



## **Staffs Moorlands Corporate Plan: 2017-2019**

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

**Aim One:** *To help create a safer and healthier environment for our communities to live and work* – measured through an increased supply of quality affordable housing, improved health and community safety.

Our key priorities are:

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



In order to meet these priorities we will...

- ❖ Develop a strategy for further development of affordable and specialist housing
- ❖ Develop and agree a new empty properties strategy
- ❖ Undertake detailed process benchmarking with high performing / low cost councils with a view to identifying value for money improvements around Housing Benefit processing
- ❖ Undertake a review of the current CCTV system to look at its cost-effectiveness in preparation for the expiry of the maintenance contract in early 2018
- ❖ Develop a scheme that supports the upgrading of security in vulnerable people's homes
- ❖ Support the Community Safety Partnership with improved provision of outreach workers for dealing with domestic violence
- ❖ Work with Staffordshire County Council and other partners to ensure an effective partnership with central government
- ❖ Help to ensure, through the scrutiny work programme, that partner service provision, particularly health provision for the elderly, is effective
- ❖ Implement the Council's new sport and physical activity strategy and carry out research into nil cost facility provision being achieved by other councils; in order to achieve improved health and value for money outcomes for the Staffs Moorlands

**Aim Two:** *To meet financial challenges and provide value for money* – measured through a balanced and sustainable medium term financial position, value for money services and high levels of resident and customer satisfaction.



Our key priorities 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
- More effective use of Council assets

In order to meet these priorities we will...

- ❖ Deliver the Channel Shift Programme
- ❖ Benchmark and review the Council’s approach to customer complaints as part of the introduction of a new automated management system for complaint handling and reporting
- ❖ Develop and implement a plan to identify new and innovative ways of generating income
- ❖ Refresh and implement the Asset Management Plan, including a review of public estate, and ensure adequate facilities management arrangements are in place

**Aim Three:** *To help create a strong economy by supporting further regeneration of towns and villages* – measured through sustainable towns and rural communities and increased economic growth.

Our key priorities are:

- Encouraging 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 priorities we will...

- ❖ Undertake detailed process benchmarking with high performing / low cost councils with a view to identifying value for money improvements for Planning application processing
- ❖ Implement the town deal in Biddulph in partnership with Biddulph Town Council
- ❖ Support the development of Cornhill and improved rail links
- ❖ Develop and implement plans to extend the public market operations in Leek and Cheadle
- ❖ Support the development of London Mill as part of a wider redevelopment scheme
- ❖ Implement the Growth Fund initiative to support small businesses

**Aim Four:** *To protect and improve the environment* – measured through high recycling rates, quality parks and open spaces, and clean streets.

Our key priorities are:

- Effective recycling and waste management
- Provision of high quality public amenities, clean streets and environmental health
- Promote environmentally sustainable policies and practices
- Provision of quality parks and open spaces
- Car parking arrangements that meet the needs of residents, businesses and visitors



In order to meet these priorities we will...

- ❖ Work with ANSA and Cheshire East to launch Alliance Environmental Services Ltd, our new joint venture company, to deliver waste, streets and grounds maintenance services on behalf of the Council in order to achieve improved performance and value for money outcomes Establish a developer open space contributions plan
- ❖ Identify and implement an approach to reduce the cost of country parks
- ❖ Develop a plan to improve Brough Park with Heritage Lottery Fund support
- ❖ Reduce the Council's energy consumption and associated costs (through the Asset Management Plan)