



Service Plan 2017/2018

Chief Executive's Department

South Derbyshire Changing for the better

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All information presented in this Service Plan was correct at the time of publication.

Introduction

The Corporate Plan 2016–2021 forms an important part of planning for the future and leads our performance management. As well as enabling effective monitoring, it links strategic priorities and objectives directly to the activities of service areas.

As part of this, Service Plans are created for our four directorates – Housing and Environmental Services, Community and Planning, Finance and Corporate Services and the Chief Executive's department.

Covering the 2017-2018 financial year, the Service Plans (updated annually) align current delivery arrangements with changing patterns of demand, making the most effective use of available and future resources.

Key aims

All priorities and activities undertaken by the Chief Executive's Directorate complement our collective vision of making 'South Derbyshire a better place to live, work and visit'.

We will:

- positively contribute towards Council policies and procedures
- deliver continuous improvements in performance
- ensure compliance with relevant legislation
- maintain a strong customer focus
- ensure a widespread understanding of core values, key aims and performance measures and encourage participation in their development
- communicate clearly, effectively and decisively
- ensure that data quality principles are applied
- encourage a positive health and safety culture

All of these contribute to the main themes running through the Corporate Plan of People, Place, Progress and Outcomes.

The importance of service planning

Delivery of public services occurs in an increasingly dynamic environment, with high community expectations, Government priorities and technological advances.

While the budgetary setting is constrained, there are ever increasing pressures and demands to do more with less.

In this context, it is essential that services are well planned, with the capability to evolve in order to meet community needs.

This allows us to identify requirements and associated enabling services such as technology, workforce, funding, capital infrastructure and information management.

Performance Management Framework

The Performance Management Framework sets out what needs to be achieved, what is measured and managed and what progress we are making.

Our resources must be aligned, focusing effort in the right places and delivering maximum value for people, partners and businesses.

We must proactively identify and manage any risks that might affect delivery, regularly reviewing performance and taking action where required to stay on target and inform decision making.

The Performance Management Framework consists of three levels. The Corporate Plan sits at the top and sets out how we make South Derbyshire a better place to live, work and visit.

Objectives and measures to deliver against the key aims of the Corporate Plan are defined in Service Plans and shape the objectives of all employees.

Everyone, from Officers to Managers to Elected Members, has a responsibility for delivery of the Corporate Plan.

Scene setting

Overview of the Directorate

The Chief Executive's Directorate plays a key role in meeting our strategic objectives for supporting People, Place, Progress and successful outcomes.

The department is made up of seven service areas:

- Legal Services
- Democratic Services
- Elections
- Licensing Services
- Economic Development
- Communications
- Human Resources

Communications and Human Resources joined the directorate in February 2017 following the contract transition from Northgate Public Services.

The directorate provides a wide range of services to internal and external customers, including Elected Members, officers, the electorate, businesses, partners, central Government, all levels of local Government and the general public.

Below is a breakdown of statutory and non-statutory duties undertaken by each service area.

Functions of the Monitoring Officer

The Legal and Democratic Services Manager is also appointed to carry out the statutory role of Monitoring Officer in accordance with the Local Government and Housing Act 1989 and Local Government Act 2000.

The Monitoring Officer's responsibilities include:

- Maintaining the Constitution
- Ensuring lawfulness and fair decision making and specifically the Council, its Officers and Elected Members maintain the highest standards of conduct at all times
- Maintaining the Registers of Disclosable Pecuniary Interests for Elected Members
- Receiving/determining Elected Member Code of Conduct complaints
- Proper Officer for access to information
- Providing advice and assistance on matters such as illegality, maladministration, Elected Member conduct, registers of interest, declarations of interest at meetings, Constitution
- Corporate governance

Legal Services

Work is undertaken in relation to a broad range of Council functions. The demands placed upon the section require officers to demonstrate a broad base of legal knowledge and a considerable degree of flexibility in their work.

