

LGA Peer Challenge 2023

Preston City Council Response Plan

Area of Focus	Timescale/ Resources/ Lead
<p>Develop a new Vision and Prioritisation for the City</p> <p>Undertake an engagement and visioning piece of work. Setting out our vision for the City through to 2035. To include consultation with residents, engagement from Leader and Cabinet on social media</p> <p>Undertake a scoping exercise to understand the opportunities to progress Community Wealth Building in Partnership – working with CLES</p> <p>Undertake priority setting workshops with the LGA</p> <p>Develop a new Preston Strategy to 2035 or other date for long term vision supported by three-year delivery plans</p> <p>Develop a series of options for Guild 2032 Legacy Projects</p> <p>Provide additional capacity to deliver a review of Council Strategy and Transformation. Head of service role and additional capacity through graduate and apprentice roles.</p> <p>New Corporate Plan to be supported via a series of new or redeveloped key strategies as set out below:</p> <ul style="list-style-type: none">• Refreshed CWB building strategy:• Cyber, Digital and ICT Strategy• Health and Wellbeing Strategy• Youth Strategy• Comms Strategy• Homeless and Housing• Equality and Diversity	<p>Commence Feb 24</p> <p>September 24 Complete</p>

<ul style="list-style-type: none"> • Asset Management Strategy • Engagement • Workforce • Transformation Strategy: workforce, assets, payments, mobile working, spatial planning, data warehousing. Efficiencies, Savings and Income • Harris Quarter Mobilisation • Nighttime Economy Strategy <p>Undertake a State of the City Review- setting out data, challenges, opportunities, vision for the City</p> <p>Undertake a series of Listening Workshops including-</p> <ul style="list-style-type: none"> • Residents • Business • Anchor Partners (CWB) • UCLAN • VCFS • Trade Unions <p>Develop an aspiration and delivery timeline for the City. See appendix one.</p>	
<p>Preston Anchor Partnership</p> <p>Create a Preston Anchor Partnership– made up of key stakeholders. Chaired by the Leader of the Council, with key stakeholders including NHS Partners, University, PCDN, Business Leaders, voluntary and community sector reps, police</p> <p>To consider: issues including the role of anchors in the future of the city, UKPSF, CWB, Vision and Priorities, Housing, Events Programme, mapping out shared organisational and city priorities.</p> <p>To meet six-monthly commencing April/ May 2024</p>	<p>April/ May 24</p>
<p>Communications, Marketing and Engagement</p> <p>Develop a corporately led Communications, Engagement and Marketing Strategy. Including mechanism to capture outputs,</p>	<p>Sept 24</p>

<p>outcomes and key stories from across the organisation that demonstrates the Council's delivery against the vision and priorities.</p> <p>To include a specific CWB engagement plan, social media engagement, staff and VCFS engagement</p>	
<p>Capacity and Workforce</p> <p>Start a Staff Survey and cross organisational workshops</p> <p>Develop a Workforce Strategy for Preston city Council which reflects our roles as a community wealth building city and organisation and incorporates the following factors:</p> <ul style="list-style-type: none"> • Leadership, Values and Culture • Becoming an employer of choice • Recruitment and retention • Recognition and reward • Succession and Progression planning • Community Wealth Building • Equality and Diversity • Performance framework • Wellbeing to include sickness prevention/reduction 	<p>Feb 24</p> <p>October 24</p>
<p>Transformation and Capacity Management</p> <p>Develop a transformation strategy and innovation steering group/business unit reporting to the lead Cabinet Member</p> <p>To consider a series of proposals for targeted investment to manage risk or explore opportunities to deliver savings, increase income or improved outcome through investment.</p>	<p>Initial meeting March 24</p>
<p>Data and Performance Management</p> <p>Implement a whole council strategic approach to the use of data and performance management, which actively informs decision making, supports the management of the business and ensures a focus on the delivery of priorities</p>	<p>April 24</p>

<p>Develop a Data and Performance Management Framework and associated reports to be managed through Directorate Management Teams and fed into CMT and Cabinet on a quarterly basis.</p> <p>Develop a series of performance task and finish groups to address the following issues:</p> <ul style="list-style-type: none"> • Council Tax collection • Recycling • Levels of agency spend- invest in WF strategy • Sickness Absence • Housing pressure • Payments • Cyber force/Digital 	
<p>Strategic Asset Management</p> <p>Implement a strategic asset management plan to support the transformation agenda, which maximises income and savings to support the Council's service delivery and the use of the council's estate for social and environmental benefit</p> <ul style="list-style-type: none"> • Maximising income to support the delivery of services • Exploring CWB in asset management • Exploring the roles of the community and voluntary sector in Strategic Asset Management • Consideration across operational and investment assets 	<p>March 25</p>