

## **Current Vision, Aims and Approaches**

### **Council Vision**

*To make South Cambridgeshire a safe and healthy place where residents are proud to live and where there will be opportunities for employment, enterprise and world-leading innovation. We will be a listening Council, providing a voice for rural life and first-class services accessible to all.*

### **Council Aims and Approaches**

**Aim A: We Are Committed To Being A Listening Council, Providing First Class Services Accessible To All, by -**

- listening to and engaging with our local community
- working with voluntary organisations, Parish Councils and Cambridgeshire County Council to improve services through partnership
- making South Cambridgeshire District Council more open and accessible
- achieving improved customer satisfaction with our services
- ensuring that the Council demonstrates value for money in the way it works

**Aim B. We Are Committed to Ensuring that South Cambridgeshire Continues to be a Safe And Healthy Place for You and Your Family, by -**

- working closely through our Crime and Disorder Reduction Partnership to reduce crime and the fear of crime
- working with partners to combat Anti Social Behaviour
- promoting active lifestyles and increasing opportunities for sport and recreation to improve the health of all age groups
- understanding where health inequalities exist and focusing on areas of need

**Aim C: We are Committed to Making South Cambridgeshire a Place in which Residents can Feel Proud to Live, by -**

- making affordable housing more available to local people
- ensuring that affordable housing is in balance with the community
- achieving a sustainable future for the Council's housing stock
- working with local residents to promote community cohesion and addressing the needs of the most vulnerable in the community
- extending and encouraging the use of recycling opportunities
- working to improve the cleanliness of our villages
- taking account of climate change in all the services that we deliver
- promoting low carbon living and delivering low carbon growth through the planning system

**Aim D: We are Committed to Assisting Provision of Local Jobs for You and Your Family, by -**

- working closely with local businesses
- promoting economic development
- using cultural activities effectively to promote tourism

Aim E: **We are Committed to Providing a Voice for Rural Life**, by -

- protecting existing communities, villages and the countryside
- working more closely with Parish Councils and local Groups
- implementing planning policies to achieve successful new communities
- maximising planning gain for neighbouring communities
- playing our part in improving rural services including transport links

**APPENDIX 2**

**DRAFT COUNCIL ACTIONS FOR 2010/11**

	<b>Draft Action</b>	<b>Lead Member</b>	<b>Notes</b>	<b>Additional Resources in 2010/11</b>
1	We will achieve Customer Service Excellence accreditation by 31 March 2011	Cllr Bygott	Project plan being developed. This is a challenging target which will require input from all Council services, but will make significant impact on customer service.	Can probably be met from Service First budget.
2	We will increase the number of teenagers taking part in positive activities by ? (figure to be added) in 2010/11	Cllr Bard	This will support LAA target (NI 110). The Action will complement work planned to develop a Young People Engagement Strategy and a planned Scrutiny Task and Finish group on young people.	£30k annual project costs
3	We will meet or surpass a 65% recycling and composting rate by 2012	Cllr Ellington	To be delivered through the current strategic review of the Refuse and Recycling service being undertaken by a Task and Finish Group set up by the Portfolio Holder.	Will be clarified in September through report to the Task and Finish group. Might be invest to save requirement. Potential future savings.
4	We will improve & maintain the appearance of our villages in 2010/11 by: <ul style="list-style-type: none"> <li>• Continuing our programme of installing litterbins at a further 10 lay-bys on the major routes in the District.</li> <li>• Continuing enhanced street cleaning within 10 of our larger villages past 2010/11</li> </ul>	Cllr Ellington	A continuation of current year Council Actions. Enhanced street cleaning in 10 of larger villages is supported by LPSA reward funding which terminates during this period.	£12k in 2010/11 for litter bins and £35.5k in 2011/12 (for enhanced village cleaning and replacement/ maintenance of bins.

	<b>Draft Action</b>	<b>Lead Member</b>	<b>Notes</b>	<b>Additional Resources in 2010/11</b>
	<ul style="list-style-type: none"> <li>• Undertaking a further 10 community clean-up events</li> <li>• Maintaining our street cleansing &amp; envirocrime operations including the litter picking of the A11 and A14 verges.</li> </ul>			
5	We will achieve ? % (target to be added) reductions in the emission of CO <sub>2</sub> from the Council's operations and publicise the outcome in order to set an example to other organisations.	Cllr Bygott	By setting an example to other organisations the Council could contribute to the overall level of CO <sub>2</sub> in the areas (LAA target N186)	Action programme not yet costed. Potentially a need for invest to save resources (Council or external)
6	We will work with parish councils to complete at least 6 local projects (or other quantified targets to be developed) supported by LPSA funding to contribute to the county target for the reduction of CO <sub>2</sub> emissions	Cllr Bygott	Contributes to LAA target NI 186 (per capita CO <sub>2</sub> emissions). Other quantified targets to be added as this project develops.	Use existing LPSA reward funding.
7	We will promote the relocation of Marshalls within Cambridgeshire in order to meet the district's requirements for new homes and retain job opportunities.	Cllr Bard Cllr Wright		-
8	We will promote the district to new businesses	Cllr Wright Cllr Bard	Will support LAA target NI 171 (new business registration). Specific actions to be developed as part of the Economic Development Strategy.	Use of economic development budget. Additional resources would allow greater benefits to be achieved.
9	We will support local people to establish community orchards	Cllr Wright	Has environmental, sustainability, and community development benefits. Will build on community orchard initiatives already in South Cambs and elsewhere.	Limited costs – can be met from changing priorities for existing budget.

	<b>Draft Action</b>	<b>Lead Member</b>	<b>Notes</b>	<b>Additional Resources in 2010/11</b>
10	We will implement key actions (yet to be determined) from the Community Transport Plan	Cllr Wright	Key actions will be identified as the Community Transport Plan is developed.	Use of 2009/10 budget carried forward.
11	We will review and restructure the Housing service to enable us to continue to provide our tenants with the best possible service within the resources available and to meet new regulatory standards.	Cllr Howell	Much of the planning will take place in 2009/10 with implementation from 2010/11 onwards. A project plan will be developed to enable key stages to be monitored.	Costs will be contained within HRA projections.
12	We will sign up to the Member Development Charter to enable Members to develop skills to meet new challenges for local government.	Cllr Ellington	Scheme sponsoring organisation to be invited to give preliminary assessment and discuss plans.	At this stage it is envisaged that this will be met from existing budgets.