Contentious work

- Civil litigation
- Criminal litigation
- Enforcement
- Tribunals and inquiries

Non-contentious work

- Conveyancing
- Contracts
- Miscellaneous agreements

Legal advice

- Probity
- Compliance
- Powers and duties
- Statutory powers
- Procedure and decisions
- Civil and criminal litigation

Democratic Services

Democratic Services is responsible for the management and administration of the Council's modernised committee process, delivering an effective and impartial decision-making mechanism for the Council, its Elected Members, officers and the public. The structure consists of:

- Three policy committees (Finance and Management, Housing and Community Services, Environmental and Development Services)
- Two regulatory committees (Planning and Licensing and Appeals)
- An Overview and Scrutiny Committee
- A Standards Committee
- Audit Sub-Committee

There is also responsibility for the following:

- Preparation and despatch of reports, agendas and minutes for the Council and its various committees, sub-committees, working panels and other ad hoc meetings
- Arrangement of all Council and committee meetings, including the preparation of the annual cycle of meetings
- The provision of advice to ensure compliance with the Council's Constitution and the law and procedure of meetings
- Administering the Elected Member Allowances Scheme
- Ensuring access to information of agendas and minutes on the Council's website

Elections

Areas of responsibility include the following:

- Maintain and update the Register of Electors on a rolling basis
- Administer Parish, District, County, Parliamentary, European elections and Referenda
- Carrying out a canvass of the District and compiling, publishing and maintaining a Register of Electors on December 1 each year
- Enabling the register to be updated on a continual basis
- Promoting Individual Electoral Registration (IER) in order to maximise registration
- Registering special category electors
- Processing and determining applications for absent voters

Licensing Services

The Licensing Section is responsible for the administration, compliance and enforcement of the following areas of legislation:

- Licensing Act 2003
- Gambling Act 2005
- Private hire licensing
- Pet shops
- Animal boarding establishments
- Dog breeding
- Zoos
- Dangerous wild animals
- Riding establishments
- Street trading
- Sex establishments
- Tattooists, electrolysis, acupuncture, semi-permanent skin colouring, piercing
- Scrap metal dealers
- House to house and street collections

Economic Development

(All non-statutory duties)

The Economic Development service leads on the implementation of the Economic Development Strategy for South Derbyshire. The strategy's ambitions for 2016-2021 are as follows:

BUSINESS: Business support, access to finance and innovation

1. To attract new **inward investment**, plus reinvestment by existing businesses
2. To provide **business support**, advice and signposting (including financial, exporting, innovation and other assistance)
3. To promote the development of the area's **key sectors**, such as manufacturing and tourism

SKILLS: Recruitment, employment and skills

4. To work with businesses to meet their **workforce needs**, raising skill levels and productivity
5. To address **employability** barriers, such as work-readiness, and the accessibility of work and training
6. To equip young people with the skills and resources to realise their potential, promoting entrepreneurship and matching their **aspirations** with knowledge of the local economy

INFRASTRUCTURE: Infrastructure for economic growth

7. To provide a range of **employment sites** and premises, and pursue associated infrastructure improvements
8. To seek improvements to access and **connectivity** - both transport links, sustainable travel modes and services, and superfast broadband and mobile telephone coverage
9. To support vibrant **town centres** as commercial, community and service centres

The Economic Development service is responsible for:

- Working in partnership with local, sub-regional and regional agencies and partnerships to develop the local economy and the workforce.
- Promoting inward investment - attracting business and employment to the District through the marketing of the area and available sites and premises, together with the provision of assistance to potential UK and overseas investors.
- Supporting business development - providing advice and support to new and existing businesses directly and through the development of structures and support networks. This includes delivery of the South Derbyshire Business Advice Service.
- Developing and securing funding for projects, which contribute to the economic development of the area.

