

MALDON DISTRICT COUNCIL

Corporate Plan 2015/19

*Our
vision*

*Working in
partnership
to make the
Maldon District
a better place
to live, work
and enjoy*



MALDON DISTRICT
COUNCIL

MESSAGE FROM THE LEADER OF THE COUNCIL AND THE CHIEF EXECUTIVE

Welcome to Maldon District Council's Corporate Plan for 2015-19. The Plan outlines our strategic direction for the next four years, setting out our vision and priorities. It will guide our planning and allocation of resources as we establish detailed operational plans each year. We are committed to putting this Plan into action and making a difference for local people.

Many of the challenges ahead of us cannot be solved by the District Council on its own; partnership working is at the heart of our approach. We will continue to collaborate with a range of organisations to deliver and enable services here in the Maldon District, and also to work with our communities to build community capacity and help the District to fulfil its potential.

Cllr R G Boyce
Leader of the Council

Fiona Marshall
Chief Executive

If you would like the Corporate Plan in another format or further information, please contact us at **www.maldon.gov.uk/corporateplan** or on 01621 854477

PRIORITISING

Knowing where we are going, being clear about what needs to be done most urgently and taking tough decisions are the reasons why our priorities matter so much.

Using a range of information and feedback, including results from internal and external consultation exercises, we have set out our priorities.

Feeling safe from crime and anti-social behaviour is highly important to local residents and, as such, working with the local Community Safety Partnership we will support the delivery of one of the lowest crime rates in the region.

Not only is the District's resident population getting older, but it currently has a significantly higher proportion of over 65s than the national average.

With an expected increase of over 10% by 2035, more than one third of District residents will then be in this age bracket, placing increased pressure on health and social care provision. We aim to support older people to live independent and fulfilled lives. We recognise the challenges of living in relative isolation in rural areas with limited public transport provision and accessing services which are crucial to living a good quality of life.

The Maldon District has a distinctive and special environment and it is vital that sustainable growth and development must be carefully controlled and managed. The Maldon District Local Development Plan (LDP) sets out the planning strategy for the District over the next 15 years. The Plan meets the future needs of the District whilst protecting its unique rural and urban identity and character.

Supporting the housing needs of the most vulnerable members of the community and providing advice and assistance to residents who need help with their housing issues will be maintained.

Of continued importance is working together with residents and our partners to improve our waste services and minimise our environmental impact through reduced waste and increased recycling.

The District benefits from a skilled workforce and low unemployment. There is, however, a significant proportion of residents with no qualifications. There is work to do in raising aspirations amongst young people and in promoting further take up of apprenticeship schemes. The vast majority of local businesses are small enterprises in terms of employee numbers. Nearly half of the resident working population commutes out of the District to work. Underpinning the Corporate Plan our approved Economic Prosperity Strategy details how we aim to support local economic development and promote long term business growth.

To realise our Corporate Plan priorities we must ensure that as an organisation we have the right resources in place, in terms of finance, people and infrastructure. Our Medium Term Financial Strategy, Workforce Development Plan and ICT Strategy are integral in defining how we deliver our priorities.

OUR GOALS * OUR GOALS * OUR

HIGH LEVEL OUTCOMES

1 - *Helping communities to be safe, active and healthy*

- 1.a people feel safe from crime and anti-social behaviour
- 1.b an active population with healthy lifestyles
- 1.c safeguarded children and vulnerable adults
- 1.d supporting an ageing population

HIGH LEVEL OUTCOMES

2 - *Protecting and shaping the District*

- 2.a sustainable growth and development in line with the Council's Local Development Plan and national guidance
- 2.b protection and enhancement of the District's distinctive character, natural environment and heritage assets
- 2.c achieving a high quality of design in development
- 2.d mitigating flood risk
- 2.e improved infrastructure to meet the needs of local communities
- 2.f meeting housing needs
- 2.g reduced waste, increased recycling
- 2.h a clean local environment

GOALS * OUR GOALS * OUR GOALS

HIGH LEVEL OUTCOMES

3 - *Creating opportunities for economic growth and prosperity*

- 3.a a vibrant local economy
- 3.b the Maldon District as a destination of choice
- 3.c raised aspirations and improved skills and training provision
- 3.d improved connectivity

HIGH LEVEL OUTCOMES

4 - *Delivering good quality, cost effective and valued services*

- 4.a an organisation that lives its core values
- 4.b an efficient and resourceful organisation providing value for money
- 4.c Council services reflecting the needs and aspirations of our communities
- 4.d a democratic structure which facilitates participation and local decision making
- 4.e effective and convenient access to public services

