Working Towards a Better District

CORPORATE PLAN
CRITICAL ACTIVITIES 2011-2014

Blaby District Council

the heart of Leicestershire

PRIORITY 1
Vibrant Places – Sustaining & Improving the Environment

AMBITION 1: THERE WILL BE LESS NUISANCE AND FEWER COMMUNITY SAFETY ISSUES RELATING TO TRAFFIC

Performance indicators:
- Improvement in air quality in Air Quality Management Areas

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
1.1 Support communities to identify local traffic issues and nuisance and work with them to explore innovative solutions	→			Regulatory Services Group Manager	RCC/LCC/ Road Safety Partnership

AMBITION 2: THERE WILL BE GREATER OPPORTUNITIES FOR PEOPLE TO TRAVEL BY PUBLIC TRANSPORT AND MEANS OTHER THAN THE CAR

Performance indicators:
- % of residents surveyed who are satisfied with local public transport
- Total number of local businesses with a travel plan
- Number of car parks with cycle facilities
- Number of cycle routes
- % of households with good transport access to key services or work

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
2.1 Identify and explore ways to encourage residents to travel through sustainable means e.g. neighbourhood car share schemes	→			Regulatory Services Group Manager	LCC/RCC
2.2 Ensure all large businesses have travel plans and assist with their development. Focussing on Grove Park initially as part of a rolling programme across the District	→			Regulatory Services Group Manager/ Corporate Head of Policy and Partnerships	LCC/ Prospect Leicester

AMBITION 2: THERE WILL BE GREATER OPPORTUNITIES FOR PEOPLE TO TRAVEL BY PUBLIC TRANSPORT AND MEANS OTHER THAN THE CAR					
Critical Activity	**2011/12**	**2012/13**	**2013/14**	**Lead Manager**	**Working with**
2.3 Seek ways of improving cycle facilities district wide	→			Regulatory Services Group Manager	LCC
2.4 Identify areas where key services are not accessible by public transport and/or other sustainable travel options, identify potential solutions and lobby on behalf of local communities	→			Regulatory Services Group Manager	LCC

AMBITION 3: COMMUNITY AREAS INCLUDING RECREATION, PARKS AND OPEN SPACES AND STREETS WILL BE CLEAR FOR ALL TO ENJOY AND USE

Performance indicators:
- % of residents surveyed who are satisfied with how public land is kept clear of litter and refuse
- Local Environmental Quality Survey (formerly NI195)
- Number of incidents of anti-social behaviour
- % of issues resolved (Vulnerable People & Places Forum)
- Number of abandoned cars reported

Fly tipping:
- % of cases which are investigated
- % of cases which result in formal action

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
3.1 Identify problem areas and work with partner agencies and local communities to develop long term solutions for litter, anti-social behaviour, graffiti, and criminal damage hotspots	→			Health & Community Services Group Manager	LCC/RCC/CABD/ Local Councils

AMBITION 3: COMMUNITY AREAS INCLUDING RECREATION, PARKS AND OPEN SPACES AND STREETS WILL BE CLEAR FOR ALL TO ENJOY AND USE

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
3.2 Develop and support litter wardens within parishes to provide additional resources to assist district cleansing and to foster community pride	→	→	→	Neighbourhood Services Group Manager/ Regulatory Services Group Manager	
3.3 Preventative work particularly around the cleansing of streets to reduce the amount of unwanted refuse and abandoned cars. This focus will be of particular significance in the summer and in the lead up to Bonfire Night	→	→	→	Neighbourhood Services Group Manager/ Regulatory Services Group Manager	LFRS/ Police

AMBITION 4: BLABY TOWN CENTRE WILL PROVIDE A GREATER RETAIL EXPERIENCE FOR SHOPPERS

Performance indicators:

- Number of initiatives completed in Blaby Town Centre

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
4.1 Seek funding opportunities and support initiatives which will improve Blaby Town Centre in accordance with the Town Centre Masterplan	→	→	→	Corporate Head of Policy & Partnerships	LCC/ Parish Council
4.2 Enable and support residents and service users of Blaby to be involved in the delivery of Blaby Town Centre Masterplan through community-led planning	→	→	→	Corporate Head of Policy & Partnerships	RCC/ Parish Council

