

**OVERVIEW AND SCRUTINY COMMISSION
22 JANUARY 2009**

**THE COUNCIL'S OBJECTIVES - 2009/11: ADDITIONAL PRIORITY ON ECONOMIC
PROSPERITY**

(Assistant Chief Executive)

1 INTRODUCTION

- 1.1 This report invites the Overview and Scrutiny Commission to endorse the proposals being made to the Council's Executive concerning the Council's Medium Term Objectives for 2009/11.

2 SUGGESTED ACTION

- 2.1 **That the Overview and Scrutiny Commission endorse the proposed revised Medium Term Objectives for 2009/11, as set out in Appendix 2 of the Executive report, attached, with particular reference to the additional priority concerning economic prosperity.**

3 SUPPORTING INFORMATION

- 3.1 In its report of January 2008, a working group of the Overview and Scrutiny Commission recommended a number of changes to the Council's Medium Term Objectives (MTO's) for 2008/11. The MTO's had been substantially revised following the local government elections, and the Council carried out a public consultation on the proposed MTO's. The report's recommendations were taken into account in the final proposals to Council.
- 3.2 The updating of the MTO's for 2009/2011 is less extensive than the previous changes, and there is to be no public consultation. The principal changes concern the addition of a sixth over-arching priority: to maintain economic prosperity. This priority is supported by three new MTO's: to promote the Borough's economic activity and potential; to promote workforce skills; and to limit the impact of the recession. In the report to the Executive, officers have advised that developments over the recent months have initiated discussions around the future effects of the global economic downturn on the Council's activities and on Bracknell Forest as a whole. As a consequence, it is proposed that the Council adopts the new priority. Underneath the MTO's are key actions, also detailed actions (which will be developed as part of Service Planning).

- 3.3 The Executive are being recommended, at its meeting on 20 January 2009, to recommend the revised MTO's to Council for adoption at their meeting on 25 February.

Background Papers

'Review of the Council's Medium Term Objectives' – a report by a working group of the Overview and Scrutiny Commission, January 2008.
Agenda papers for the meeting of the Council's Executive, 20 January 2009.

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Appendix 2

Proposed Medium Term Objectives and Key Objectives for 2009-2011

Priority One: a town centre fit for the 21st century

MTO 1: to build a vibrant Bracknell town centre that residents are proud of by:

- starting construction of the new retail, commercial, residential and leisure facilities
- delivering 200 new homes in and around Bracknell Town centre
- improving access to the new town centre by providing
 - extensive new parking facilities
 - a major package of junction improvements
 - more bus lanes and a "park and ride" scheme
- constructing and opening a new Bracknell library, Civic offices and a high quality 'Jubilee Gardens'
- ensuring local people gain the skills for employment in the new town centre
- improving perceptions and vibrancy of Bracknell town centre during redevelopment
- Assessing options for future accommodation for library, democratic function, customer services and offices
- adopting transformational business processes to support new ways of working in the new accommodation

Priority Two: protecting and enhancing our environment

MTO 2: To keep our parks, open spaces and leisure facilities accessible and attractive by:

- Restoring South Hill Park grounds
- Improving the quality of the countryside and open space by targeted projects and by engaging the voluntary sector
- Implement the cultural strategy, to maintain and improve the quality of life in the Borough
- Review and update the Parks and Open Spaces strategy

MTO 3: To promote sustainable housing and infrastructure development by:

- Producing a Local Development Framework that protects the Green Belt and balances the demand for new housing with the need to protect the wider environment
- Using the planning regime to ensure that all new housing developments are matched by appropriate investment in infrastructure
- Implementing a strategy to mitigate the impact of development on the Thames Basin Heath Special Protection Area
- Implementing the Local Transport Plan
- Providing more choice for social housing applicants through the introduction of Choice Based Lettings Transport Plan
- Increasing the number of affordable houses in the borough, including directly funding 100 new units
- Implement the Housing Strategy to provide the right homes for the diverse housing needs of the community in Bracknell Forest

MTO 4: Keep Bracknell Forest clean and green by:

- Raising standards of landscape maintenance
- Raising standards of cleanliness in our byways, pavements and streets
- Keeping satisfaction in the streetscene above 75%
- Increasing recycling rates to 50% through the RE3 initiative
- Establishing a fast response team and increasing environmental enforcement activity to reduce the amount of litter in the Borough
- Developing a local climate change strategy by 2009, in line with the Nottingham Declaration
- Improving energy management in Council and school facilities
- Reducing the level of fly tipping in the borough
- Developing our joint waste strategy

Priority Three: promoting health and achievement

MTO 5: To improve health and well being within the Borough by:

- Developing and implementing a comprehensive health strategy for the Borough with partners, which identifies clear priorities and actions to address local health inequalities, and to improve health and well-being
- Working with health partners to secure more outpatient and diagnostic facilities in the borough
- Focusing on prevention, for example by increasing the number of adults participating in at least 30 minutes of moderate exercise per week
- Producing an annual report on public health
- Monitoring the ban on smoking in public spaces
- Working with health partners to improve mental health services for children and young people
- Enabling more people to remain in their own homes through the use of Telecare

