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Fy Nghyf / My Ref: CM30117

Eich Cyf / Your Ref:

Dyddiad / Date: 12th March 2015

Councillor David Groves
County Hall
Atlantic Wharf
Butetown
Cardiff
CF10 4UW

Annwyl / Dear David

Scrutiny - Cassc 4 February 2015

Thank you for your letter dated 10th February 2015.

In line with our commitments as a Co-operative Council, the development of the 2015-17 Corporate Plan has been as open as possible, offering key stakeholders early and meaningful opportunities to engage with the document. The development process has been thorough and inclusive, involving early consideration by the Policy Review and Performance Committee, an all member engagement session and the more recent consideration by all scrutiny committees, which is welcome.

In a departure from previous Corporate Plans, which were structured around individual Cabinet portfolios, the draft Corporate Plan for 2015-17 is structured around the administration's four priorities. This approach has been adopted to more strongly emphasise the key priorities and make clear that in the current financial climate it is necessary to have a clear focus on a small number of priorities, particularly in areas where significant change or improvement is required. As a consequence, a number of Cabinet Members will be responsible for contributing to each priority and improvement objective. Clear lines of accountability have been maintained within the Corporate Plan, which was recognised by the Welsh Audit Office as a strength of the 2014-17 Corporate Plan. Where there is a clear need for collaborative work across portfolio areas, Cabinet Members will take a shared lead. For most commitments however, there is a clear and direct line of accountability to individual Cabinet Members.

ATEBWCH I / PLEASE REPLY TO:

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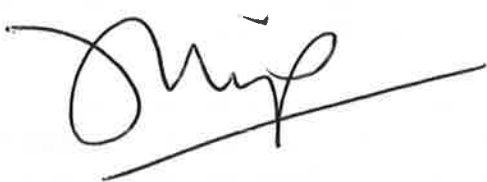
Because of declining resources the Council is committed, in line with our values, to prioritise services that support those who are in vulnerable situations, particularly children and older people. This term does not relate only to those who are statutorily eligible for receiving social services, and is a broader term to represent those in most need based on a range of indicators most relevant to the services being delivered. The aim is to target resources according to greatest need and for this it is necessary to consider a range of indicators.

To address the issues relating to language and terminology in the Plan a final proof will be done of the document to simplify, as best as possible, technical terms and ensure any inconsistency in terminology, which the Committee noted, is addressed.

With regards to performance monitoring, a strong focus will be placed on performance and improvement and already a number of measures have been put in place to strengthen performance challenge. The Corporate Plan 2015-17 has also been subject to a joint target setting exercise involving Cabinet Members and Directors, responding to Welsh Audit Office recommendations to establish clear targets for all National Strategic Indicators and Public Accountability Measures. Relevant Corporate Plan measures will also feature in the quarterly performance reports, whilst Directorate Delivery Plans will make explicit the contribution of individual services areas.

I also note your comments on the impact of budget proposal CMT8 on those pensioners affected. I would emphasise that those who engage with the Council are routinely made aware of the advice and support services available through the Community Hubs. This includes making individuals aware of how they can maximise their income, for example by ensuring they claim all relevant benefits as the committee noted.

Yn gywir,
Yours sincerely,

A handwritten signature in black ink, appearing to read 'Phil Bale', with a long horizontal line extending to the right from the end of the signature.

**CYNGHORYDD / COUNCILLOR PHIL BALE
ARWEINYDD, CYNGOR DINAS CAERDYDD
LEADER OF THE CITY OF CARDIFF COUNCIL**