

COUNCIL AIMS AND APPROACHES PROPOSED 2011-2012

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

- i) listening to and engaging with our local community
- ii) working with voluntary organisations, Parish Councils and Cambridgeshire County Council to improve services through partnership
- iii) making South Cambridgeshire District Council more open and accessible
- iv) achieving improved customer satisfaction with our services
- v) 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 -

- i) working closely through our Crime and Disorder Reduction Partnership to reduce crime and the fear of crime
- ii) working with partners to combat Anti Social Behaviour
- iii) promoting active lifestyles and increasing opportunities for sport and recreation to improve the health of all age groups
- iv) 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 -

- i) making affordable housing more available to local people
- ii) ensuring that affordable housing is in balance with the community
- iii) achieving a sustainable future for the Council's housing stock
- iv) working with local residents to promote community cohesion and addressing the needs of the most vulnerable in the community
- v) extending and encouraging the use of recycling opportunities
- vi) working to improve the cleanliness of our villages
- vii) taking account of climate change in all the services that we deliver
- viii) 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 -

- i) working closely with local businesses*
- ii) promoting economic development*
- iii) using cultural activities effectively to promote tourism*

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

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

DRAFT CORPORATE ACTIONS FOR 2011-12

UPDATED FOLLOWING JOINT EMT/CABINET MEETING ON 20 AUGUST 2010

AIM A – We are committed to being a listening Council, providing first class services accessible to all

A1 We will provide excellent customer service through specific actions aimed at getting it right first time, led by:

- i) a review of our website to increase transactional features;
- ii) putting in place 'tell us once' arrangements across services and
- iii) identifying and analysing unnecessary contacts with a view to reducing them.
- iv) taking forward the best option for the future provision of first telephone contact as part of the Contact Centre strategic review.

A2 We will engage proactively with parish councils and local communities through the promotion of a more open section 106 system and explore the opportunities for local people to influence community priorities for funding by developers in light of forthcoming government policy.

AIM B – We are committed to ensuring the South Cambridgeshire continues to be a safe and healthy place for you and your family

B1 We will take an inclusive approach to enhancing the quality of life for older people in our community through actions:

- i) within our Community Transport Strategy to identify need and access to Community Transport;
- ii) within our planning guidance to ensure appropriate design of new developments and open spaces;
- iii) arising from our programme of Equality Impact Assessments to eliminate age discrimination as an employer and service provider, and from the wider community;
- iv) in conjunction with our Statutory and voluntary sector partners, to promote inclusive access to health, advice and opportunities for sport and recreation.

B2 We will encourage the development of existing, and the creation of new, sporting opportunities for all age groups:

- i) maximising developer contributions towards new sporting facilities to serve developments of over 10 dwellings;
- ii) working with dual-use sports centres, local clubs and partners to increase participation and signpost opportunities for funding;
- iii) work with partners to run specific events as part of the build-up to London 2012 and prepare to take advantage of the Olympic legacy for participation and economic development.
- iv) Continuing to work with statutory and voluntary health and community partners to increase participation in sport and recreation.

B3 We will work with our villages to ensure they are well prepared and more resilient in times of community need through the provision of training and guidance in the development of parish emergency plans which complement county-wide business continuity plans which are already in place.

AIM C We are committed to making South Cambridgeshire a place in which residents can feel proud to live

C1 We will achieve a 65% recycling and composting rate during 2012 through the continuation of initiatives to make recycling activities as accessible and user-friendly to our customers as we can.

C2 We will carry out a 'Pride in South Cambs' campaign to build community cohesion and increase the attractiveness of the environment for everyone, through the following specific actions:

- i) Reward residents for positive work to maintain the attractiveness of their homes and local communities via a public competition for the best kept village, streets and individual gardens.
- ii) Work with our County and Parish Council partners to develop a system to identify and remove unnecessary street clutter from our roadsides, which have the potential to cause key road safety warnings to be neglected to the detriment of highway safety.
- iii) Help the district celebrate a traditional Christmas.
- iv) Celebrate Her Majesty's Diamond Jubilee in 2012 through a flag-flying campaign and advice and guidance advising on protocol and issues relating to planning consent.

AIM D We are committed to assisting provision for local jobs for you and your family

D1 We will work with our partners as part of the Local Enterprise Partnership (LEP) and complete key actions within our Economic Development Strategy to:

- (i) encourage jobs for local people through the advantageous use of our own policies and procedures
- (ii) explore methods of reducing unemployment and filling training and qualification gaps amongst hard to reach groups within our community.
- (iii) Create and maintain a favourable climate for local businesses, encouraging enterprise, focussing on the proven strengths of the districts business sector and measures to attract and retain the most talented people and to ensure a ready supply of affordable office space.

D2 We will build our reputation as a 'business-friendly' authority by carrying out further actions to promote the district to new businesses, building on the local area's international reputation for excellence in learning and research to assist start-ups and grown-on companies especially in its very high calibre research and business parks. This will include hosting and enabling at least 12 business development workshops within the district.

D3 We will build on the success of the first Step Up event for local entrepreneurs to organise a second event to seek and discover local start-ups with world-class prospects of success.

D4 We will allocate specific funding of £150,000 to continue our support for businesses during the continuingly difficult economic climate.

AIM E We are committed to providing a voice for rural life

E1 We will build on our successful work with parish councils in the Sustainable Parish Energy Partnership to complete key projects set out in our Climate Change Action Plan to contribute to the county-wide target for the reduction of CO₂ with links to the Northstowe Demonstrator Project.

E2 We will take advantage of the Government's Clean Energy Cash Back scheme to install appropriate renewable energy technologies within our housing stock and complete key projects from our Climate Change Action Plan to promote renewable energy generation tied to council assets and for the wider community.

E3 We will work with parish councils and local communities, providing advice and support to encourage local ownership of environmental enhancement schemes, led by:

- (i) Further support to develop the successful Community Orchard initiative launched during 2009-10 and explore a similar scheme for community hedgerows;
- (ii) Undertake a tree-planting campaign of long-lived and large species for the enjoyment of future generations and review our arboriculture policies to ensure a wide range of species is planted including non-native specimen trees.
- (iii) Work to identify suitable areas for tree planting, landscaping and walking paths for public enjoyment and the protection of wildlife, including corridors of trees and other vegetation to connect existing woodlands.
- (iv) Work with local history and archaeological societies to identify and preserve sites of historical and cultural interest, including use of the Conservation award scheme.