- Ensuring that the skills of the area's workforce meet the needs of local businesses.
- Promoting and developing tourism – attracting visitors from the UK and overseas to South Derbyshire and The National Forest through marketing and promotion and the development of the tourism 'product' (attractions, accommodation, activities etc).
- Providing information to visitors and local residents about events, attractions and accommodation through the operation of the Swadlincote Tourist Information Centre
- Supporting the continued revival of the town centres through marketing, development, events and festivals. This includes contributing to the Swadlincote Town Centre Vision and Strategy.
- Monitoring trends in the local economy and undertaking research to support the development of projects and proposals.
- The service also supports the South Derbyshire Partnership, in particular the Board and Sustainable Development theme group.

Communications

The work of the Communications Team is central to keeping residents, customers, employees, stakeholders and other parties informed. As per our Communications Strategy 2016-2021, our priorities are as follows:

- Effectively engage residents and encourage two-way conversation
- Uphold and strengthen the Council's excellent reputation
- Utilise a digital approach to reach a wider audience
- Promote opportunities for partnership working
- Develop and maintain trust and raise customer satisfaction
- Help us achieve our organisational objectives and vision against the Corporate Plan
- Work across multi channels appropriate to different stakeholders
- Ensure people understand what we do
- Demonstrate the success of our work
- Raise awareness of how the Council continues to deliver value for money

News about our initiatives, campaigns and services reaches the public in a variety of ways. The Communications Team plays a key part in making sure that correct, up to date and relevant information is available. This is done using a range of channels to make information accessible, engaging and interesting to different audiences.

Examples include:

- media releases/queries, broadcast interviews, journalist briefings, photocalls
- annual reports and promotional materials
- brand management - making sure that Council services and property are clearly designed in the corporate style

- website (new site currently under construction)
- social media (including Twitter, Facebook, YouTube)
- Better online (the intranet)
- Internal communications including staff newsletter, focus groups and briefings

The Communications Team supports all services to develop communications plans for specific issues and to provide service information and literature in plain, clear language.

Other areas of responsibility include:

- Achievement of actions within the Council's Communications and Channel Shift strategies
- Undertake carefully planned consultation exercises with residents, businesses, staff and community groups
- Production of quarterly performance information for all Council Services. Host quarterly Performance Board meetings with unit managers
- Continuously review, co-ordinate and produce the Corporate Plan, Service Plans and Performance Management Framework in line with the timetable set
- Co-ordinate the Corporate Equalities and Safeguarding Group and ensure services are accessible to all
- Run media and social media training for officers and Elected Members

Human Resources

The Human Resources team provides professional advice and support for the effective management, deployment, control and continuous improvement of the workforce and services. It is responsible for:

Organisational strategy and development

To promote workforce planning and ensure the Council has a suitably skilled workforce now and in the future, supporting organisational change and improvement and identifying opportunities to work with partners to build capacity for the provision of services.

Learning, training and development

To increase the skills and capacity within the workforce through promoting learning opportunities, providing effective employee development programmes and working towards competencies and qualifications that are relevant to job roles and individual needs. To work with any trade union learning representatives and other partners to maximise resources and develop alternative methods to address training needs.

Health and safety

To provide advice, support and training to ensure the Council maintains effective management arrangements in relation to health and safety. This involves ensuring compliance

with legislation and statute and actively promoting safe working practices within the Council and by any third party undertaking work on our behalf.

Pay and rewards

The development and maintenance of a fair, competitive and affordable pay and benefits structure that promotes the effective recruitment and retention of staff and is free from any inequality.

Recruitment and selection

The continuous improvement of recruitment and selection practices to promote the Council as an employer of choice locally and nationally and ensuring equality of opportunity for existing and potential employees.

Employee relations

Working in partnership with employees and their representatives through having effective consultation mechanisms and procedures to promote a positive employee relations culture.

Employment

Establishing fair and transparent employment practices to ensure the Council remains compliant with legislation and statute and is seen to promote best employment practice. This includes the development of options to ensure that employees can achieve an appropriate work/life balance.

