generation or asset rationalisation.	October 2024
Develop business cases for key sites including Fleetwood waterfront and the Civic Centre Annex.	March 2025

## Ensure internal decision-making processes enable the council to respond swiftly when seeking to take advantage of new opportunities.

Actions	Timescales
Review and communicate a clear process for requesting revenue and capital budget growth to support project development.	December 2024
Review the existing property investment board terms of reference and the status of the Property Investment Reserve to help unlock priority projects and take advantage of investment priorities with our own assets and opportunities in the borough.	December 2024
Explore the scope for a wider officer cohort to lead innovation and become ‘civic entrepreneurs’ that will maintain a pipeline of potential projects.	September 2024 onwards

## Prioritise, sequence and resource the transformation programme to support the council in achieving the commitments set out in the Council Plan.

Actions	Timescales
Develop a Transformation Strategy that articulates workstreams of activity that could manage risk or explore opportunities to deliver savings, increase income or improved outcomes through investment.	July 2024-February 2025
Establish a Transformation Board.	March 2025
Review Transformation capacity and skills.	Jul-Nov 2024
Agree a deliverable Transformation Programme aligned to the Council Plan.	March 2025
Develop and implement a transformation communications plan utilising transformation champions.	September 2024-ongoing
Strengthen project management capacity – training key roles in Prince 2 Agile then develop and roll-out an agreed corporate project and programme management methodology.	October 2024-March 2025

## Develop a clear plan to strengthen how you communicate your achievements to enhance your external reputation.

Actions	Timescales
Develop an annual communications plan (internal and external) that will include a council-wide annual report.	August-October 2024
Undertake an LGA Communications Health Check to support development of a corporate communications strategy and management of misconceptions on social media.	December 2024
Review communications protocol and strengthen guidance on how we use and respond to social media.	December 2024
Develop a plan/toolkit to celebrate success that links to work on reward and recognition.	December 2024

**Set a timeframe to evaluate the Senior Leadership Team re-structure to ensure it is meeting its aim of ensuring sufficient strategic capacity to lead across all service areas.**

Actions	Timescales
Evaluate capacity to meet priorities after one year of new structure.	April 2025
Undertake a review of Portfolio Holder remits to support the Council priorities.	April 2025

**Review opportunities for closer working, service deliver and place shaping with parish and town councils.**

Actions	Timescales
Evaluate our approach to working with parish and town councils and implement any recommendations.	June 2025
Evaluate the role and membership of the Town Centre Partnership delivery boards and the impact on place shaping.	June 2025