AMBITION 5: USE OF CURRENT INFRASTRUCTURE (ROADS, COMMUNITY FACILITIES, PUBLIC REALM) WILL BE MAXIMISED AND IMPROVED WHERE ECONOMICALLY VIABLE

Performance indicators:
- Number of park & ride spaces occupied

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
5.1 Explore ways that park and ride sites can be utilised to provide additional benefits for the residents and employees of Blaby district	→	→	→	Regulatory Services Group Manager	LCC/ Local businesses
5.2 Review and seek to ensure optimum use of public / community assets	→	→	→	Financial Services Group Manager	LCC/ Others

AMBITION 6: NEW INFRASTRUCTURE (ROADS, COMMUNITY FACILITIES ETC) WILL BE INCLUDED AS APPROPRIATE TO SUPPORT ANY PROPOSED GROWTH THROUGH DEVELOPMENT

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
6.1 Deliver the new Blaby District Core Strategy or equivalent Local Plan for the District		✓		Corporate Head of Policy & Partnerships	

AMBITION 7: THE HOUSING NEEDS OF COMMUNITIES WILL BE MET, INCLUDING ENSURING AFFORDABLE HOUSING FOR ALL AGE GROUPS ACROSS THE DISTRICT

Performance indicators:

- % of residents surveyed who are satisfied with the availability of affordable housing
- Number of affordable homes delivered
- Number of vacant properties in the district

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
7.1 Promote the option of shared ownership properties for people wishing to downsize	✓			Corporate Head of Policy & Partnerships	
7.2 Deliver a campaign to promote the need and encourage support from local communities for affordable housing, using techniques such as community led planning. This work is to include raising awareness of and exploring alternative methods for the provision of affordable housing such as Community Land Trusts and local delivery vehicles	•	→	→	Regulatory Services Group Manager/ Corporate Head of Policy and Partnerships	RCC
7.3 Deliver a programme of work targeting rural exception sites	✓			Regulatory Services Group Manager / Corporate Head of Policy and Partnerships	
7.4 Work to enable local communities to be fully involved in local planning matters, building the capacity for local communities to participate at the neighbourhood level	•	→	→	Regulatory Services Group Manager/ Corporate Head of Policy and Partnerships	
7.5 Deliver a programme of work to bring properties that have been empty in the District for more than 1 year back into use and to bring non-decent properties up to the required Decent Homes Standard	•	→	→	Regulatory Services Group Manager/ Health & Community Services Group Manager	

AMBITION 8: DEVELOPMENT OF THE RIGHT QUALITY AND QUANTITY (HOUSING AND EMPLOYMENT SITES) TO TAKE PLACE IN THE RIGHT PLACES, INFORMED BY LOCAL COMMUNITIES AND THEIR REPRESENTATIVES

Performance indicators:

- Number of planning applications for renewable energy installation.
- Number of planning applications for renewable energy installation approved

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
8.1 Deliver the new Blaby District Core Strategy or equivalent Local Plan for the District		✓		Corporate Head of Policy & Partnerships	
8.2 Promote and raise awareness of renewable energy installation both as a retrofit and for new properties, leading to demonstrable uptake				Regulatory Services Group Manager	LCC
8.3 Develop opportunities to enhance Community-Led Planning				Regulatory Services Group Manager / Corporate Head of Policy and Partnerships	RCC

AMBITION 9: COMMUNITIES MAKE APPROPRIATE ADAPTATIONS TO CLIMATE CHANGE AND TAKE STEPS TO REDUCE ITS IMPACT

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
9.1 Support community groups to undertake initiatives that improve local resilience to the impacts of climate change				Regulatory Services Group Manager	RCC

PRIORITY 2
Access to Quality Provision for Children & Young People

AMBITION 10: THERE WILL BE BETTER AND MORE FACILITIES AND ACTIVITIES FOR CHILDREN AND YOUNG PEOPLE

Performance indicators:
- Number of facilities for young people established
- % of residents surveyed who are satisfied with facilities for children
- % of residents surveyed who are satisfied with facilities for teenagers and young people

