

Council Strategy Refresh 2023/24

Leader's Introduction:

This will be agreed by the Leader prior to publication.

Our vision:

Medway: Waterfront university city: connecting innovation, people, and place; driving growth for all

Our priorities and what we want to achieve:

We believe that concentrating our resources in these areas will lead to a better quality of life across Medway.

PEOPLE – Supporting residents to realise their potential

Outcome – Healthy and active communities

Why this is important – We want to support all of our residents, especially young people, to realise their potential through the provision of services and initiatives that will help Medway become an even healthier and safer place to live.

- Programme: Improving everyone's health and reducing inequalities

Outcome – Resilient families

Why this is important – Improving everyone's health and reducing inequalities, developing and improving Children's Services and continuing to strengthen our Early Help offer will support families to give their children the best start in life.

- Programme – Children's Services Improvement Plan

- Programme – The best start in life

Outcome – Older and disabled people living independently in their homes

Why this is important – We will support the people of Medway to live full, active lives; to live independently for as long as possible, and to play a full part in their local communities. We will continue to strengthen our arrangements to safeguard vulnerable adults.

- Programme – Improve support for vulnerable adults by working with partners and communities

Outcome – All children achieving their potential in education

Why this is important – We will raise aspiration and ambition through raising standards in education settings, improving the percentage of children in settings that are good or outstanding and engaging with young people. Implementing the actions of the

School Effectiveness Strategy will improve the quality of leadership, governance and teaching and help all children to achieve their potential.

➤ Programme – High quality education provision for all

Description – All children and young people with SEND are included in their local education community

PLACE – Medway: A place to be proud of

Outcome – A clean and green environment

Why this is important – We want Medway to be a place that residents and businesses are proud of. Maintaining a clean and green environment, enabling residents, visitors, and businesses to move around Medway easily by tackling congestion hotspots will enhance the public realm and street scene.

- Programme – Enhancing the public realm, street scene, parks and green spaces
- Programme – Replacing Medway’s streetlights
- Programme – Improving air quality in air quality management areas in Medway
- Programme – Climate Change

Outcome – Put Medway on the map

Why this is important – Built around our culture, tourism, and regeneration strategies. By building on what makes Medway unique - the river, our heritage and sporting legacy - Medway on the Map promotes Medway as a great place to live, work, learn and visit.

- Programme – Medway, a great place to live, work, learn and visit

GROWTH – Maximising regeneration and economic growth - growth for all

Outcome – A strong diversified economy

Why this is important – We want to ensure that Medway’s regeneration drives economic development to encourage new and existing businesses to grow in Medway, which will benefit residents through the creation of the new jobs and homes they need. By attracting high tech and science based businesses to relocate and grow in Medway, we are creating high skilled employment opportunities for our graduates; to retain local talent and create a strong mixed economy.

- Programme – Inward investment and business growth

Outcome – Residents with jobs and skills

Why this is important – We will work to promote jobs, skills and employability by equipping people with the skills needed to secure opportunities in Medway’s future economy. The Medway Skills Board, established in 2017, and Medway Adult Education learning programme, will boost local skills levels for those furthest from employment.

- Programme – Jobs, skills, and employability

Outcome – Preventing homelessness

Why this is important – By adopting a council-wide approach, we will support people and vulnerable families to access housing and get a foot on the housing ladder. Working with landlords and agents will support households to sustain their accommodation and prevent homelessness

- Programme – Preventing homelessness

Outcome – Delivering new homes to meet the needs of Medway’s residents

Why this is important – We will work to deliver new homes to meet the needs of Medway residents, through a council-wide approach. Progressing Medway’s local plan and working with developers will enable housing development on appropriate sites to meet our Medway’s successful growth.

- Programme – Delivering new homes to meet the needs of Medway’s residents

Outcome – Getting around Medway

Why this is important – Tackling congestion hotspots through transport and public realm improvements will enable residents, visitors and businesses to move around Medway easily.

- Programme – Tackle congestion hotspots by transport and public realm improvements

Our values:

Our values underpin everything we do. They guide our behaviour, decisions and choices in the way we design and deliver our services.

Financial Resilience

Why this is important – We will deliver efficient and effective services for Medway residents, businesses, and visitors. We will ensure that robust financial systems and processes are in place to manage financial risks and opportunities, and to secure a stable financial position that enables us to operate for the foreseeable future.

Digital Enablement

Why this is important – We will use digital as an enabler of everything we do by transforming the way we provide services, the way we work and the way we communicate. We will reach out to residents and businesses who lack the skills, infrastructure, and confidence to go online by providing them with support and assistance.

Creativity and Innovation

Why this is important – We will create a culture of creativity and innovation establishing a legacy of local pride, improving diversity and inclusion, and identifying new ways of providing services around the needs of our residents.

Tackle Climate Change

Why this is important – We will take action to tackle the local and global threat of climate change, both internally and in partnership with local organisations and residents, and to minimise its environmental impact by cutting carbon, waste, and pollution.

Working together to empower communities

Why this is important – We will work together and in partnership with everyone that has an impact on the lives of our residents and businesses. We will strengthen collaboration between members of our communities, businesses, universities and the voluntary sector to maximise resources and knowledge.

Child-friendly

Why this is important – We will improve the lives of children by ensuring their voices, needs, priorities and rights are an integral part of our strategies, policies, programmes and decisions.

Key facts:

These will be agreed with Directorate Management Teams prior to publication.

Opportunities and challenges:

These will be agreed with Directorate Management Teams prior to publication.