Human Resources advice and guidance

Supporting managers, Elected Members and partners through the provision of advice on key employment policies and changes in legislation/best practice. We also offer support on matters of discipline, capability, grievance, attendance, employee welfare and any other employment related matter.

Human Resources administration

To provide accurate and complete employment documentation and ensure that appropriate controls are in place to support the effective management of the Council's establishment.

Workforce

As of 31 March, 2016, 24 employees (plus one maternity cover and one temporary contract) work in the Chief Executive's Department. Of these, 12 are based in Legal and Democratic Services, three in Economic Development, four in Communications and five in Human Resources.

In terms of workforce development, an annual training and development plan is produced after Performance Development Reviews are held. Some homeworking opportunities are provided and flexible working is considered crucial to motivate and engage high performing staff.

Budgets

Details of the Chief Executive's Department's budgets for 2017/18 are outlined below:

Revenue budget 2017/18

Service Area	Revenue budget 2017/18
Legal and Democratic Services	£726,867
Economic Development	£247,592
Communications	£236,995
HR (including Health and Safety)	£253,783
Total	£1,465,237

Performance

The Performance Board details our key projects for the year. These are broken into quarters to help us monitor and manage our performance effectively.

All actions are essential if the Council is going to achieve its ambitions and aspirations. These are complemented by a set of performance measures which will help us to gauge whether we are meeting outcomes and providing excellent services.

In some instances, proxy measures will be used. These are outside of the Council's control but provide an indication of the overall health of the District.

All projects and measures for Chief Executive's Directorate are listed below under the themes of People, Place, Progress and Outcomes. Projects and measures with a reference number before them are classed as strategic.

People measures

Aim	Project	Outcomes
Develop the workforce of South Derbyshire to support growth	Maintain unemployment below UK average	Unemployment rate (proxy)

People projects

Aim	Project	Outcomes
Using existing tools and powers to take appropriate enforcement action	Improve standard of vehicles within South Derbyshire through initiatives	Quarter 1 Multi-agency airport private hire initiative
		Quarter 2 Multi-agency airport private hire initiative
		Quarter 3 Private hire operator initiative
		Quarter 4 Multi-agency private hire initiative
Using existing tools and powers to take appropriate enforcement action	Identify unlicensed premises/operators within the District	Quarter 1 Identify any unlicensed premises/operators through various channels and take steps to ensure they are licensed

		Quarter 2 as above Quarter 3 as above Quarter 4 as above
Using existing tools and powers to take appropriate enforcement action	Ensure compliance with licences	Quarter 1 Private hire operators' inspections Quarter 2 Scrap metal inspections Quarter 3 Animal licences inspections Quarter 4 On and off Licensing Act 2013 premises inspections
Using existing tools and powers to take appropriate enforcement action	Quarterly report on enforcement activity to Overview and Scrutiny Committee	Quarter 1 Provide enforcement activity information for production of report Quarter 2 as above Quarter 3 as above Quarter 4 as above

Progress measures

Aim	Project	Outcomes
Work to maximise the employment, training and leisure uses of The National Forest by residents and increase the visitor spend of tourists	PR3.1 Number of Tourist Information Centre enquiries handled	Quarter 1 8,000 Quarter 2 8,000 Quarter 3 5,000 Quarter 4 5,000
Provide business support and promote innovation and access to finance, including in rural areas	PR5.3 Guidance offered to businesses or people thinking of starting a business (through the South Derbyshire Business Advice Service)	Quarter 1 25 Quarter 2 25 Quarter 3 25 Quarter 4 25