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
10.1 Develop a Children's Centre with associated services at Countesthorpe	✓			Corporate Head of Policy & Partnerships	LCC
10.2 Support the establishment of three new facilities for young people over the plan period	•———	———	———→	Health & Community Services Group Manager/ Corporate Head of Policy & Partnerships	LCC/ Local Councils/ RCC

AMBITION 11: INTEGRATED YOUTH SUPPORT WORK AVAILABLE FOR THE MOST VULNERABLE YOUNG PEOPLE

Performance indicators:
- Number of young people involved in sports, health & recreation activities
- Number of young people referred into the 'Positive Activities Referral Programme'
- BB19 youth bus – number of young people engaged

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
11.1 Reappraise and develop the integrated multi-agency "Youth Offer" for Blaby District	✓			Corporate Head of Policy & Partnerships	LCC/ All youth agencies including schools and Local Councils

AMBITION 12: GREATER SUPPORT FOR FAMILIES WITH YOUNG CHILDREN AND TEENAGERS

Performance indicators:
- Total number of vulnerable people and families supported
- Number of breastfeeding mums
- Number of mums with post-natal illness supported
- Numbers attending child safety and first aid awareness courses
- LCC dashboard indicators for Children's Centre Programme

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
12.1 Develop a targeted programme of integrated support for vulnerable families	✓			Health & Community Services Group Manager	LCC/ LPG
12.2 Provide a Children's Centre Commissioning Programme in Blaby District and the Borough of Oadby & Wigston Programme to include: i) Support for 0-5 year olds at risk of obesity ii) Support for breast feeding mums iii) Support for mums experiencing post-natal illness iv) Child safety and first aid awareness	→			Corporate Head of Policy & Partnerships	LCC/ OWBC/ LPG

AMBITION 13: YOUNG PEOPLE ARE ACTIVELY INVOLVED IN PLANNING AND DELIVERING IMPROVEMENTS TO SERVICES

Performance indicators:
- BB19 youth bus Facebook page – number of followers

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
13.1 Further develop the Blaby Youth Outreach Project through use of ICT Technology	✓			Health & Community Services Group Manager	Corporate Services Group Manager
13.2 Develop a new model of support for the Youth Council for the district		✓		Corporate Head of Policy & Partnerships	CABD/ LCC

AMBITION 14: ALL CHILDREN AND YOUNG PEOPLE REACH THEIR POTENTIAL, INCLUDING IN EDUCATION

Performance indicators:
- Early Years Foundation Stage Profile
- Young parents in employment, education or training
- LCC dashboard indicators for Children's Centre Programme

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
14.1 Deliver the Children's Centre Commissioning Programme including: • Supporting the children's workforce to understand Speech and Language Therapy (SALT) issues • Support improvement in Early Years Foundation Stage outcomes in pre-school and reception • Support young parents to access employment, education and training	→			Corporate Head of Policy & Partnerships	LCC/ OWBC

PRIORITY 3
Health & Well-being for All

AMBITION 15: THE HEALTH OF RESIDENTS WILL IMPROVE THROUGH PREVENTATIVE MEASURES

Performance indicators:
- Grow, Cook and Eat initiative - number of families showing an improvement in their diet
- Grow, Cook and Eat initiative - number of families increasing their fruit & vegetable intake

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
15.1 Provide support to the voluntary sector at 'A Place to grow' in the introduction of water and electricity, increasing the diversity of users and creating a wildlife area	→			Health & Community Services Group Manager/ Corporate Head of Policy & Partnerships	CABD
15.2 Promote the "Grow, Cook and Eat" initiative to targeted families in the District	✓			Health & Community Services Group Manager	CABD/ Home-start

AMBITION 16: VULNERABLE PEOPLE ARE MORE INVOLVED, VALUED AND SUPPORTED TO LIVE INDEPENDENTLY WITHIN THE COMMUNITY WITH A GOOD QUALITY OF LIFE

Performance indicators:
- First Contact - number of forms received (18-59 & 60+)
- First Contact - number of referrals (18-59 & 60+)
- First Contact - number of agencies making referrals

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
16.1 To operate the First Contact Scheme to include 18-59 year olds focussing in particular on vulnerable people i.e. elderly and those experiencing mental health problems	→			Health & Community Services Group Manager	LCC

