

Redditch Borough Council

Corporate & Performance Plan 2007-10

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1. FOREWORD

“The Council is committed to continuous improvement and to ensuring the Borough is a pleasant place to live, work and visit. The Council also recognises its community leadership responsibilities and seeks to ‘make a difference’ not only in the direct services it provides but also in those provided in partnership with others. Significant progress has already been made but we are not complacent about the issues we still face.”

Phil Mould, Leader of the Council

2. Introduction

The Council’s Corporate and Performance Plan for 2007 to 2010 is a key document which demonstrates how the Council will work towards the vision for the town (the “**20:20 Vision – Redditch Community Strategy**¹”) developed in 2003 on the basis of extensive consultation with our residents. The main themes of this are:

 HEALTHY COMMUNITIES	 SAFER COMMUNITIES
 BETTER ENVIRONMENT	 EDUCATION, LEARNING & SKILLS
 ECONOMY	 CONNECTING REDDITCH
 CULTURE RECREATION	&

¹ www.redditchmatters.com

The Council's **Corporate and Performance Plan** identifies our contribution to this vision, and gives firm commitments on how the Council will deliver on its own four priority areas:

★ Improving the reality and perception of <i>Community Safety</i>	★ Protecting and improving <i>Environment and transport</i>
★ Promoting best standards and opportunities in <i>Housing</i>	★ Providing a wide range of opportunities for <i>Leisure</i>

It also explains what the Council will be doing to keep its own house in order, to ensure we continue to be a ***well-managed organisation***.

This plan reflects on what has already been achieved, in partnership with local people and with other organisations in the public, private, voluntary and community sectors. It will be a “living document” because it sets the framework for what the Council needs to be doing. The plan will be reviewed regularly and re-issued on an annual basis with updated information on performance against our targets demonstrating our 'direction of travel'. The plan provides three year targets, to demonstrate that continuing to improve the town is not a quick fix, but the result of focused long-term ambition.

In developing the plan, we have taken into account not only the Community Strategy, but also the aspirations of our

residents, and the particular features of Redditch as a former new town.

The Corporate Plan sets out what needs to be addressed in order for the Borough Council to make progress in achieving/facilitating the above. The **Councils values**, as outlined below, provide the framework in which decisions will be made and these are referred to throughout the plan.

- ★ **Partnership**
- ★ **Fairness** (Equality of treatment)
- ★ **Quality of Service** (Best Value)
- ★ **Modernisation** (Consultation)

The plan predominantly addresses the short and medium term (up to three years) aims and objectives of the Borough Council but recognises where issues are likely to be ongoing in the long term. The Plan is deliberately concise because it is a working document used by management on a daily basis.

The Corporate Plan also outlines how Redditch Borough Council will proactively manage its resources in order to achieve its objectives and sets targets which the public can use to measure the Authority's performance.

Throughout the document the Plan seeks to address the issues/views of a wide variety of stakeholders including Residents, Members of the Council and Partner Organisations. Responsibility for overseeing progress on the plan rests with the Borough's Executive Committee.

3. What is this document and how can it be used?

Is it just good intentions?

No! This plan is designed to provide a clear set of priorities to influence what the Council does day-to-day.

The actions identified in this plan are supposed to be tangible and measurable, and to have an impact on the lives of individuals, and the performance of the organisation. They also recognise the Council's wider role as more than just a provider of services – as the Council also has a responsibility for Community Leadership, and developing a long term vision for the town with its residents, workers and partner agencies.

The plan outlines the priority areas, but it could never encompass the full range of activities the Council undertakes. Detailed Service Plans describe what the Council is committed to delivering:

The Service Plans are the main driving document for determining the day to day management of the Council's teams, and will be subject to development or change as circumstances change over time.

There are also a number of cross cutting or multi agency strategies and plans, and key actions from these may be included across a number of Service Plans. These include:

- ★ Consultation Strategy
- ★ Customer Access Strategy
- ★ Emergency Plan
- ★ Equalities Strategy
- ★ Procurement Strategy
- ★ Risk Management Strategy
- ★ Voluntary Sector Compact (PACT)

These will be published on the Council's website, www.redditchbc.gov.uk, or available from the Policy Team at the Town Hall, 01527 64252.

How long does it last?

The plan contains both immediate and longer term actions, recognising the importance of delivering for the "here and now", as well as delivering longer term, high-impact initiatives to tackle some of the issues in the town, for example the commitment over the years to developing the Abbey Stadium, based on economic and consultation data.

All updates to the plan will be subject to approval by Elected Members and will include a full review against targets to date.

How does it fit into the work of other agencies?

This plan describes Council activities that contribute towards the 20:20 Vision. The delivery by agencies towards this vision is co-ordinated by the Redditch Partnership Board, which the Council supports through administration and the provision of funding.

How do I find out more?

More information can be found at www.redditchbc.gov.uk, where a hyperlinked version of this document can be downloaded. Alternatively, contact the Policy Team on 01527 64252.

