

## Objectives for the Chief Executive 2018/19

1. Maintain the council's focus on strong financial control and project planning.
2. Lead the development of strategic planning to ensure the council has the most sustainable course for local key service delivery.
3. Following the Corporate Peer Challenge, take necessary steps to ensure continued improvement, including strengthening the council's corporate approach and communications.
4. Lead the development of plans and approaches to continue to improve outcomes and the performance of children's safeguarding.
5. Work closely with adults and wellbeing, to embed change and seek to manage within the demands and constraint of changing national policies.
6. Progress effective development of the economic master-plan, as a key tool to communicate with residents and encourage inward investment.
7. Develop specific approaches that will assist delivery of the new university, considering the economic benefits alongside the impact on council resources and its reputation.
8. Develop the relationship with health where this may lead to better joint-working and improved use of resources in social care.
9. Showcase the council as a great place to work, measured through an improvement in recruitment and retention.
10. Lead and develop relationships within and outside the council, to enhance the council's reputation and its ability to achieve its goals.