

SOUTH EAST ENGLAND DEVELOPMENT AGENCY

BOARD MEETING ON 18 JUNE 2009

ITEM 9

CORPORATE RE-PLAN

Recommendation

The Board is invited to **ENDORSE** the draft Corporate Plan Refresh document submitted to ministers for approval and **CONSIDER** whether further changes are required prior to publication.

Background

1. Board members agreed broad proposals for re-shaping and focusing delivery of SEEDA's Corporate Plan at their March meeting. The Executive team undertook to undertake a process of consultation and dialogue with key partners to develop further the proposals and report back on any consequent changes to the implementation of these proposals.

Progress

2. The initial round of consultation has been completed with no major changes to the proposals put before Board members at their March meeting. Executive Directors will report back verbally on progress.
3. In light of this outcome, a draft document refreshing the Corporate Plan has now been submitted to the Department for Business, Innovation and Skills, and this is attached with Board members' comment and endorsement. The document largely translated the proposals put before the March Board meeting into the format required by Government departments.
4. It should however be noted that the current financial summary on page 19 of the document adopts a format that reflects the categories of the Treasury's Public Value Programme. This format is not immediately transparent to those familiar with SEEDA's programmes and this will be addressed in the final version. In order to assist Board members to interpret the implications of this financial summary, Julie Anderson will present updated versions of slides originally shown at the March Board meeting, illustrating SEEDA's funding plans by function and sub-region.
5. Absent from the attached draft is a revised summary of Corporate Plan outputs and outcomes. This is currently being completed, and a review highlighting major changes will be presented to Board members at the meeting.

Next Steps

6. Subject to any comments from Board members regarding the style and content of the draft document, a final version will be prepared in the coming weeks to take account of any comments from Government Departments, ready for publication during July.

Communications

7. It is proposed that print and electronic versions of the final refreshed Corporate Plan are prepared, together with a summary. These will be disseminated to partners supported by key messages, while all staff will also receive key messages to ensure a consistent approach across SEEDA.

Author



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