

# Our Long Term Vision

South Cambridgeshire will continue to be the best place to live and work in the country. Our district will demonstrate impressive and sustainable economic growth. Our residents will have a superb quality of life in an exceptionally beautiful, rural and green environment.

The Council will be recognised as consistently innovative and a high performer with a track record of delivering value for money by focusing on the priorities, needs and aspirations of our residents, parishes and businesses.



The Three 'A's			
<b>Aims</b>	We will listen to and engage with residents, parishes and businesses to ensure we deliver first class services and value for money	We will work with partners to create and sustain opportunities for employment, enterprise, and world-leading innovation	We will make sure that South Cambridgeshire continues to offer outstanding and sustainable quality of life for our residents
<b>Approaches</b>	<ul style="list-style-type: none"> <li>Achieving improved satisfaction with our services</li> <li>Communicating and engaging with our staff and residents</li> <li>Delivering value for money and sound management of resources</li> <li>Supporting parish councils through localism</li> <li>Strengthening partnership working</li> <li>Being open, transparent and accessible</li> <li>Playing our part in improving rural services</li> <li>Tailoring our services to all ages, supporting older people and youth engagement</li> </ul>	<ul style="list-style-type: none"> <li>Making the district an attractive place to do business</li> <li>Promoting economic growth through appropriate planning policies</li> <li>Encouraging entrepreneurship, innovation and aspiration</li> <li>Supporting rural businesses and treating them fairly</li> <li>Ensuring families and communities reach their full economic potential</li> <li>Ensure that infrastructure to support developments is planned ahead of time, including adequate drainage, cycle paths and recreation facilities</li> <li>Maximise benefits to the community from new developments</li> </ul>	<ul style="list-style-type: none"> <li>Promoting active and healthy lifestyles</li> <li>Fostering good citizenship and civic pride</li> <li>Encouraging low carbon and sustainable living</li> <li>Meeting the needs and aspirations of current and future residents through effective planning</li> <li>Improving housing opportunities for local people</li> <li>Promoting community safety and cohesion</li> <li>Preserving local traditions</li> <li>Keeping our villages attractive and clean</li> <li>Being a voice for rural life</li> <li>Preserving and enhancing the landscape for future generations</li> </ul>
<b>Actions 2012-2013</b>	<p>A1. Strengthen working with key partners, including MPs and the County Council</p> <p>A2. Invest in employees and members by carrying out actions in the Organisational and Member Development strategies.</p> <p>A3. Develop new and monitor existing shared services to achieve strengthened resilience and improved customer service</p> <p>A4. Maintain financial sustainability whilst channelling our resources to create opportunities for investment, sustainable borrowing and economic growth</p> <p>A5. Implement actions within the County-wide Asset Management Strategy to ensure best use of the Council's assets and benefit from opportunities to achieve efficiencies from working together.</p> <p>A6. Implement a streamlined, integrated and accessible grants process to support localism</p> <p>A7. Develop a resilient and responsive planning service that is an effective tool to deliver corporate priorities</p> <p>A8. Develop and promote self-service through the implementation of the new interactive website and customer contact arrangements</p> <p>A9. Ensure residents are better informed about the Council and its services.</p> <p>A10. Build on existing social media networks to engage local communities and deliver the "Cambridgeshire Connection"</p> <p>A11. Work with the newly elected Tenant Participation Group and other tenants to set up an independent Tenant Scrutiny Panel</p> <p>A12. Ensure the new South Cambs Development Plan is based on effective engagement with members and parishes and reflects corporate priorities</p>	<p>B1. Work with partners to improve digital infrastructure</p> <p>B2. Identify ways to support existing, developing and new businesses</p> <p>B3. Develop a strategy to reduce barriers to employment, thus reducing the impacts of benefits reform.</p> <p>B4. Improve marketing to promote inward investment to South Cambridgeshire</p> <p>B5. Ensure our enforcement teams robustly target residents' problems and reduce "red-tape" and unnecessary burdens on businesses.</p> <p>B6. Work with partners to deliver an effective, collaborative approach to strategic planning and transport</p> <p>B7. Ensure the effective delivery of Northstowe and other new communities</p> <p>B8. Work to deliver a range of homes that are affordable to all and where people want to live that will support economic growth and economic activity</p>	<p>C1. Work with partners to encourage local environmental enhancements including the Chalk Rivers project</p> <p>C2. Promote the benefits of black-bin waste minimisation and maximising the use of enhanced recycling facilities by households and businesses to reduce the environmental impact of our waste.</p> <p>C3. Develop solutions to deliver co-ordinated community transport</p> <p>C4. Work with older people to improve their independence and quality of life</p> <p>C5. Work together with our Local Health Partnership, GPs and communities to protect and improve public health, meet local health needs and reduce and prevent future health problems.</p> <p>C6. Develop a sustainable process to address the accommodation needs of Gypsies and Travellers</p> <p>C7. Ensure benefits reform is implemented as smoothly and as effectively as possible</p> <p>C8. Work with local communities and businesses to develop and deliver actions on climate change that make a difference</p> <p>C9. Work to ensure the provision of a sustainable housing service for the Council's sheltered housing residents.</p> <p>C10. Ensure the effective delivery of the Children and Young People's Plan and the development of the Youth Council</p> <p>C11. Celebrate rural life through the Diamond Jubilee, 2012 Olympics, Community Pride, Village Heroes' and best-kept garden awards</p> <p>C12. Continue support for community orchards, hedgerows, tree-planting and other conservation and enhancement projects</p> <p>C13. Work with parish councils and police to implement new local policing arrangements which improve community safety</p>

