

## Corporate plan 2018/19 structure – DRAFT v.1

*NB: this is a starting point for discussion – section headings etc will be refined as content is drafted*

Section	Sub-sections	Summary of content
Contents		
Foreword (Cllr Hinchcliffe/Ben Still)		Foreword summarising the key messages from the 2018/19 plan
<b>Introduction</b>	About the Combined Authority	Summary of who we are, what we do and how we work with our partners
	Our vision	The difference we want to make to the region
	The wider context	The particular opportunities and challenges we need to address
<b>Looking back: what we've achieved already</b>	2017/18 in summary	Our headline achievements from the past year organised by theme (see below for list of themes) – both what we have achieved directly, and have enabled our partners to achieve
	Progress against our Key Performance Indicators (KPIs)	To discuss whether we have this as a separate sub-section or wrap up within the achievements section
	How we spent our money in 2017/18	Top-level pie chart summarising how we spent our money (by theme over the past year)
<b>Looking ahead: what's coming</b>	Where we want to be in three years' time	Our three-year vision and what people can expect to see in three years' time
	Over the next 12 months...	Top-level summary of our 2018/19 business plan, setting out in simple terms what we will deliver, organised by the themes below
	A strong economy	How we will improve productivity and boost economic growth (to include business growth, trade and inward investment, business skills, innovation and productivity, key sectors)
	Growth that benefits everyone	How we will ensure everyone in our region benefits from a strong, successful economy (to include skills, inclusive growth, accessible transport services)
	21 <sup>st</sup> Century transport	How our work this year will help develop the modern, efficient transport network our region needs to thrive (to include major transport infrastructure projects, policy development and participation in Transport for the North (TfN) and other initiatives, and high-quality, responsive transport services)

	Great places to live and work	How we will improve quality of life in our region by transforming places and our environment (to include housing, regeneration and development, environmental resilience/ green infrastructure, spatial planning, digital connectivity)
	The powers and funding to succeed	How we will champion our region nationally and internationally to secure the investment, powers and other resources we need to realise our ambitions (to include: devolution, policy and strategy work, promoting the region's successes)
<b>Delivering our priorities</b>	Transforming our organisation to meet our objectives	How our organisation continues to modernise to play its full part in meeting the region's ambitions (to include enabling role played by Corporate Services, organisational structure and our people)
	2018/19 budget and funding	A simple narrative about where our 2018/19 funding comes from and how we will spend it (including simple pie charts illustrating income and expenditure)
	Governance and transparency	Our governance structures and efforts to ensure we are the most transparent combined authority in the country
	Working with our partners	How we work with our partners to achieve the region's ambitions
	Measuring success	Overview of our KPIs
<b>Get involved</b>	Contact details	

### Communications and engagement:

A full plan will be developed, setting out how the corporate plan will support our communications and engagement objectives as an organisation. To include:

- Clear, measurable communications and engagement objectives
- Target audiences and key messages
- Communications approaches and collateral appropriate for each target audience (NB. We will not be able to meet the needs of every audience through a single document. We are likely to require a combination of other tactics, for example a short, public-facing "pocket guide" for members of the public, stakeholder briefings/ events, social media and other digital assets, e-communications, media messages and internal communications/ collateral to achieve the agreed objectives)
- Metrics

NB. Purdah will mean that external communications and engagement activity will need to take place from mid-May onwards