AMBITION 17: THERE WILL BE GREATER OPPORTUNITIES FOR PEOPLE TO IMPROVE THEIR CHANCES OF EMPLOYMENT

Performance indicators:

- Level of volunteering by age group
- % of residents surveyed who feel they would like to volunteer
- % of residents surveyed who already volunteer
- % of residents surveyed who are satisfied with access to employment opportunities
- Number of people unemployed in the district

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
17.1 Support the expansion of the volunteer/ work placement scheme across the district	→			Health & Community Services Group Manager/ Corporate Head of Policy & Partnerships	CABD/ VAL
17.2 Work with partners to co-ordinate activities to help people access employment and training initiatives	✓			Health & Community Services Group Manager/ Corporate Head of Policy & Partnerships	CABD/ LCC Adult Learning/ Business Link
17.3 Deliver Community Sports Leaders Awards to members of the community	✓			Health & Community Services Group Manager	

AMBITION 18: PEOPLE FEEL A GREATER SENSE OF PRIDE, LOCAL IDENTITY AND GET ON WELL TOGETHER IN THEIR COMMUNITIES IRRESPECTIVE OF PERSONAL BACKGROUND

Performance indicators:

- % of residents surveyed who feel that their local area is a place where people from different backgrounds get on well together
- Number of community safety road shows held
- Number of people engaged with at road shows
- Number of people attending Community Forums

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
18.1 Undertake seven targeted community safety road shows across the district to provide reassurance and raising public confidence	✓			Health & Community Services Group Manager	Police/ CSP

AMBITION 18: PEOPLE FEEL A GREATER SENSE OF PRIDE, LOCAL IDENTITY AND GET ON WELL TOGETHER IN THEIR COMMUNITIES IRRESPECTIVE OF PERSONAL BACKGROUND

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
18.2 Improve Section 106 projects through links with Parish Councils	•	→		Head of Policy and Partnerships/ Regulatory Services Group Manager	Parish Councils
18.3 Enable the community ownership of land and building assets across the district as appropriate	•	→		Financial Services Group Manager	Parish Councils
18.4 Increase participation in community forums by residents	✓			Health & Community Services Group Manager/ Corporate Head of Policy & Partnerships	LCC/ CABD
18.5 Support opportunities for all residents to engage in Olympic themed arts/cultural activities in the countdown to London 2012 Games	✓			Health & Community Services Group Manager	CABD
18.6 Support volunteers to implement projects and actions to tackle issues raised through Community Led Plans	•	→		Health & Community Services Group Manager/ Corporate Head of Policy & Partnerships	RCC

AMBITION 19: CRIME LEVELS INCLUDING ANTI-SOCIAL BEHAVIOUR WILL FALL, PEOPLE WILL FEEL SAFER AND HAVE A GREATER PUBLIC CONFIDENCE IN ALL COMMUNITY SAFETY SERVICES

Performance indicators:

- % of residents surveyed who are satisfied with public services in dealing with crime and anti-social behaviour
- Domestic Violence – Number victims supported
- Substance Abuse – Number of people supported
- Clockwise – Number of members
- Clockwise – Number staff who are members
- Anti-social behaviour – Number of incidents reported

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
19.1 Provide a domestic abuse and substance misuse outreach service to all residents of the district	→			Health & Community Services Group Manager	CABD/ LPG
19.2 Promote the Financial Inclusion agenda, develop a Credit Union in Blaby District and support basic bank accounts, to reduce the amount of doorstep lending	→			Health & Community Services Group Manager	
19.3 To conduct a programme of support and education for licensed traders in areas where there are reports of ASB or known underage sales	→			Health & Community Services Group Manager/Regulatory Services Group Manager	Police

PRIORITY 4
High Quality, Responsive, Efficient and Valued Public Services

AMBITION 20: HIGH PERFORMING ACCESSIBLE SERVICES THAT MEET THE NEEDS OF OUR COMMUNITY

Performance indicators:
- % of residents surveyed who are satisfied with how public services in Blaby district are performing

