

Appendix 4

Summary DRAFT Council Plan 2010-13

Last year saw the first Council Plan covering the period 2009-12. The Council Plan will be rolled forward and updated on an annual basis to ensure the Council has a comprehensive business plan that is up to date and consistent with the annual budget.

The draft of the Council Plan 2010-13 is currently being finalised. As with last year, the opportunity has been taken to allow Overview and Scrutiny the opportunity to comment on a summary of the plan, so that comments can be incorporated in the final document.

The Council Plan is part of the Council's Policy Framework, as set out in the constitution. A completed draft of the plan will therefore be submitted to Business Support Overview and Scrutiny Committee on 2 February 2009, prior to consideration by Cabinet on 16 February and approval by Council on 25 February.

The Council Plan maintains the existing six key priorities and two core values that the council seeks to achieve over the period April 2010 to March 2013. In addition it sets the key outcomes that will be delivered under each priority or core value, although these outcomes remain largely unchanged from last year. The final document will include actions and measures of success under each of the outcomes. A summary of these priorities and outcomes is provided below.

Summary of the Plan

1. Achieving our Vision – Delivering Our Priorities

Medway has agreed six priorities that we want to achieve over the three year lifespan of this plan. These are:

- A clean and green environment
- Safer communities
- Children and young people having the best start in life
- Older and vulnerable people maintaining their independence
- People travelling easily and safely in Medway
- Everyone benefiting from the area's regeneration

In addition, we have two core values which set out how we will go about achieving these priorities:

- Putting our customers at the centre of everything we do
- Giving value for money

In our Annual Report 2008/9 we reviewed our progress toward achieving these priorities and core values and this plan sets out how we will continue to improve Medway as a place to live, work and have fun.

We are committed to improving the quality of life for all Medway's residents. The council places great importance on its dual role as both community leader and service provider - leading the transformation of Medway and providing high quality services for customers. We know, however, that some people need extra support and we will work with our partners to provide that, for example, for younger or older people who are vulnerable or who experience poor health and other outcomes. The physical regeneration of Medway will be accompanied by social and economic regeneration so all people will benefit from the changes taking place.

The following sections outline in more detail what we will do to deliver these priorities, and include the specific steps the council will take on its improvement journey. We will keep these actions under constant review, ensuring they are the right actions for Medway, and adapting them where necessary. We will measure our progress towards achieving these objectives to make sure we deliver on our promises, and report our findings at the end of each financial year in our Annual Reports.

Partnerships

Working in partnership with other public sector bodies and the voluntary and community sector is critical to our success. We constantly strive to make Medway a better place to live, work and enjoy. We recognise that no one public body can secure this improvement on their own, and therefore we are an active member of Medway's Local Strategic Partnership.

It is important that Medway's Local Strategic Partnership has a shared long term vision for the future of Medway so that all bodies, whether public, private or third sector, are working towards common goals. Our current Community Plan finishes in March 2010, and therefore the LSP are developing, a new Sustainable Community Strategy, which will set the shared strategic objectives for the partnership up to 2026. Alongside this will be a new Local Development Framework and a Local Transport Plan, which will support the aims of the Sustainable Community Strategy by ensuring that our planning, building, regeneration and transport infrastructure support its goals.

The council and its partners involved in Medway's Local Strategic Partnership are entering the final year of the Local Area Agreement. The agreement reflects the council's priorities for improving Medway and sets out the high level outcomes that local people, stakeholder organisations and central government want to see achieved by March 2011 as follows:

- Children, Young People and Families
- Health, Well being and Older People
- Safe and Strong Medway
- Economic Development Transport and Skills
- Regeneration, housing, environment and culture.

We will start work this year on our second Local Area Agreement, which will continue the delivery of these objectives for the period 2011-14.

However, some issues are not dealt with effectively within Medway alone. For this reason, we have worked with the partnerships in Gravesham, Swale, Medway and Dartford to develop the Multi Area Agreement which states how we work across these areas on the key issues of Economy, Housing and Skills.

Overview and Scrutiny Committees have a key role to play in scrutinising delivery of the Local Area Agreement targets. Work is underway to ensure that the Overview and Scrutiny Committees are positioned to be able to undertake in-depth reviews where this will assist the LSP and Partner bodies in the delivery of LAA outcomes to make a positive difference in Medway.

