



**COUNCIL MEETING**

**22 March 2018**

**MAKING GATESHEAD A PLACE WHERE EVERYONE  
THRIVES**

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**Sheena Ramsey, Chief Executive**

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**EXECUTIVE SUMMARY**

1. The purpose of this report is to seek approval of a new strategic approach Making Gateshead a Place Where Everyone Thrives.
2. With two years left on the lifespan of the current Council Plan 2015-2020, the opportunity was taken to undertake a mid-term review to ensure the Council continues to get the best outcomes for local people and remains a viable and sustainable organisation.
3. The new strategic approach provides a framework to demonstrate how the Council will work and make decisions in the future which will be policy and priority led.
4. A consultation on the new approach was held over three months with the overall response very positive and supporting of the new approach, and highlighted the need for a continued effort in clear communication.
5. It is proposed to supersede the Council Plan 2015-2020 with the new strategic approach, Making Gateshead a Place Where Everyone Thrives. It is also proposed that the Council's corporate performance management framework is reviewed to ensure appropriate measures are in place to ensure delivery.
6. The Cabinet has considered the facts and issues arising from the report including alternative options and took all relevant advice before formulating their recommendation.

**RECOMMENDATION**

7. It is recommended that Council approves Making Gateshead a Place Where Everyone Thrives.