



Corporate Plan

2019-2023

Achieving Excellence in the delivery of high quality services that meet the needs and aspirations of our communities

Aim 1:

To help create a safer and healthier environment for our communities to live and work

Our key objectives for 2019-2023 are:

- Increased supply of good quality affordable homes
- Develop a positive relationship with communities
- Effective relationship with strategic partners
- Effective support of community safety arrangements including CCTV
- Provision of sports facilities and leisure opportunities focused upon improving health



In order to meet these objectives we will...

- ✓ Review the Sport and Physical Activity Strategy in order to integrate communities and sports clubs into the delivery of its objectives
- ✓ Develop and implement an ongoing indoor leisure facilities improvement plan focused on improving the health and wellbeing of residents
- ✓ Develop and implement an outdoor leisure facilities improvement plan focussed around the “sports village” concept
- ✓ Complete the review of the CCTV system and implement the agreed recommendations
- ✓ Develop a strategy for further development of affordable and specialist housing
- ✓ Develop a Private Sector Housing Strategy to improve conditions for homeowners and private tenants
- ✓ Review the Council’s community safety arrangements in order to maintain strong partnerships with community groups
- ✓ Refresh the Council’s Communications Strategy in order to ensure that there is a more effective dialogue with residents

Working with and supporting our partners we will seek to influence positive outcomes around...

- ❖ Reducing crime, the fear of crime and anti social behaviour
- ❖ Ensuring effective health provision particularly for the elderly
- ❖ Combating illegal money lenders such as loan sharks

Our key priorities will be...

- An increased supply of quality affordable housing
- Improved health
- Improved community safety

Aim 2:

To use resources effectively and provide value for money

Our key objectives for 2019-2023 are:

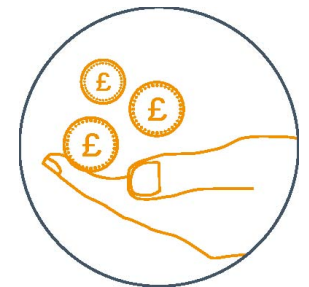
- Effective use of financial and other resources to ensure value for money
- Ensure our services are easily available to all our residents in the appropriate channels and provided “right first time”
- A high performing and well motivated workforce
- Effective procurement with a focus on local business
 - Effective use of ICT
 - More effective use of Council assets

In order to meet these objectives we will...

- ✓ Develop and implement a plan to identify new and innovative ways of generating income
- ✓ Implement the Council’s Efficiency and Rationalisation Programme
- ✓ Develop a new Organisational Development Strategy to ensure that our workforce is developed effectively
- ✓ Continue to embed good information management practices through the ASSURED framework
- ✓ Develop a new ICT Strategy to enhance and support the delivery of services
- ✓ Develop a new Procurement Strategy with a focus on spending money locally
- ✓ Develop an Access to Services Strategy to ensure that Council services are accessible to all
- ✓ Refresh and implement the Asset Management Plan, including a review of public estate, and ensure adequate facilities management arrangements are in place

Our key priorities will be...

- Providing value for money council services
- High levels of resident and customer satisfaction



Aim 3:

To help create a strong economy by supporting further regeneration of towns and villages

Our key objectives for 2019-2023 are:

- Encourage business start-ups and enterprises
- Flourishing town centres that support the local economy
- Encourage and develop tourism
- High quality development and building control with an “open for business” approach



In order to meet these objectives we will...

- ✓ Implement the Council's Growth Strategy to bring about the regeneration of towns and rural communities
- ✓ Develop a masterplan for bringing redundant mills back into use
- ✓ Support the development of Cornhill and improved rail links
- ✓ Support the development of the former Churnet Works site in Leek
- ✓ Develop a Tourism Strategy to maximise the positive impact to our communities
- ✓ Develop and implement plans to improve the public market operations
- ✓ Adopt a new Local Plan

Working with and supporting our partners we will seek to influence positive outcomes around...

- ❖ The provision of bus services which connect our villages with our three market towns for services, shopping and leisure
- ❖ Expanding the Growth Deal Partnership to provide inward investment
- ❖ Supporting the Churnet Valley Railway with their plans to bring trains back to Leek
- ❖ Improved access and traffic flows to our town centres

Our key priorities will be...

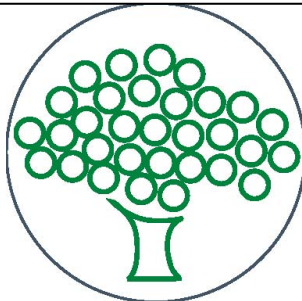
- Sustainable towns and rural communities
- Increased economic growth
- Increased tourism

Aim 4:

To protect and improve the environment

Our key objectives for 2019-2023 are:

- Effective recycling and waste management
- Meeting the challenges of climate change
- Provision of high quality public amenities, clean streets and environmental health
- Provision of quality parks and open spaces
 - Car parking arrangements that meet the needs of residents, businesses and visitors



In order to meet these objectives we will...

- ✓ Successfully deliver Phase 3 of the transfer of services to AES, to deliver ground maintenance services on behalf of the Council in order to achieve improved performance and value for money outcomes
- ✓ Develop a Climate Change Strategy and an action plan of response to a declared climate emergency
- ✓ Review the Council's waste and recycling arrangements to increase recycling and to respond to the emerging new national strategy
- ✓ Develop a plan to improve Brough Park and John Hall Gardens
- ✓ Identify and implement an approach to reduce the cost of country parks
- ✓ Develop a new Parking Strategy to ensure that our car parks meet the needs of residents and visitors
- ✓ Review the Environmental Enforcement Policy in order to take steps to further reduce environmental crime

Working with and supporting our partners we will seek to influence positive outcomes around...

- ❖ The provision of waste and recycling centres across the district
- ❖ The provision of accessible on-street parking

Our key priorities will be...

- High recycling rates
- Reduced carbon emissions

