

30th June 2023

WLGA CORPORATE STRATEGY 2023-2027

Purpose

1. To present the WLGA's Corporate Strategy for 2023-2027.

Background

2. The Corporate Strategy outlines the WLGA's values, aims and priorities and its organisational approach to business. The Strategy provides the framework for the development of annual business planning and organisational approach to engaging with members and developing relations with partners. The WLGA's values, aims and priorities are reflected in all the organisation's campaigns and representative activity.
3. The WLGA's previous Corporate Strategy 2019-22 was endorsed by the WLGA Council at the Annual General Meeting in June 2019.
4. Members will be familiar with their own council's corporate plans or strategies, which typically outline the council's vision, purpose and priorities, which are set in the context of the Seven Wellbeing Goals.
5. The LGA does not have a corporate strategy, but instead publishes a three-year business plan which outlines its purpose and priorities, its organisational approach and corporate commitments as an employer and service delivery as well as the strategic aims of the organisation. The LGA's business plan is reviewed annually to ensure currency and relevance.

WLGA Corporate Strategy

6. The WLGA's new Corporate Strategy (ANNEX 1) was agreed by the WLGA Executive Board at its meeting in Aberaeron on 26th May following discussion of the recent Senior Management Review. The Executive Board approved all of the Review Recommendations which included an agreement to further consider the WLGA's governance and business planning arrangements at member meetings and workshops during the Summer and Autumn. It was agreed that the Corporate Strategy should be reviewed following these discussions and that further reviews should be initiated to at agreed intervals to ensure that the Strategy continues to be relevant in very dynamic and changing circumstances and is always fit for purpose.

7. A key feature in the coming years will be the Association working with and responding to the requirements of the UK Covid-19 Inquiry to ensure the views and experiences of councils in Wales are heard.
8. The WLGA's core aims can be summarised as:
- A commitment to reform, continuous improvement and partnership;
 - Fair and flexible funding; and
 - Commitment to the principle of *subsidiarity*.
9. In seeking to achieve the above aims, the WLGA also:
- Promotes the role and prominence of councillors and council leaders;
 - Ensures maximum local discretion in legislation or statutory guidance;
 - Promotes sector-led improvement;
 - Encourages a vibrant local democracy, promoting greater diversity; and
 - Supports authorities to effectively manage their workforce.

Recommendations

11. The WLGA Council is invited:

11.1 Comment and endorse the WLGA Corporate Strategy 2023-27.

Author: Dr Chris Llewelyn
Chief Executive

Tel: 029 2046 8600

E-mail: chris.llewelyn@wlga.gov.uk