Progress projects

Aim	Project	Outcomes
Work to attract further inward investment. Showcase developments and investor opportunities in South Derbyshire.	PR1.1 Produce an investor prospectus	<p>Quarter 1 Collate information and prepare materials for investor prospectus</p> <p>Quarter 2 Publish vacant commercial property bulletin</p> <p>Quarter 3 Publish investor prospectus</p> <p>Quarter 4 Publish vacant commercial property bulletin</p>
PR2. Unlock development potential and ensure the continuing growth of vibrant town centres	PR2.2 Events, such as a wedding fair, the Christmas Lights Switch On, Festival of Leisure and markets, delivered and/or supported	<p>Quarter 1 4 events, including Swadlincote Wedding Fair</p> <p>Quarter 2 3 events, including Makers Market</p> <p>Quarter 3 2 events, including Christmas lights Switch On</p> <p>Quarter 4 1 event, including Pancake Races</p>
PR3. Work to maximise the employment, training and leisure uses of The National Forest by residents and increase the visitor spend of tourists	PR3.3 Further develop and promote South Derbyshire's evening and night time economy	<p>Quarter 1 N/a</p> <p>Quarter 2 Consult with businesses, via Swadlincote Town Team, on potential initiatives</p> <p>Quarter 3 Undertake promotional initiative in the run up to Christmas</p> <p>Quarter 4 Publish promotional materials to attract visitors</p>

Outcomes measures

Aim	Measure	Outcomes
To encourage people to register to vote	Highlight the importance of registering to vote	% increase on last year's electorate figure on publication of the revised register

Maintain a skilled workforce	Ensure ongoing training and development for individuals and groups of employees where applicable.	<p>04.1 95% of all employees to complete mandatory training</p> <p>04.2 95% of employees to have an annual performance appraisal</p>
Maintain a skilled workforce	To support the reduction of sickness absence	Reduction of 10%
Maintain a skilled workforce	Raise awareness of the rolling news channel on Better online	Attract more than 1,500 hits per month
Maintain customer focus	Provide functionality for greater transactional processing online.	Encourage more than 2,000 users to sign up to the MySouthDerbyshire online account through signposting and marketing
		Increase percentage of website transactions, with 5% annual customer movement to digital access routes.
		Increase the number of website visits by more than 10%.
		Maintain accurate information on the Council's website with new content edited and published within two working days. Review process to ensure accountability across the authority.
Maintain customer focus	Response to media enquiries	Approved response given to all media enquiries within two working days.

Outcomes projects

Aim	Project	Outcomes
Promote and enable active democracy	Deliver Derbyshire County Council elections.	Conduct Election in accordance with the law and lead authority.
Promote and enable active democracy	Organise and deliver Woodville by-election.	Ensure the by-election is conducted in accordance with the law.
Promote and enable active democracy	Deliver General Election in South Derbyshire.	Ensure election is conducted in accordance with the law.

Promote and enable active democracy	Organise a canvass to produce revised register of electors in December.	Electors are registered in accordance with their franchise and the new register is published by the deadline.
Promote and enable active democracy	Encourage active involvement in local democracy.	To increase awareness of educational visits/work experience placements to the Civic Offices.
Promote and enable active democracy	Encourage active involvement in local democracy.	To increase the number of Officer visits out to educational establishments as part of Local Democracy Week.
Maintain proper corporate governance	O2.1 Compile and publish an Annual Governance Statement in accordance with statutory requirements.	An unqualified Value for Money opinion in the Annual Audit Letter.
Maintain proper Corporate Governance	Maintain a proper Risk Management Framework.	Strategic and service risk registers reviewed, updated and reported to Policy Committee on a quarterly basis.
Maintain proper Corporate Governance	Implement Regarding Procedure	Ensure all posts are evaluated and graded in accordance with the Council's pay structure
Maintain proper Corporate Governance	Ensure the Corporate Plan continues to evolve.	Review, co-ordinate and produce the Corporate Plan in line with the timetable set. Production of quarterly performance information for all Council Services.
Maintain customer focus	Increase use of e-forms in HR and secure electronic communication channels for internal and external customers.	All employment documentation to be issued electronically.
Maintain customer focus	O5.1 Develop the new website and provide functionality for greater transactional processing online.	Q1 Website go live. Q2 Gauge satisfaction and identify any emerging patterns and trends. Set targets for the year ahead.
Maintain customer focus	O5.2 Develop a Social Media Strategy to provide easy and innovative options for residents to engage with the Council	Q1 Liaise with most similar group authorities to establish approach. Q2 Undertake detailed research and analysis. Build evidence base.

