



South
Derbyshire
District Council



DRAFT Service Plan 2016/2017

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 2016-2017 financial year, the Service Plans (which are 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 Department 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
- 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.

Scene setting

Overview of the Directorate

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

The department is made up of 5 service areas:

- Legal Services
- Democratic Services
- Elections
- Licensing Services
- Economic Development

The department provides a wide range of services to internal and external customers, including Members, officers, the electorate, businesses, partner organisations, 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 Members maintain the highest standards of conduct at all times
- Maintaining the Registers of Disclosable Pecuniary Interests for Members
- Receiving/determining Member Code of Conduct complaints
- Proper Officer for access to information
- Providing advice and assistance on matters such as illegality, maladministration, Members conduct, Registers of Interest, declarations of interest at meetings, Council's 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

This area 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 Members, officers and the public. The structure consists of:

- Three policy committees (Finance and Management, Housing and Community Services Committee, Environmental and Development Services Committee)
- Two regulatory committees (Planning Committee and Licensing and Appeals Committee)
- 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 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 Members Allowances Scheme

- Ensuring access to information of agendas and minutes on 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 1st December 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 Metals Dealers
- House to House Collections
- Street Collections

Economic Development

(All non-statutory duties)

The Economic Development service is responsible for:

- Developing the Economic Development Strategy for South Derbyshire for the period 2016-2021, including analysis of the local economy and consultation with businesses and partner organisations on needs and opportunities.
- 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.
- Ensuring that the skills of the area's workforce meet the needs of local businesses.
- Developing and securing funding for projects, which contribute to the economic development of the area.
- 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 (TIC).
- Supporting the continued revival of the town centres through marketing, development, events and festivals. This includes contributing to the Swadlincote Town Centre Vision & 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.

Workforce

As of 31 March, 2016, 14 employees work in the Chief Executive's Department. Of these, 11 are based in Legal and Democratic Services and 3 in Economic Development.

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 2016/17 are outlined below:

Revenue budget 2016/17

<u>Service area</u>	<u>£</u>
Legal and Democratic Services	664,267
Economic Development	240,852
Total	

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 Department are listed below under the themes of People, Place, Progress and Outcomes:

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 Prom Initiative Multi-agency Airport Private Hire Initiative Quarter 3 Christmas Private Hire 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 that 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 Private hire operators' 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
Developing the workforce of South Derbyshire to support growth in relation to aspirations, employability, skills and travel to work	Stage a careers fair for young people and jobseekers	Quarter 1 Stage Jobs & Skills Fair 2016; Minimum of 50 exhibitors to attend; Minimum of 100 attendees Quarter 2 Review 2016 Quarter 3 Planning for 2017 Quarter 4 Preparations for 2017

Progress projects

Aim	Project	Outcomes
Organise and deliver Police & Crime Commissioner Election	Ensuring the election is conducted in accordance with the law and directions from the Lead Authority	Electors are satisfied with voting arrangements, communication has been apparent through social media
Organise and deliver EU Referendum	Ensuring the election is conducted in accordance with the law, together with directions from the Lead Authority and direction from the Electoral Commission	Electors are satisfied with voting arrangements, communication has been apparent through social media
Organise a canvass to produce a revised Register of Electors in December	Processing the canvass registration forms to produce the revised register	Electors are registered in accordance with their franchise and the new register is published by the deadline
Work to attract further inward investment	Update South Derbyshire's Economic Development Strategy	Quarter 1 Strategy Preparation Quarter 2 Strategy Adoption Quarter 3 Strategy Launch Quarter 4 Strategy Implementation
Work to attract further inward investment	Promote the area's vacant sites and premises to potential investors	Quarter 1 Produce Property Bulletin Quarter 2 Produce Investment Gazette Quarter 3

		Produce Property Bulletin Quarter 4 Produce Investment Gazette
Unlock development potential and ensure the continuing growth of vibrant town centres	Organise and/or support town centre events to attract visitors	Quarter 1 Wedding Fair Farmers' Market Festival of Transport Mercia Market Quarter 2 Scarecrow Hunt Farmers' Market Quarter 3 Food & Drink Festival Xmas Market Farmers' Market Quarter 4 Farmers' Market
Work to maximise the employment, training and leisure uses of The National Forest by residents and increase the visitor spend by tourists	Support the development of the tourism sector	Quarter 1 TIC enquiries handled Quarter 2 TIC enquiries handled What's On published Quarter 3 TIC enquiries handled What's On published Quarter 4 TIC enquiries handled What's On published
Provide business support and promote innovation and access to finance, including in rural areas	Organise and enable business support events	Quarter 1 Business advice sessions delivered Quarter 2 Business advice sessions delivered Quarter 3 Business event staged Business advice sessions delivered Quarter 4 Business event staged Business advice session delivered

Outcomes measures

Aim	Measure	Annual target
Measures are in place following the elections to gather information about the overall delivery of the election	Success depends on complaints following the election	To promote voter awareness
To encourage people to register to vote	% increase on last year's electorate figure on publication of the revised register	To increase the overall figure of people registering - by voter awareness

Outcomes projects

Aim	Project	Outcomes
Promote and enable active democracy	Encourage more educational visits to the Civic Offices	To increase awareness of educational visits/work experience placements to the Civic Offices
Promote and enable active democracy	Offer to undertake more visits to educational establishments as part of Local Democracy Week	To increase the number of Officer visits out to educational establishments
To focus on the encouragement of people registering to vote. Promoting voter awareness		To increase the number of those on the register of electors

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 & wellbeing, safer communities and sustainable development.
National Forest & 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 & Arts Trust Limited	Partnership to deliver the Tourist Information Centre and related activities.

Key considerations

Service transformation

In order for the Chief Executive's Department 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.