

Overview and Scrutiny Committee



St Edmundsbury
BOROUGH COUNCIL

Title of Report:	Draft West Suffolk Annual Report 2017/18	
Report No:	OAS/SE/18/015	
Report to and dates:	Overview and Scrutiny Committee	6 June 2018
	Cabinet	26 June 2018
Portfolio holder:	Councillor John Griffiths Leader of the Council, St Edmundsbury Borough Council Tel: 01284 757136 Email: john.griffiths@stedsbc.gov.uk	
Lead officer:	Davina Howes Assistant Director (Families and Communities) Tel: 01284 757070 Email: davina.howes@westsuffolk.gov.uk	
Purpose of report:	The draft West Suffolk Annual Report highlights the key activities and developments that have been achieved over the financial year 2017/18, with regard to the priorities set out in the West Suffolk Strategic Plan.	
Recommendation:	<p>Overview and Scrutiny Committee:</p> <p>It is <u>RECOMMENDED</u> that, Overview and Scrutiny Committee:</p> <p>(1) Considers the draft West Suffolk Annual Report; and</p> <p>(2) Makes any amendments and recommends the draft West Suffolk Annual Report to Cabinet.</p>	

Key Decision: <i>(Check the appropriate box and delete all those that do not apply.)</i>		<i>Is this a Key Decision and, if so, under which definition?</i> Yes, it is a Key Decision - <input type="checkbox"/> No, it is not a Key Decision - <input checked="" type="checkbox"/>	
Consultation:		The draft Annual Report summarises progress in achieving the priorities set out in the West Suffolk Strategic Plan which was informed by feedback from residents, business and stakeholders.	
Alternative option(s):		It is good practice for councils to report on progress against their priorities in this way and ensures transparency on how they spend public money. Forest Heath and St Edmundsbury could report separately on their work to achieve their priorities. However, this would not reflect some of the excellent work which has been delivered jointly across the whole of West Suffolk. Also, it would not show the continued joint working between Forest Heath and St Edmundsbury.	
Implications:			
<i>Are there any financial implications? If yes, please give details</i>		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> •	
<i>Are there any staffing implications? If yes, please give details</i>		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> •	
<i>Are there any ICT implications? If yes, please give details</i>		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> •	
<i>Are there any legal and/or policy implications? If yes, please give details</i>		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> •	
<i>Are there any equality implications? If yes, please give details</i>		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> • The Annual Report covers evidence to support the achievement of the equality objectives from the Strategic Plan.	
Risk/opportunity assessment:		None	
Risk area	Inherent level of risk (before controls)	Controls	Residual risk (after controls)
Misunderstanding of the role of the report (i.e. it can only give highlights of W Suffolk's activities, not every action taken).	very low	Develop a communications plan to clearly explain the role of the report	Negligible
Ward(s) affected:		All wards	
Background papers:		West Suffolk Strategic Plan 2014-2016	
Documents attached:		Appendix A - Draft Annual Report 2017/18	

1. Key issues and reasons for recommendation(s)

1.1 Draft West Suffolk Annual Report 2017/18

1.1.1 The draft West Suffolk Annual Report highlights the key activities and developments that have been achieved over the financial year 2017/18, with regard to the priorities set out in the West Suffolk Strategic Plan. Following a decision by Portfolio Holders, this year's annual report will be a designed typeset document.

1.1.2 The draft report also contains a number of case studies and examples from West Suffolk to illustrate the achievements described. These have been carefully drawn from a range of localities, urban and rural locations, and service areas, in order to demonstrate the range of activities undertaken by the councils. In some cases, initiatives were only focused on one specific area, however, so examples are necessarily drawn from these localities.

2. Questions raised by Overview and Scrutiny Committee

2.1 St Edmundsbury Overview and Scrutiny Committee have raised the following questions for Councillor Griffiths to answer as part of the Annual Report item. The questions are as follows:

1. Do we know how many hits it has on line?
2. Do we get many request for hard copies?
3. Do we get any requests for more information resulting from the report being read and do we get any challenges to the reported information?

3. Response to Questions by Overview and Scrutiny Committee

3.1 Do we know how many hits it has on line?

The webpage for the 2016/17 Annual Report was viewed a total of 112 times in the eight month period between the webpage going live on 30 August 2017 and 30 April 2018. The overall number of individuals who clicked on the page at least once was 38. This shows that several people went back to look at the report more than once over the period.

3.2 Do we get many request for hard copies?

3.2.1 Electronic copies are sent to all parish councils and 35 partner organisations. The councils did not receive any requests for hard copies of the 2015/16 Annual Report and the 2016/17 Annual Report.

3.2.2 Our plan is to make sure that the information in this Annual Report is used to inform our residents and businesses what we have been doing. Many of the examples we have used were released as news stories, social media posts and in some cases films throughout the year so our good work gets wider publicity. This approach has meant the messages and examples within the

report are reaching thousands of people, exponentially more than were reached in the past.

- 3.2.3 Last year was the first time we changed the format with Councillors agreement and made it more web based so people could explore examples and case studies. This year we are looking to improve upon this and endeavour to make it more accessible and inform people about what we as a Council do for and with our communities and businesses.
- 3.2.4 The document itself, once agreed by Overview and Scrutiny, will go through a design process highlighting some of the areas of good work and bring some of these statistics alive to show where we are making a difference and how we are achieving our vision.
- 3.2.5 In addition, as part of our wider strategic communications we are also looking to create films for the overall report and the various areas within it including the use of case studies as well as materials such as infographics and animations that all can be used throughout the year on social media.
- 3.2.6 This will also be on our improved Web Pages. This effectively helps bring our report to life and allows us to tell a range of audiences in a number of ways what we have been and are doing.
- 3.2.7 Materials will be produced in ways councillors themselves can use in their own areas or in their local Parish magazines and shared with partners. In addition, we will continue to put this information out in the media as well as posting where appropriate in community Social Media groups. This will be done throughout the year and examples used repeatedly when appropriate to highlight our priorities and other initiatives. In this way, the report and its messages will be seen by far more people that we either send it to or come to our website.

3.3 Do we get any requests for more information resulting from the report being read and do we get any challenges to the reported information?

We have not received any requests for more information nor have we had any challenges to the reported information.