

# GOWM Corporate Plan Update - Key Objectives 2009/10



Ian Austin  
Regional  
Minister

Trudi Elliott  
Regional  
Director

**Representing Central Government in the West Midlands we work with partners in the region, Ian Austin the Minister for the West Midlands and Ministers in Whitehall to build thriving communities, attractive places in a prosperous economy. We advise and guide local and regional organisations on implementing Government policies and initiatives, providing feedback to Ministers to inform future policy.**

## Our Key Objectives for 2009/10

Our strategic priorities for the coming year look to bring real value to our region. Detailed in this leaflet are key objectives for the Directorates that form the Government Office

For the office as a whole we will focus on the following priorities:

i) ensuring that the European programmes are properly closed and that European Audits are satisfied, ii) supporting Local Authorities and partners in those places where there is political or managerial instability; and iii) working with partners to ensure the region emerges as strongly as possible from the economic downturn.

We will support the Regional Minister, Ian Austin, on these issues. We will also co-ordinate the Government's response to the new West Midlands Regional Select Committee at its hearings during the year.

We are also working with some specific authorities to monitor and influence performance with regard to Children's services (Safeguarding) and we will be influencing local strategies and plans to ensure we influence key outcomes.

Finally, we aim to co-ordinate, in the most effective way, the regions' response in the event of an emergency.

Our Corporate Plan runs to 2011 and can be viewed at [www.gowm.gov.uk](http://www.gowm.gov.uk) our key objectives have been updated as follows:

### Places Directorate

- Promote and support the improvement and efficiency agenda in local government and Local Strategic Partnerships, by embedding the GO role in the wider performance framework and supporting the drive for sector led improvement.
- Co-ordinate any formal improvement activity and intervention that is required with local government in the region, including ongoing support to Stoke-on-Trent
- Review 14 Local Area Agreements (LAAs) and contribute to the development of Multi Area Agreements (MAAs) in the region.
- Develop a good understanding of the localities in the region and use that intelligence to assess their strengths, weaknesses, opportunities and threats arising from national, regional and local policy and events.

### Community Safety Directorate

- Oversee implementation across the region, and inform the ongoing development, of Government's Counter-Terrorism Strategy - CONTEST.

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- Ensure safer, stronger and cohesive communities across our region, providing advice, support and intervention as required.
- Ensure that regional arrangements are in place to respond to, and recover from, serious potential incidents, as identified in national, regional and local risk registers.
- Bring the 2000-2006 ERDF and ESF (Objectives 2 and 3) programme to successful closure, thereby safeguarding programme funding for the region.

## Economy, Europe and Organisational Development

- To manage the Department for Business, Enterprise and Regulatory Reform (BERR) agenda in the region and work with the Regional Minister and colleagues across the GO and in the region to ensure it is understood and prioritised across West Midlands thinking - in particular to tackle the recession.
- Achieve successful closure of the European Programmes in 2010 by paying all claims by September 2009.
- Working in close partnership with Department for Work and Pensions (DWP) and Communities and Local Government (CLG) to contribute to policy formulation on, and share evidence of effective local responses to, the key issues of Worklessness and economic inclusion
- Delivering an organization fit for purpose whilst living within the budget

## Regional Directors Unit (RDU)

- Satisfying the requirements of the WM Regional Select Committee.
- Manage and support the transition of the Review of Sub-National Economic Development and Regeneration (SNR) in the region, ensuring those institutions affected continue to contribute to achieving the Government's targets.
- Represent Department for Culture, Media & Sport (DCMS) policy interests in the region including contributing towards the WM planning activity related to the 2012 Olympic Games and Paralympic Games.
- Supporting the Minister for the West Midlands in promoting the region's interests.
- Manage the internal functions of the Regional Director's office.

## Sustainable Futures Directorate

- Ensuring the Regional Spatial Strategy (RSS) revisions and Single Strategy are completed efficiently in the context of both national and regional policies and aspirations.
- Working with partners to ensure plans and programmes facilitate delivery of sustainable growth consistent with the RSS and Regional Economic Strategy (RES) and mainstream rural proofing.