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
20.1 Understand the needs of our current and potential customers – we have processes in place to collect and analyse and use data about our customers and so improve outcomes	✓			Corporate Services Group Manager	County partners involved with specific services
20.2 Continuously improve service delivery by using systems thinking and other improvement methods			✓	Director	Performance & Audit Manager
20.3 Maintain and improve customer satisfaction levels			✓	Corporate Services Group Manager	Senior Management Team
20.4 Improve service delivery by working with other Local Authorities to review, assess and benchmark	✓			Director	Performance & Audit Manager

AMBITION 21: TRANSPARENT REPORTING AND INVOLVEMENT OF THE LOCAL COMMUNITY

Performance indicators:

- % of residents surveyed who feel it is easy to find out about services they need in their local area
- % of residents surveyed who read Contact magazine
- % or residents surveyed who are satisfied with how they are informed about services in their local area
- Number of press releases
- Coverage on TV/Radio
- Number of followers on Facebook/Twitter

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
21.1 Involve customers in developing meaningful, relevant measures	✓			Corporate Services Group Manager	Performance & Audit Manager
21.2 Reporting information regularly to the public in a format that is easily accessible and relevant to our customers (including financial, performance, licensing)	✓			Corporate Services Group Manager with Senior Management Team	
21.3 Communicate clearly and regularly with residents, partners, Members and officers in an easy to understand and accessible way		✓		Corporate Services Group Manager with Senior Management Team	

AMBITION 22: EFFICIENT SERVICES THAT PROVIDE VALUE FOR MONEY

Performance indicators:
- % of residents surveyed who feel that public services in Blaby district provide good value for money
- % of residents surveyed who are satisfied with how their council tax is spent

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
22.1 Understand our costs of delivering all Council services	✓			Financial Services Group Manager	Group Managers
22.2 Deliver all the Council's services, including statutory services, in innovative ways (shared services, single service etc) at best value for money			✓	Senior Management Team	
22.3 Effective management of risk in place to balance changing service delivery models	✓			Director	Performance & Audit Manager

AMBITION 23: FAIRNESS AND RESPECT FOR ALL WITH NO ONE SUFFERING DISADVANTAGE

Performance indicators:
Equalities Action Plan – % of actions completed

Critical Activity	2011/12	2012/13	2013/14	Lead Manager	Working with
23.1 Deliver the Council's Equalities Action Plan	✓			Director	Performance & Audit Manager/ Shared Equalities Service
23.2 Engage, consult and encourage participation with residents and partners, particularly in harder to reach groups, informing future priorities			✓	Health & Community Services Group Manager/ Corporate Head of Policy & Partnerships	

AMBITION 23: FAIRNESS AND RESPECT FOR ALL WITH NO ONE SUFFERING DISADVANTAGE					
Critical Activity	**2011/12**	**2012/13**	**2013/14**	**Lead Manager**	**Working with**
23.3 Assess the effectiveness and fairness of policies, procedures and services during any changes that are made to delivery structures	✓			Director	Performance & Audit Manager/ Shared Equalities Service

AMBITION 24: THERE ARE TALENTED PEOPLE WITHIN THE COUNCIL WHO HAVE THE SKILLS TO DELIVER HIGH QUALITY, RESPONSIVE, EFFICIENT, VALUED PUBLIC SERVICES					
Critical Activity	**2011/12**	**2012/13**	**2013/14**	**Lead Manager**	**Working with**
24.1 Members undertake continuous development	✓			Corporate Services Group Manager	Democratic Services Manager
24.2 Officer training in place to enable delivery of Council priorities	✓			Director	HR Manager
24.3 Effective Leadership			✓	Corporate Management Board	
24.4 Staff have the right competencies to deliver the best services	●———	———	———→	Director	HR Manager

KEY	
BDC	Blaby District Council
CABD	Community Action Blaby District
CSP	Blaby District Community Safety Partnership
LCC	Leicestershire County Council
LPG	Locality Partnership Group
LFRS	Leicestershire Fire & Rescue Service
OWBC	Oadby & Wigston Borough Council
RCC	Rural Community Council
VAL	Voluntary Action Leicestershire

This document can be made available on request, in other languages and formats (large print, Braille or on audio tape) by contacting:

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