

Consumer Focus Board

Paper 7.1

Title: Direction for Annual Planning

Purpose: For approval

Date of meeting: 6 July 2010

Responsible officer: Mike O'Connor

Prepared by: Adam Scorer

Attachments: Annex A: Consumer Focus – what are we planning for?

1 Overview

- 1.1 Our planning cycle provided for an All-Boards meeting in summer to give direction and priority to the development of a draft Annual Plan. With that meeting deferred until November, and the annual planning round due to begin in July, SMT proposes a number of statements that will give the initial phases of the planning round greater focus.
- 1.2 The purpose is to ensure that this initial planning allows us to develop proposals that are relevant to the current environment in which we operate, are more driven by outcomes for consumers and are more likely to identify clear corporate priorities in 2011/12.
- 1.3 Staff have told us that, while they are confident about their own work areas, they feel a lack of corporate direction on the objectives of the organisation. Staff need to accept and engage with the complexity, and sometimes tensions, of being a cross economy consumer advocate needing to behave in different ways in different circumstances. Across the UK we operate in differing environments and we need to maintain the flexibility necessary to allow us to do so successfully.
- 1.4 We will begin the process of engagement with a series of mission and direction statements about Consumer Focus that also answer some of the questions that we had intended to put the All Boards meeting if it had been held in July.
- 1.5 The statements do not represent changes to the Consumer Focus mission, values or objectives. They are intended to be a starting point for the annual planning process so that staff can consider areas of focus for the next Annual Plan.
- 1.6 Working with the Annual Plan sub-group we will return to the Consumer Focus Board and the November All-Boards meetings with a draft annual plan for agreement and a proposition regarding the mission, values and objectives of Consumer Focus.

2 Action for the Board

- 2.1 The Board is asked to **NOTE** Annex A and consider the key issues set out at 2.2 and 2.3 overleaf/

The key issues

- 2.2 Do the statements enable Consumer Focus staff to consider over the summer months how potential work areas might fit with our corporate planning priorities?
- 2.3 Will the statements help Consumer Focus staff to engage with our mission for consumers?

3 Resources

- 3.1 There are no resource implications to this paper

4 Next steps

- 4.1 Annual Planning Cycle