HIGH LEVEL OUTCOMES

5 - *Focusing on key projects*

- 5.a New healthcare facilities in Maldon
- 5.b A new nuclear power station sited at Bradwell
- 5.c A revitalised Maldon and Heybridge Central Area
- 5.d Income generated through housing investment
- 5.e The Dengie Gateway Project

How we will achieve our goals in year 1 (2015/16)

KEY CORPORATE ACTIVITIES

1 - *Helping communities to be safe, active and healthy*

1. Work with the Community Safety Partnership to maintain low levels of crime, support victims of anti-social behaviour and reduce the fear of crime (ONGOING)
2. Work with partners to improve health and wellbeing of the District's residents (ONGOING)
3. Carry out the Safeguarding Audit recommendations (DECEMBER 2015)

2 - *Protecting and shaping the District*

1. Adopt the LDP for the Maldon District (APRIL 2016)
2. Monitor delivery of infrastructure as set out in the LDP (APRIL 2016)
3. Adopt design guides for development in the Maldon District (APRIL 2016)
4. Ensure a robust Development Management Team approach (REVIEW IN SEPTEMBER 2015)
5. Identify areas of flood risk within the District to establish action required (JUNE 2015)
6. Work with housing associations and developers to provide extra care housing (ONGOING)
7.
 1. Tender for the new waste contract (JULY 2015)
 2. Deliver the new waste contract (MARCH 2016)

KEY CORPORATE ACTIVITIES

3 - *Creating opportunities for economic growth and prosperity*

1. Deliver the Bradwell Legacy Partnership Action Plan (ONGOING)
2. Improve the Council's engagement with the business community (REVIEW BY JUNE 2015)
3. Evaluate conclusions from the Causeway Area re-generation study (JUNE 2015)
4. Promote the District as a destination of choice (ONGOING)
5. Rebrand the Maldon District (ONGOING)
6.
 1. Analyse current skills deficit in the District (SEPTEMBER 2015)
 2. Identify possible solutions (DECEMBER 2015)
7. Promote apprenticeship schemes (MARCH 2016)
8. Support improved broadband connectivity (ONGOING)
9. Work with partners to improve passenger transport within the District (ONGOING)

4 - *Delivering good quality, cost effective and valued services*

1. Deliver the Workforce Development Plan projects for 2015/16 (MARCH 2016)
2. Deliver the ICT Strategy projects for 2015/16 (MARCH 2016)
3. Deliver a Member Development Plan (MAY 2015)
4. Deliver the Medium Term Financial Strategy to achieve a balanced budget (ONGOING)
5. Review use of Council offices including relocation of community groups (MARCH 2016)

5 - *Focusing on key projects*

1. Help to deliver new healthcare facilities for Maldon
2. Support a new nuclear power station to be sited at Bradwell
3. Revitalise the Maldon and Heybridge Central Area
4. Generate income through housing investment
5. Implement the Dengie Gateway Project

Measuring our progress - We have established a “basket” of measures, some of which are summarised below.

Helping communities to be safe, active and healthy

- Level of reported crime
- Households improved with the aid of a disabled facility grant
- No. of private sector dwellings improved following Council intervention

Protecting and shaping the District

- Total household waste arising per household
- % of household & green waste sent for reuse, recycling & composting
- No. of missed collections per 100,000 collections
- No. of fly tipping incidents
- No. of complaints received from the public re litter and dog fouling
- No. of fixed penalty notices issued relating to litter offences and dog fouling
- % of planning appeal decisions allowed
- Total number of affordable homes delivered
- No. of long term (6 months+) empty homes returned to use
- Total no. of applicants who avoided homelessness following assistance from MDC’s housing service

Creating opportunities for economic growth and prosperity

- No. economically active/inactive in the District
- No. claiming job seekers allowance in the District
- No. of employee jobs in the District
- No. of NEETS (young people not in education, employment or training)
- No. of apprenticeship schemes in the District
- Annual tourism spend in the District
- Number of empty business premises in the District

Delivering good quality, cost effective and valued services

- Average no. of days lost per full time equivalent due to staff sickness
- Time taken to process housing benefit/council tax support applications
- % of council tax/national non domestic rates collected
- % of planning applications determined within target times
- % of planning applications validated within 5 working days

This Corporate Plan should be read in conjunction with our Annual Report which gives details of how we have performed over the past year.