MTO 6: To improve the outcomes for children and families through the Children and Young Peoples Plan by:

- Ensuring all schools are good schools and continuing to raise standards
- Making sure there are enough good school buildings for an expanding borough, including building a replacement for Garth Hill College
- Commissioning a wide range of 'extended services', including opportunities in music and sport
- Establishing six new childrens centres to give families access to integrated multi-agency services for young children
- Investing in new Youth facilities, and targeted youth support
- Helping schools manage behaviour and supporting young people at risk of exclusion from education, training or employment opportunities
- Setting up effective integrated services for children and young people with special educational needs and disabilities
- Improving the lives of children in care through better corporate parenting and effective commissioning of placements
- Putting in place new measures to ensure the safety and wellbeing of children and young people
- Implementing the Primary Capital Strategy and developing facilities in secondary and special schools
- Increasing the range of support available for parents by implementing the actions set out in the Parenting Strategy, 'Strong Foundations'
- Improving adult skills

MTO 7: Seek to ensure that every residents feels included and able to access the services they need by

- Appointing an Executive Member with specific responsibility for Community Cohesion and related strategies
- Using innovative methods of engaging local residents in decisions that affect them, particularly targeting 'hard to reach' groups to listen to their views
- Creating a new customer contact centre in Bracknell that allows people to access all services
- Improving support in schools for minority ethnic communities with English as an additional language needs
- Implementing a Disability Equality Scheme and Gender Equality Scheme and implementing the Council's Race Equality Scheme
- Increasing access to services by electronic means
- Implementing the Community Cohesion strategy and through the LAA focusing on the use of culture and sport to give people a chance to shape their sense of belonging and identity as members of their communities
- Working within the Bracknell Forest Partnership to show continuous improvement in equalities and diversity in the Council and its services, and to achieve level 3 of the Equality Standard.
- supporting the voluntary and community sector to increase levels of volunteering
- implementing the Bracknell Forest Partnership Community Engagement Strategy, to engage with residents to shape service provision
- Developing an action plan to support the implementation of the Community Empowerment legislation

Priority Four: create a borough where people are, and feel, safe:

MTO 8: To reduce crime and increase people's sense of safety in the Borough by:

- Working with the Crime and Disorder Reduction Partnership to reduce crime by 3% each year by 2011
- Reducing the number of people who fear crime by 10% by 2011
- Expanding the CCTV network coverage in the Borough
- Using the 'speedwatch' anti-speeding teams to reduce the incidence of speeding
- Reducing the number of people, particularly young people, abusing drugs and alcohol
- Publishing an action plan to Prevent Violent Extremism

MTO 9: To promote independence and choice for vulnerable adults and older people by:

- Modernising services for vulnerable adults and older people by reducing reliance on residential care and improving access to community based services
- Increasing the number of people having direct control of the budgets for their care
- Developing a Borough-wide Strategy for Older People
- Providing advice and support to vulnerable people to help maintain them in their own homes
- Providing support for carers through working with statutory and voluntary partners
- Reducing fuel poverty by reducing the number of cold damp homes of people receiving income based benefits living in homes with a low efficiency rating.

Priority Five: value for money:

MTO 10: To be accountable and provide excellent value for money by:

- Maintaining Council Tax levels in the lowest quarter of all unitary authorities

- Implementing a four year 'efficiency' programme to reduce spending to sustainable levels
- Creating clear accountable governance structures for working in partnership with other organisations in the Borough
- Working effectively with partners to improve the quality of life in the Borough
- Implementing the priority areas of the Service Efficiency Strategy to deliver savings and improve service operation
- Implementing the flexible working strategy to reduce accommodation requirements and improve service delivery
- Ensuring all council services provide value for money and make effective use of resources
- Implementing all appropriate actions to ensure staff are in place with the right skills and capacity to deliver service outcomes and maximise service efficiency
- Ensuring all Members have the appropriate skills and knowledge to carry out their role through implementing the Member Development Strategy

Priority Six: sustain economic prosperity:

MTO 11: To promote the Borough's economic activity and potential by

- Working closely with partners to produce a programme of local action to support the local economy
- Responding to the review of sub-national economic development and regeneration by working with partners to establish new regional Economic arrangements
- Publishing an economic assessment for Bracknell Forest
- Contributing to the objectives of the Berkshire Economic Strategy Board including the publication of the Berkshire Economic Strategy

MTO 12: To promote workforce skills

- Contribute to the development of an appropriately skilled workforce through Adult and Community Learning

MTO 13: To limit the impact of the recession

- Maintain invoice payment performance and our policy of paying all undisputed invoice payments within the terms agreed with the supplier
- Promote the take-up of benefits, allowances and concessions provided by the Council