

**TO: THE EXECUTIVE  
11 MARCH 2014**

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**SERVICE PLANS 2014-2015  
Chief Executive**

**1 PURPOSE OF REPORT**

- 1.1 To agree the Key Actions to be contained in the Service Plans 2014-2015.

**2 RECOMMENDATION**

- 2.1 That Executive agree the proposed Key Actions to be contained in the Service Plans 2014-2015, as set out in Appendix A**

**3 REASONS FOR RECOMMENDATION**

- 3.1 The Council's Medium Term Objectives and Key Actions are reviewed each year to ensure they reflect any changes in circumstances affecting the borough's residents and businesses.

**4 ALTERNATIVE OPTIONS CONSIDERED**

- 4.1 None

**5 SUPPORTING INFORMATION**

- 5.1 The Council's Medium Term Objectives (MTOs) represent the central policy framework for action for the Council. They underpin service planning, resource allocation and are central to the Council's performance management arrangements. As such they guide and influence activities right down to the level of individual staff work programmes and appraisals.
- 5.2 Following the election of the new administration in May 2011, the Council adopted the following six priorities, supported by 11 MTOs.

A town centre fit for the 21<sup>st</sup> century

MTO 1. Regenerate Bracknell Town Centre

Protecting and enhancing our environment

MTO 2 – Protect communities by strong planning policies

MTO 3 – Keep Bracknell Forest clean and green

Promoting health and achievement

MTO 4 – Support our younger residents to maximise their potential

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MTO 5 – Work with schools and partners to educate and develop our children, young people and adults as life long learners

MTO 6 – Support opportunities for health and well-being

Create a borough where people are safe and feel safe

MTO 7 – Support our older and vulnerable residents

MTO 8 – Work with the Police and other partners to ensure Bracknell Forest remains a safe place

Sustain economic prosperity

MTO 9 – Sustain the economic prosperity of the Borough

MTO 10 – Encourage the provision of a range of appropriate housing

Provide value for money

MTO 11 – Work with our communities and partners to be efficient, open, transparent and easy to access and to deliver value for money

5.3 Each MTO is underpinned by a number of Key Actions which have been reviewed. Some are clearly time-related but most relate to the four year life of the Council, to ensure that they remain relevant and reflect any changes in circumstances.

5.4 The detail of the Key Actions and supporting sub-actions for 2014-2015 is shown in Appendix A which represents a challenging but achievable set of tasks for services across the Council. These have been developed by officers and Directors through departmental management teams and are supported by Corporate Management Team.

5.5 In addition, Members should note the following:

Key Actions which have been completed/deleted/refocused :

- 3.5 Increase the use of energy from sustainable sources.
- 6.5 Integrate the new responsibilities for Public Health within the Council.
- 7.2 Work with all agencies to ensure people feel safe and know where to go for help.
- 10.3 Continue to find ways to enable people to secure a suitable home.

New Key Actions proposed:

- 4.10 Children and Young People's Partnership provides the opportunity to develop and agree joint priorities for improvement.
- 6.11 Ensure that IT systems continue to be developed to improve the quality of people's lives and support and assist in business decisions
- 7.8 Support vulnerable people through continued provision of out of hours services

Revised Key Actions:

- 2.5 Take ~~appropriate~~ strong enforcement action against those that do not comply with planning law
- 6.8 ~~Preserve and promote~~ Support health & wellbeing through Public Health

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- 8.1 Continue to seek to reduce overall crime levels, focusing particularly on ~~domestic violence, sexual crimes and burglary~~, domestic abuse, Internet related crime, non-rape sexual offences, personal robbery, vehicle crime, violent crime and anti-social behaviour.
- 8.4 Work with a ~~newly elected~~ the police and crime commissioner to maximise the benefits to residents of the borough.

## 6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS

### Borough Solicitor

- 6.1 There are no specific legal issues arising from this report.

### Borough Treasurer

- 6.2 The Council's priorities, medium term objectives and supporting key actions establish the framework within which resources are allocated during the budget setting process.

### Equalities Impact Assessment

- 6.3 The key actions include the deliver of the Equality Scheme 2012-16 action plan and maintenance of the Achieving Level of the Local Government Equality Framework; delivery of which involves a wide variety of actions to advance equality of opportunity, eliminate discrimination and promote good relations.

### Strategic Risk Management Issues

- 6.4 The risks included in the Strategic Risk Register have been linked to the Medium Term Objectives to show those risks that may potentially impact on achievement of the Council's objectives.

### Other Officers

- 6.5 Other comments received are contained within the report.

## 7 CONSULTATION

### Principal Groups Consulted

- 7.1 None

### Method of Consultation

- 7.2 None

### Representations Received

- 7.3 None

### Background Papers

None

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