

**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

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) Enabling customers to use our website to access more information and services;
- ii) Putting in place 'tell us once' arrangements across services by identifying and eliminating unnecessary repeat contacts¹
- iii) Making it easier to access Council information and services by reviewing how customers contact us, and introducing new methods.

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.²

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 Transport³;
- 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) with our partners, to enable more older people to live actively and independently within their communities - as a first step, to organise a workshop to bring together the needs of local voluntary groups and older people to plan for the growing older population.

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) working 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.

¹ Eg. E-mailing the Council, receiving no response, then having to make a follow-up 'phone call. Having to contact separate Council sections with different issues.

² A Section 106 agreement is one whereby a developer agrees to contribute towards community facilities and amenities e.g. schools, roads, leisure facilities as a condition of their planning permission for a particular site.

³ Community Transport generally refers to transport provided by voluntary and community sector organisations, using a combination of volunteers and paid staff. Community transport can include taxi-card schemes that subsidise the cost of travelling by taxi, Dial-A-Ride services (or similar) and voluntary car schemes, moped and mobility scooter hire.

- 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 and local emergencies by providing training and guidance in the development of parish emergency plans which complement county-wide business continuity plans which are already in place.

B4 We will work with local health and social care partners to ensure that the District Council's contribution to public health is recognised in the new public health arrangements, and that local peoples' health needs are properly addressed.

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 bring the community together and improve 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 make areas less attractive and distract road users.
- 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.

C3 We will develop and implement action plans following the strategic housing and housing landlord inspections.

C4 We will investigate further ways to develop recycling services for producers of commercial waste.

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 use of our own policies and procedures
- (ii) look for ways to reduce unemployment and filling training and qualification gaps amongst hard to reach groups within our community.
- (iii) Create and maintain a favourable climate in which local businesses can start-up and flourish, helping to make sure that we attract a highly-skilled workforce and that there is no shortage of suitable 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 ⁴for 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 Partnership⁵ to complete key projects set out in our Climate Change Action Plan to contribute to the county-wide target for the reduction of CO2.

E2 We will take advantage of the Government's Clean Energy Cash Back scheme⁶ 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) A tree-planting campaign of long-lived and large species for the enjoyment of future generations and review of 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.

⁴ 'Dragons' Den' style competition for new businesses to access a package of support

⁵ Working in partnership with parish councils to help our local communities take positive steps to tackle their concerns over energy costs, energy security and carbon emissions.

⁶ Scheme under which energy suppliers have to make payments to householders, communities and businesses who generate their own electricity from renewable or low carbon sources such as solar panels or ground source heat pumps.