		Q3 Create strategy and consult with stakeholders.
		Q4 Report to committee and adopt strategy.
Maintain customer focus	O5.4 Deliver the Equalities and Safeguarding Action Plan to demonstrate principles are embedded in service delivery.	Q1 Present Equalities and Safeguarding annual report to Elected Members and agree action plan. Q2 Achieve accreditation to Safe Place Scheme Q3 Achieve Dementia Friendly Community status Q4 Undertake a Workforce Profile and consider any issues to be addressed.
Maintain customer focus and a skilled workforce	Deliver the Council's Communication, Internal Communications and Consultation Strategies.	Achievement of actions.
Maintain a skilled workforce	Pay and Grading	Review to be carried out of all transferred posts. Put into place actions to support staff whose posts have been downgraded.
Maintain a skilled workforce	To commence a review of terms and conditions employment	Identify any potential equality issues and reduce costs
Maintain a skilled workforce	Gender pay gap report	Complete and publish
Maintain a skilled workforce	Deliver the Council's Health and Safety Action Plan and Workforce Development Strategy	Achievement of actions
Maintain a skilled workforce	To ensure an effective Health and Safety management framework	RoSPA accreditation
Maintain a skilled workforce	Leadership and Management Development programme	Deliver and evaluate
Maintain a skilled workforce	Move all remaining employees onto monthly pay	Reduce operational costs
Maintain a skilled workforce	Develop the HR self-service model and deliver on the agreed milestones.	Deliver action plan.

Maintain a skilled workforce	To support the review of security measures	Develop a corporate approach towards maintaining a register of potentially violent persons/properties
Maintain a skilled workforce	Disclosure and barring	To move all checks for employment onto the on-line self-service systems.
Maintain a skilled workforce	Phase II of Better online (the Intranet)	Produce an action plan and deliver against the timeframes set out

Partnerships

Our significant partnerships are outlined below:

Partnership	Main purpose
Derbyshire Constabulary	Joint working for promotion of licensing objectives
Derbyshire Trading Standards	Joint working for promotion of licensing objectives
Derbyshire Licensing Group	Support, advice and guidance and sharing of best practice
South Derbyshire Partnership	Partnership of public, private and voluntary/community sector organisations with theme groups focusing on health and wellbeing, safer communities and sustainable development.
National Forest and Beyond Partnership	Forest-wide partnership aiming to develop the destination and increase visitor spend in the area.
Derbyshire Economic Partnership	County-wide partnership to promote economic development.
D2N2 Local Enterprise Partnership	Derby, Derbyshire, Nottingham and Nottinghamshire partnership to promote economic development.
Sharpe's Pottery Heritage and Arts Trust Limited	Partnership to deliver the Tourist Information Centre and related activities.

Key considerations

Service transformation

In order for the Chief Executive's Directorate to positively meet the challenges facing the Council, it will create and develop innovative solutions which will help to deliver the outcomes communities need and want at a cost the Council can afford.

Environmental impact

By implementing the requirements of ISO 14001 across all significant environmental aspects associated with the Chief Executive's Department, this Service Plan seeks to ensure continual improvement of our environmental performance.

Further information can be found at: <http://sddcintranet/index.php/essentials/83-ems>

Managing risks

The process set out in our Risk Management Strategy has been adhered to. The risk registers are reported back to committee on a quarterly basis.

Monitoring and review

This Service Plan will be monitored on a quarterly basis as part of our Performance Management Framework and will be used throughout the year to manage service delivery.