

ANNUAL REPORT 2010/11

Submitted by: Head of Performance and Transformation

Portfolio: Customer Service and Transformation

Ward(s) affected: All

Members are requested to refer to the bound colour copies of the Annual Report circulated on 12 August 2011.

Purpose of the Report

To present to members the 2010/11 Annual Report, available on the Council's Internet, and raise awareness of its contents.

Recommendation

That the presentation of the Annual Report 2010/11 be received and debated.

Reasons

The Annual Report will provide information on the Council's performance, and resources used to deliver that, for the previous financial year in an easily digestible form.

1. Background

- 1.1 The production of an Annual Report reflects this Council's desire to promote external accountability. The report includes a summary of the accounts and explanation of key financial and performance information designed to be easily digestible to the reader.
- 1.2 The Annual Report is intended to give a reference which also allows citizens the opportunity to contact the Council for the information that sits behind it and to comment on the appropriateness of the report's design.
- 1.3 Previous consultation demonstrated a need for a summary of the financial statements. The version used is based on a mixture of graphical information.
- 1.4 This is our fifth Annual Report and covers the period from April 2010 to March 2011. It is an important document because it summarises the council's services and financial performance for the year in delivering our key priorities for the borough.
- 1.5 Previously more technical documents were used to present information to the Council: the Statement of Accounts and the Council's Performance Plan. The idea is to give a user friendly and readable summary of the key activities for activities in the year, with the four priorities as the main headings.
- 1.6 The report is being published mainly on our website with links to other published information. Copies have been printed for elected members and more are available on request.

2. Issues

- 2.1 The detailed report was sent to all members on 12 August as a bound hard copy.
- 2.2 These are some examples of positive aspects to 2010-11:-

- (i) The new Jubilee Centre, a superb new health and well-being centre with state of the art facilities, is largely completed.
- (ii) There is a generally good performance on crime and anti-social behaviour: we have reduced key crime statistics and have won 'White Ribbon Status' for tackling domestic violence.
- (iii) The new system of recycling and waste is continuing to run effectively while delivering the desired savings.
- (iv) We have invested £2 million in the refurbishment of Midway multi-storey car park.
- (v) We formed a town centre partnership development group and an events sub-group.
- (vi) We helped develop affordable housing schemes in Silverdale and Lower Milehouse.
- (vii) We have launched the NHA Options service to give people more choice over social rented homes and helped customers make more informed decisions over their housing options.
- (viii) The Council has again kept Council Tax low.
- (ix) While the following results are more about us as a council, they reflect our determination to perform highly but efficiently and economically for our citizens.
- (x) We have been recognised with 6 "Green Flag" national awards for parks and green spaces, more than any other Staffordshire Authority.
- (xi) We won the small city category in "Heart of England in Bloom" and achieved a gold standard yet again, plus a silver gilt medal at the Royal Horticultural Society Tatton Show.
- (xii) Our Customer Services staff have been recognised for their excellent service to residents.
- (xiii) We kept our Investors in People Gold Standard.
- (xiv) We reduced days off with sickness to an average of 7.33 days – a massive change compared with 12.16 in the year 2006-07.
- (xv) We won the West Midlands Leaders Board Member Development Charter.

3. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 3.1 The Annual Report identifies clearly with the Sustainable Community Strategy and Corporate Priorities in terms of performance achieved and planned for the following year.

4. **Legal and Statutory Implications**

- 4.1 There is no legal requirement to produce this plan, but it is generally regarded as best practice.

5. **Equality Impact Assessment**

There are no differential equality impacts identified within this report.

6. **Financial and Resource Implications**

- 6.1 The production of the document has been met from within existing resources and efforts to reduce printing costs continue.

7. **Major Risks**

- 7.1 The Annual Report includes unaudited financial data, it is unlikely that this will change significantly once audited, but there is a slight risk. This is mitigated by following appropriate accounting practices and legislation.

8. **Background Papers**

Statement of Accounts 2010/11
Annual Report 2010/11