

Appendix 3

Bracknell Forest Council

Our priorities and medium term objectives 2011 – 2015

Six over-arching priorities:

Priority one:	a town centre fit for the 21 st Century
Priority two:	protecting and enhancing our environment
Priority three:	promoting health and achievement
Priority four:	create a borough where people are safe and feel safe
Priority five:	sustain economic prosperity
Priority six:	value for money

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

1. Regenerate Bracknell Town Centre

- *work with the Bracknell Regeneration Partnership and other landowners to deliver comprehensive regeneration, including work to:*
 - *deliver a new Waitrose store*
 - *regenerate Charles Square*
 - *enhance the entrance to Princess Square*
 - *attract new retailers and leisure operators to underpin the regeneration of the Broadway based Northern Retail Quarter and the creation of an '18 hour' economy*
 - *undertake highway improvement works including work at Twin Bridges to enhance accessibility to the town centre*
 - *maintain pressure on landowners to rebuild or refurbish unattractive buildings in the town centre*
 - *implement an Accommodation Strategy to rationalise the number of buildings used by the Council*
 - *promote residential development in the town centre, where viable, to take pressure off of our countryside to deliver housing*
 - *deliver high quality public realm and public spaces*

Priority two: protecting and enhancing our environment

2. Protect communities by strong planning policies including work to:

- *Deliver the Local Development Scheme, including agreeing the Site Allocations Development Plan Document (SADPD) as soon as possible and completing a review of the Core Strategy*

- develop robust evidence to ensure new development delivers the infrastructure priorities for the Borough (through s.106 and Community Infrastructure Levy – CIL)
- ensure infrastructure is delivered alongside new development to the benefit of the whole community, by introducing Infrastructure Delivery Plans, which residents contribute to, in support of any approved planning policy document
- continue to protect our green belt and avoid coalescence of existing communities
- take strong enforcement action against those that do not comply with planning law

3. Keep Bracknell Forest clean and green, including work to:

- maintain our open spaces to a high standard
- complete the transformation of the grounds at South Hill Park
- increase the amount of green space that is accessible to residents
- reduce energy consumption in Council buildings
- increase the use of energy from sustainable sources
- help people improve the energy efficiency of their homes
- help people to get their energy from sustainable sources

Priority three: promoting health and achievement

4. Support our younger residents to maximise their potential including work to:

- provide accessible, safe and practical early intervention and support services for vulnerable children and young people in the Borough
- increase the number and continue to support foster carers
- increase opportunities for young people in our youth clubs and community based schemes
- support a network of children's centres and specialist support for families in crisis or significant need
- *Encourage and facilitate enough high quality, affordable, inclusive childcare places for those working parents that require one.*
- support a wide range of flexible respite services for the carers of children and young people in need
- prioritise the safety, health and well being of all young residents in all of our plans for them
- *ensure all children and young people feel safe, are protected from harm and abuse, have their views respected and gain confidence as a member of the local community.*
- continue to improve outcomes for looked after children in education, health and employment

5. Work with schools and partners to educate and develop our children, young people and adults as lifelong learners

- *continue to work with early years providers to close the attainment gap*

- *increase the number of schools in the Borough rated ‘good’ or ‘outstanding’ by Ofsted by raising levels of attainment and progress across all phases of learning for all pupils.*
- support school leaders and governors when considering alternative forms of governance, including forming federations or Academy trusts.
- *increase the number of young people achieving five or more good GCSE passes including English and mathematics and improve the performance of all underperforming groups of children and young people*
- *increase the average point score of students taking ‘A’ level examinations*
- *support children and young people with special needs, where possible at appropriate provision within the Borough*
- *invest in the refurbishment of our special school in Kennel Lane*
- *encourage and support residents to become school governors*
- *increase the participation of school leavers in employment, education or training*
- *encourage all residents to continue as learners, both in relation to future employment and recreation.*

6. Support opportunities for health and well being

- *Support the Primary Care Trust to focus on improving local health services for our residents, including the development of the new Healthspace at Skimped Hill*
- establish a Health and Well Being Board to bring together all those involved in delivering health and social care in the Borough
- support the establishment of a local Healthwatch to provide local patients with a voice
- support the continued delivery of local health care at the Heatherwood Hospital site
- integrate the new responsibilities for Public Health within the Council
- support sports activities and facilities within the Borough
- recognise the value libraries play in our communities

Priority four: create a borough where people are safe and feel safe

7. Support our older and vulnerable residents, including work to:

- secure preventative and early intervention measures to ensure residents have the maximum choices to allow them to live longer in their own homes
- work with all agencies to ensure people feel safe and know where to go for help
- support carers of all ages in their role
- continue to modernise support and include new ways of enabling the delivery of that support.
- *improve the range of specialist accommodation for older people which will enable more people to be supported outside residential and nursing care*
- *with partners develop a culture that does not tolerate abuse, and in which older and more vulnerable residents are safeguarded against abuse*

8. Work with the Police and other partners to ensure Bracknell Forest remains a safe place, including work to:

- *continue to seek to reduce overall crime levels, focusing particularly on domestic violence, sexual crimes and burglary*
- reduce the incidence of anti-social behaviour
- press for more visible policing
- work with a newly elected police commissioner to maximise the benefits to residents of the borough
- improve the safety of our roads by improvements to the infrastructure and, where appropriate, by thorough speed enforcement

Priority five: sustain economic prosperity

9. Sustain the economic prosperity of the Borough

- contribute to the work of the Thames Valley Berkshire Local Enterprise Partnership, including the promotion of inward investment and support for existing firms
- support the work of the Economic and Skills Partnership to sustain the local economy, in particular by coordinating the implementation of the Bracknell Forest Local Economic Development Strategy

10. Encourage the provision of a range of appropriate housing:

- ensure a supply of affordable homes
- support people who wish to buy their own home
- seek to stimulate the housing market and retain property values
- continue to find ways to reduce the number of people on housing waiting lists

Priority six: value for money

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

- *ensure services use resources efficiently and ICT and other technologies to drive down costs*
- *implement a programme of economies to reduce expenditure*
- *ensure staff and elected members have the opportunities to acquire the skills and knowledge they need*
- *publish information about the Council to promote openness and cost-effectiveness and accountability*
- *ensure residents have fair access to the services they need*
- *develop appropriate and cost effective ways of accessing council services*
- *develop a single equality scheme in line with legislative requirements*
- *work with partners and engage with local communities in shaping services*