

Title: Timeline for Corporate Planning 2010 / 2011

Purpose: For Approval

Date of meeting: 05/07/2009

Responsible officer: Ed Mayo

Prepared by: Chris Rawlins/Mark Steinmeyer

Attachments: Annex A: Timeline for Corporate Planning 2010 / 2011

1.0 Overview

- 1.1 The Performance Programme, termed “**Pride and Performance**,” defines an annual Corporate Planning Cycle for Consumer Focus to develop and execute strategy around four key stages: **Development, Translation, Delivery and Monitoring**. Each stage of the cycle involves specific activities, which examine the internal and external environment and results in the production of the organisation’s key corporate documents including the 3-Year Corporate Plan (High-level Strategic Framework) and the Annual Plan (Forward Work Programme).
- 1.2 The Corporate Planning Cycle was developed to systemise the way Consumer Focus plans for and delivers activity in a manner that promotes a universal understanding of “what Consumer Focus is trying to achieve”, so that decisions can be made organisation-wide, across nations, in support of a common vision of success. As such, the framework provides structure, direction and focus, leading to an increased organisational capacity to benefit consumers.

2 Action for the Board

- 2.1 The Board is asked to **approve** the proposed activity timeline for the 2010/2011 Corporate Planning Cycle.
- 2.2 The Board is asked to **approve** the name change of the High-level Strategic Framework and Forward Work Programme to the “3-Year Corporate Plan” and “Annual Plan”, respectively. This changes is considered non-contentious change and has the full support of SMT. In order to meet the requirements of Clause 5 of the CEARA 2007, the inside cover of the next Annual Plan will explain that the document meets the Consumer Focus’ requirement under the Act to produce a “Forward Work Programme.”

3 The key issues

3.1 Consumer Focus needs to manage the Corporate Planning Cycle to an agreed timeline to ensure the successful development and release of its 3-Year Corporate Plan (High-level Strategic Framework) and Annual Plan (Forward Work Programme) according to the specification and deadlines set out in the finance agreement with BERR.

3.2 Key to the success of Corporate Planning Cycle is the usage of consistent, appropriate terminology. To ensure clarity and to bring Consumer Focus into alignment with external best practices, for the next planning cycle the High-level Strategic Framework and Forward Work Programme will be re-termed the “3-Year Corporate Plan” and “Annual Plan”, respectively.

4 Proposal

4.1 Annex 1 outlines the proposed timetables for the 3-Year Corporate and Annual Plan.

5 Resources

5.1 The Head of Strategy, Chris Rawlins, and Strategic Planner, Mark Steinmeyer, will manage the Corporate Planning Cycle, within the Pride in Performance Programme.

6 Next steps

6.1 The 2010/2011 Corporate Planning Cycle is set to begin in June, which will result in the creation of a 3-Year Corporate Plan (formerly the High-Level Strategic Plan) and an Annual Plan (formerly the Forward Work Programme).