Our Priorities

2. A clean and green environment

Our commitment to the environment includes keeping the streets clean, recycling more rubbish and reducing carbon emissions. We will protect our existing green spaces in urban and rural areas, whilst continuing to invest to create parks that can be enjoyed by all. This will create an environment where people have opportunities to take more exercise to improve their health and wellbeing. We seek to plan and deliver our services in a sustainable way to protect the environment for current and future generations.

Key Outcomes:

- Make Medway a place where open spaces and outstanding natural beauty are only a step away.
- Manage Medway's waste sustainably, and reduce waste sent to landfill
- Improving the local street scene
- Reduce the carbon footprint and foster sustainable development in Medway

3. Safer Communities

We want people to be safe in Medway, and as important, to feel safe. Medway residents' perceptions of safety lag behind the actual levels of crime and disorder and we want to change that so people feel safe and confident. We will continue to work in partnership with the police, focussing on tackling serious violence, reducing antisocial behaviour and reducing repeat incidences of violent crime, including domestic abuse. We want to build safe, strong and cohesive communities.

Key Outcomes:

- Build strong communities by improving community cohesion
- Reduce antisocial behaviour, criminal damage and youth crime
- Reduce the fear of crime and improve public confidence
- Reduce repeat occurrences of violent crime, such as repeat offenders, location and victims
- Reduce substance misuse

4. Children and Young People having the best start in life

We want children and young people in Medway who are:

- safe and cared for,
- succeed in learning and
- thrive.

This will be championed by a confident and competent workforce and we will have arrangements in place to ensure:

- effective safeguarding
- integrated services and support
- timely and targeted interventions

5. Older and vulnerable people maintaining their independence

We aim to encourage and support healthy lifestyles and choice for all. We also aim to improve the quality of life for our residents. We have a key role to play in helping older and vulnerable people maintain their independence.

Key Outcomes:

- Transform our services so that social care is personalised and self directed to meet the needs of individuals
- Work in partnership with the PCT where appropriate to provide a seamless service to individuals
- Those with disabilities to achieve economic wellbeing
- Maintain the safety and dignity of vulnerable adults who need to receive care in a way that removes their liberty
- Improve the health of Medway's residents and promote healthy lifestyles

Please note that these outcomes are currently being reviewed by the new Assistant Director for Adult Social Care to ensure that they reflect our aim to be focussed on the needs of our service users.

6. People travelling easily and safely in Medway

We have a key role in supporting the development of a transport system that underpins the planned physical and economic regeneration of Medway. Our focus is on delivering improved public transport services, tackling congestion, and encouraging alternatives to the car. We will achieve this by delivering the actions identified in the Local Transport Plan, and reviewing our transport strategies through the annual monitoring report process.

Key Outcomes

- Limit the growth of traffic and tackle congestion, responding to the travel demands resulting from regeneration
- Keep people safe on our roads and reduce the number killed & seriously injured in road crashes

7. Everyone benefiting from the area's regeneration

We remain committed to developing the area so that all residents, businesses and visitors can benefit from regeneration, with social and economic regeneration and protection of heritage and the environment accompanying physical change.

Key Outcomes:

- Decent homes and living environments for all
- Medway as a 21st century riverside city and destination of choice
- Quality jobs for local people
- Realising everyone's potential
- Culture & leisure for all

Our Core Values

8. Putting our customers at the centre of everything we do

We aim to deliver the services our customers need and want, in the way that they want. Central to achieving this will be improving how we communicate with our customers and listening to their views

Key Outcomes

- All of our customers receive the service they want in the way that they want, regardless of their diverse backgrounds and qualities.
- Ensure our customers experience the best possible customer service through effective and efficient delivery.

9. Giving Value for Money

Providing high-quality, value-for-money services is central to the council's work. Managing our finances well is essential if we are to achieve that. We are proud that council tax levels are among the lowest nationally and that we want to continue to be independently judged as providing good value for money and as having good budget setting and monitoring systems.

Key Outcomes

- Improve efficiency and deliver value for money for our residents
 - Work proactively with partners to share services for greater efficiency.
 - Introduce systematic value for money assessments as part of service planning and monitoring to develop our efficiency culture
 - Ensure our procurement delivers the best value for the council