<p style="text-align: center;"><b>Performance Measures</b></p>	<ul style="list-style-type: none"> <li>• Identify and monitor demonstrable outcomes achieved through partnership which were not achievable alone;</li> <li>• Success measures within Organisational Development strategy; feedback on training effectiveness, changed behaviours;</li> <li>• Achieve savings targets, return on investment, positive audit feedback;</li> <li>• Feedback from specific customer groups e.g. grants recipients, planning applicants</li> <li>• External recognition and rewards;</li> <li>• Customer satisfaction and complaint levels;</li> <li>• Channel shift data</li> <li>• Tenant satisfaction and participation levels</li> <li>• Planning performance indicators</li> <li>• Planning improvement plan implemented</li> <li>• New Local Plan reflects local priorities identified following stakeholder engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Broadband speeds</li> <li>• Number of villages with access to improved broadband</li> <li>• Internet take-up (including amongst specific hard-to-reach customer groups in isolated 'slowspots')</li> <li>• Economic growth and employment indicators</li> <li>• Business start-up rates</li> <li>• Business feedback</li> <li>• Number of businesses attracted to the district</li> <li>• Increased employment leading to lower benefit demand</li> <li>• Skills projects generate demonstrable outcomes</li> <li>• Business workshops / Step-Up competition delivered successfully</li> <li>• Usage and customer satisfaction for business web site</li> <li>• Customer feedback / quality of life / perceptions</li> <li>• Deliver co-ordinated Local Plan within budget and timescale</li> <li>• Increased housing supply</li> <li>• Increased supply of affordable housing</li> <li>• A diverse offer of new housing designed to meet the range of needs</li> <li>• Implement the recommendations of the enforcement and inspection review.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrable outcomes achieved through partnership approach</li> <li>• Green Infrastructure Strategy targets</li> <li>• % Recycling / Landfill diversion</li> <li>• Explore development of a carbon-based waste metric</li> <li>• Customer feedback, quality of life and perceptions</li> <li>• Community transport coverage, funding, take-up</li> <li>• Successful evaluation of projects overseen by South Cambridgeshire Local Health Partnership.</li> <li>• Demonstrable improvements delivered from successful implementation of climate change action plan milestones and initiatives</li> <li>• Young people's participation levels</li> <li>• The numbers of residents that can be supported following the Supporting People changes</li> <li>• The estimated savings to 'upstream' housing budgets</li> <li>• The levels of tenants' satisfaction with the service</li> <li>• Improved efficiency indicators</li> </ul>
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