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- Helping partners to understand the implications for the region of the Department for Transport's "Delivering a Sustainable Transport System" and maximising the resource opportunity which this presents.
- Working with and through regional partners to deliver against the regional climate change action plan.
- Working with regional and local partners, including the Homes and Communities Agency, Advantage West Midlands, local authorities and housing associations, to minimise the impact of the current economic circumstances, unblock development sites and prepare for the recovery

## Children & Learners Directorate

Working to implement the Children's Plan whilst supporting and challenging local Children's Trusts to deliver the priorities set out in their Children and Young People's Plans and Local Area Agreements, in particular:

- Supporting the transfer of funding for training and education of young people from the Learning and Skills Council to local authorities, keeping children safe, implementing the 14-19 reforms and promoting healthy lifestyles and improving the health of children and young people.

## Public Health

- Provide Leadership and direction for the strategic public health agenda to improve health and well-being and tackle health inequalities, including the implementation of the Regional Health and Well-Being Strategy.
- Ensure delivery of key health programmes including: obesity, alcohol and tobacco.
- Joint working with Department of Business Enterprise and Regulatory Reform (BERR) on behalf of the Chief Medical Officer (CMO).
- In partnership with local government, support the implementation of the Government's Strategy for Adult Social Care work programme to include programmes for Offender Health and implementation of Local Improvement Networks.
- Lead on the negotiation of health and well-being and social care elements of LAAs in each area and input to LAA process.

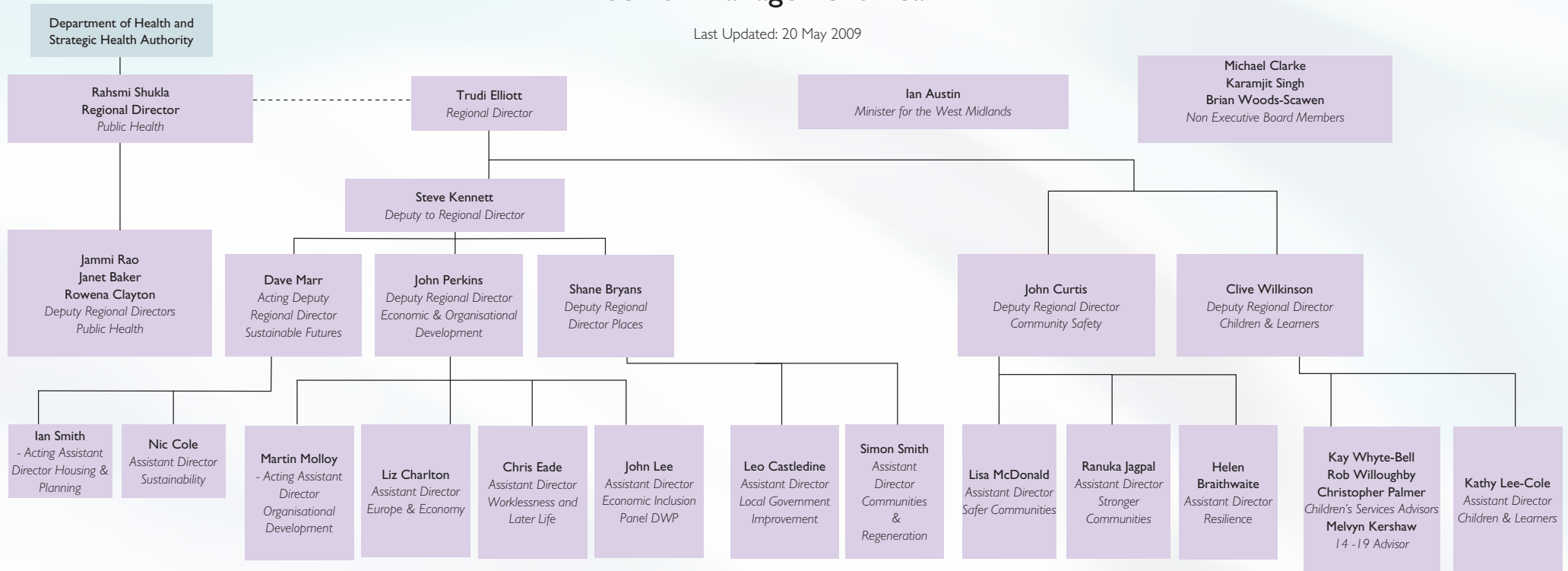
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## Senior Management Team

Last Updated: 20 May 2009



For more information on what we do visit our website [www.gowm.gov.uk](http://www.gowm.gov.uk)

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