

APPENDIX A

ACHIEVING OUR COUNCIL AIMS

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

We will achieve this Aim in 2009/10 by –

Approach 1: listening to and engaging with our local community

- **Setting up user groups of residents that will look at three areas of service delivery by 2010 to help guide service delivery in the future (Council Action)**
- **Preparing and consulting on a Statement of Community Involvement on planning issues (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements - *to be added*

Approach 2: working with voluntary organisations, Parish Councils and Cambridgeshire County Council to improve services through partnership

- **Working with voluntary organisations to establish a relationship with hard-to-reach and vulnerable residents (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements - *to be added*

Approach 3: making South Cambridgeshire District Council more open and accessible

- **Working with voluntary groups to provide information and advice at events in 20 villages a year by 2010 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements - *to be added*

Approach 4: achieving improved customer satisfaction with our services

- **Establishing a system of satisfaction surveys by May 2010, that will be used to improve all the services that we provide (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 5: ensuring that the Council demonstrates value for money in the way it works

- **Reviewing the current grant scheme by May 2009 with a view to reintroducing grants to talented performers, and promising competitors with an eye on London 2012 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

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

We will achieve this Aim in 2009/10 by –

Approach 1: working closely through our Crime and Disorder Reduction Partnership to reduce crime and the fear of crime

- **Setting up an Anti Social Behaviour Working Group by May 2009 to report on key areas of concern and identify areas for resources to be targeted accordingly (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 2: working with partners to combat Anti Social Behaviour

- **Carrying out a review by 2010 of the provision and effectiveness of existing CCTV in the District (Council Action)**
- **Carrying out a Fear of Crime and Public Reassurance Survey in 2009 (Council Action)**
- **Introducing a Member Champion for each Neighbourhood Panel by May 2009 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 3: promoting active lifestyles and increasing opportunities for sport and recreation to improve the health of all age groups

- **Increasing the number of residents taking up sport or formal exercise by 1% in 2009 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 4: understanding where health inequalities exist and focussing on areas of need

- **Working closely with partners including NHS Cambridgeshire to identify and target key groups and provide increased opportunities for sport and recreation for the most vulnerable groups (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

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

We will achieve this Aim in 2009/10 by –

Approach 1: making affordable housing more available to local people

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Approach 2: ensuring that affordable housing is in balance with the community

- **Setting up a forum of Parish Councils, housing associations and others to examine the workings of our exception sites policy in light of recent experience and current market conditions (Council Action)**
- **Including an appropriate proportion of retirement homes and accommodation designed for the elderly in the affordable housing allocation of each new major development (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 3: achieving a sustainable future for the Council's housing stock

- Action in relation to Housing Futures
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 4: working with local residents to promote community cohesion and addressing the needs of the most vulnerable in the community

- **Working with other agencies, adopt a revised Gypsy and Travellers policy by June 2009 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 5: extending and encouraging the use of recycling opportunities

- **Extending plastic bottle recycling so that all villages and schools are served by 2010 (Council Action)**
- **Introducing further opportunities for businesses to recycle their waste (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 6: working to improve the cleanliness of our villages

- **By 2009 establishing a programme of at least 10 Community Clean Up events per year throughout the District (Council Action)**
- **On top of our regular litter picks, improving the verges alongside the A14 and A11 by in depth Spring and Autumn litter picks (Council Action)**
- **Installing and emptying litter bins at our 10 dirtiest lay-bys on the major roads into and out of the District (Council Action)**
- **In addition to our regular street cleaning activities improving the appearance within 10 of our larger villages by increasing the amount of street cleaning that is undertaken (Council Action)**
- **Introduce our own Best Kept Village Competition (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

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Approach 7: taking account of climate change in all the services that we deliver

- **Having a Climate Change Action Plan in place by 2010 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 8: promoting low carbon living and delivering low carbon growth through the planning system

- **Work with Parish Councils on schemes for renewable energy and low carbon living (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

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

We will achieve this Aim in 2009/10 by –

Approach 1: working closely with local businesses

- **Setting up a Business Forum and introduce a series of regular Business Breakfast meetings in the District by 2009 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 2: promoting economic development

- **Supporting businesses to comply with the law while targeting those who flout it (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 3: using cultural activities effectively to promote tourism

- **Promoting the development and uptake of business space already allocated in the District (Council Action)**
- **Explore possible spin-offs from the London 2012 Olympics (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Aim E: We are Committed to Providing a Voice for Rural Life

We will achieve this Aim in 2009/10 by –

Approach 1: protecting existing communities, villages and the countryside

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- **Assisting at least three Parish Councils to produce Parish Plans from 2009 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 2: working more closely with Parish Councils and local Groups

- **Introducing a new system of quarterly meetings to which all parish councils will be invited to send up to 2 representatives from 2009 (Council Action)**
- **Ensuring that each Cabinet Member attend at least three Parish Council meetings a year from outside their ward from 2009 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 3: implementing planning policies to achieve successful new communities

- **By May 2009 assessing the need for provision of new premises for small businesses (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 4: maximising planning gain for neighbouring communities

- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*

Approach 5: playing our part in improving rural services including transport links

- **Working with other organisations to develop a Community Transport Plan for the District by 2010 (Council Action)**
- Achieving the following LAA targets – *to be added*
- Achieving the following performance indicator targets - *to be added*
- Introducing the following service improvements – *to be added*