

**Report to:** Council

**Date:** 8 July 2009

**Report of:** Director, Chief Executive's  
Department

**Report No:**

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**Report Title:** **Bolton Plan 2009-2012**

**Non Confidential:** This report does **not** contain information which warrants its consideration in the absence of the press or members of the public.

**Purpose:** To gain approval for the publication of the Bolton Plan 2009-12.

**Recommendations:** It is recommended that Council:

1. Approves the publication of the Bolton Plan 2009-12;
2. Notes the cost saving made by using the new design concept and electronic distribution;
3. Reviews and comments on the performance made against the targets in the Bolton Plan 2008-11.

**Decision:**

**Background  
Doc(s):**

*(for use on Exec  
Rep)*

**Signed:**

\_\_\_\_\_  
Leader / Executive  
Member

\_\_\_\_\_  
Monitoring Officer

**Date:**

**Summary:**

The Bolton Plan is the Council's corporate plan. It sets out how the Council will respond to Bolton's community strategy, in order to improve outcomes for local people. The plan is refreshed annually, in order to ensure that its key messages and design remain consistent with the Council's corporate priorities. This report asks for approval to publish the Bolton Plan 2009-12, as attached at appendix 1.

## **1.0 Background**

- 1.1 The Bolton Plan, the Council's three year corporate plan, is a key element of Bolton's business planning process. It sets out a high level vision of how the Council will work with its partners to improve outcomes for local people. It is framed around the main aims, including the Council's third main aim of transforming services, and priority themes of Bolton's Community Strategy (Bolton: Our Vision 2007-2017). These are:

### **Main aims:**

Economic prosperity  
Narrowing the gap  
Transforming services

### **Priority themes:**

Healthy  
Achieving  
Prosperous  
Safe  
Cleaner and Greener  
Strong and Confident

- 1.2 In recent years much work has been done to make the Bolton Plan more accessible and user friendly. This has included streamlining the document, delivering our messages in clear and concise language, and using strong design concepts which are both on brand and supportive of the key messages.
- 1.3 Members will be aware that the Bolton Plan is refreshed annually to ensure that it continues to reflect the Council's key priorities and corporate messages. This report requests approval for the publication of the Bolton Plan 2009-12, as attached at Appendix 1.

## **2.0 The Bolton Plan 2008-11: progress against our key tasks**

- 2.1 As a major part of the Council's business planning process, performance against the key tasks in the Bolton Plan is monitored and reported to elected members for review and challenge.
- 2.2 A total of 33 key tasks were included in the Bolton Plan 2008-11. Each set out an activity to be undertaken during the three year period of the plan's lifespan, to drive performance against the goals of the Community Strategy.
- 2.3 Performance against these key tasks was reported to the Executive on 29 June, and Council is also asked to review and comment on this. Analysis of progress over the past year shows that:
- 21 (64%) are either on track or have been achieved
  - 8 (24%) were subject to a modest delay but are progressing
  - 4 (12%) were not achieved
- 2.4 The four tasks that were not achieved were:

| Priority theme              | Task   | June 2009 update  |
|-----------------------------|--|---|
| Healthy Bolton              | Roll out a social marketing campaign focusing on alcohol in summer 2008  | Not achieved. Campaign targeting women's alcohol consumption is planned for 2009. Self-help website re. alcohol due summer 09, campaign re. the risks of using alcohol and cocaine together is planned '09. |
| Prosperous Bolton           | Complete the Central Street development agreement in the next 12 months  | Not yet achieved – to be achieved by summer 2010  |
| Safe Bolton                 | Improve services for female offenders through the Bolton Together Women's Project by March 2009                  | Feasibility report prepared June 2009. If approved, project targeted for launch by March 2010   |
| Strong and Confident Bolton | Strengthen the voluntary sector through the Future Role project, delivering commissioning training by March 2009 | Not achieved to the levels anticipated, due to capacity issues within CVS. Ongoing.   |

2.5 Key successes and challenges have been incorporated within each main aim and priority theme section in the Bolton Plan 2009-12, as an accessible means of reporting headline performance to the public.

2.6 As part of the refresh process, the key tasks contained within the plan have been updated, including deletions and additions, as appropriate. The outcomes focus and measurability has been retained and strengthened to further assist performance management of the Bolton Plan in the coming years.

### **3.0 The Bolton Plan 2009-12**

3.1 The Bolton Plan 2008-11 was framed around the message that 'things are looking up for Bolton'. It had a strong focus on economic prosperity. Due to the changing local and national context, particularly around the economic climate and pressure on the public purse, the refreshed plan focuses on value for money and 'delivering more for less'. It stresses our commitment to making the best use of public funds, whilst continuing to strive for excellence and delivering services which are tailored to local needs.

3.2 In previous years, the design of the Bolton Plan has been colourful and glossy with lots of images. The design for the 2009-12 plan takes a step away from the norm. It visually represents the message of delivering value for money and shows that the Council is leading by example.

3.3 Key changes include:

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- Black and white production;
- Minimal images;
- Further streamlining to 16 pages rather than 24;
- Production to A4 size, rather than costly bespoke size;
- Main distribution via a web micro site and electronic document;
- Only 250 paper copies will be produced, for distribution to public access points and partners. Printing this volume costs just £23 more than printing 100 (£398 compared to £375) and will allow for greater public distribution;
- Paper copies will be printed on recycled paper with vegetable ink at half tone. The lighter tone will be accessible to people with visual impairments.

- 3.4 Despite the changes, the Bolton Plan 2009-12 is visibly 'on brand'. The Communications and Marketing Agency is supportive of this innovative way of using the Bolton Brand in a black and white context.
- 3.5 The new design concept and the move to greater electronic distribution combine to reduce the cost of producing the Bolton Plan by almost two thirds. This year's anticipated cost is £2,207.70 in comparison to last year's cost of £6,594.20. The cost includes design work; the creation of an electronic 'Zmag' document and PDF; and a print run of 250 copies.
- 3.6 The move to greater electronic distribution and the use of recycled and natural materials for the printed versions will help to demonstrate our commitment to environmental sustainability.
- 3.7 Headline facts about the resource savings are included throughout the Plan. These will be tailored appropriately for the paper and electronic versions.

#### **4.0 Recommendations**

- 4.1 It is recommended that Council:
- i. Approves the publication of the Bolton Plan 2009-12;
  - ii. Notes the cost saving made by using the new design concept and electronic distribution;
  - iii. Reviews and comments on the performance made against the targets in the Bolton Plan 2008-11.

## **Appendix 1: The Bolton Plan 2009-12**