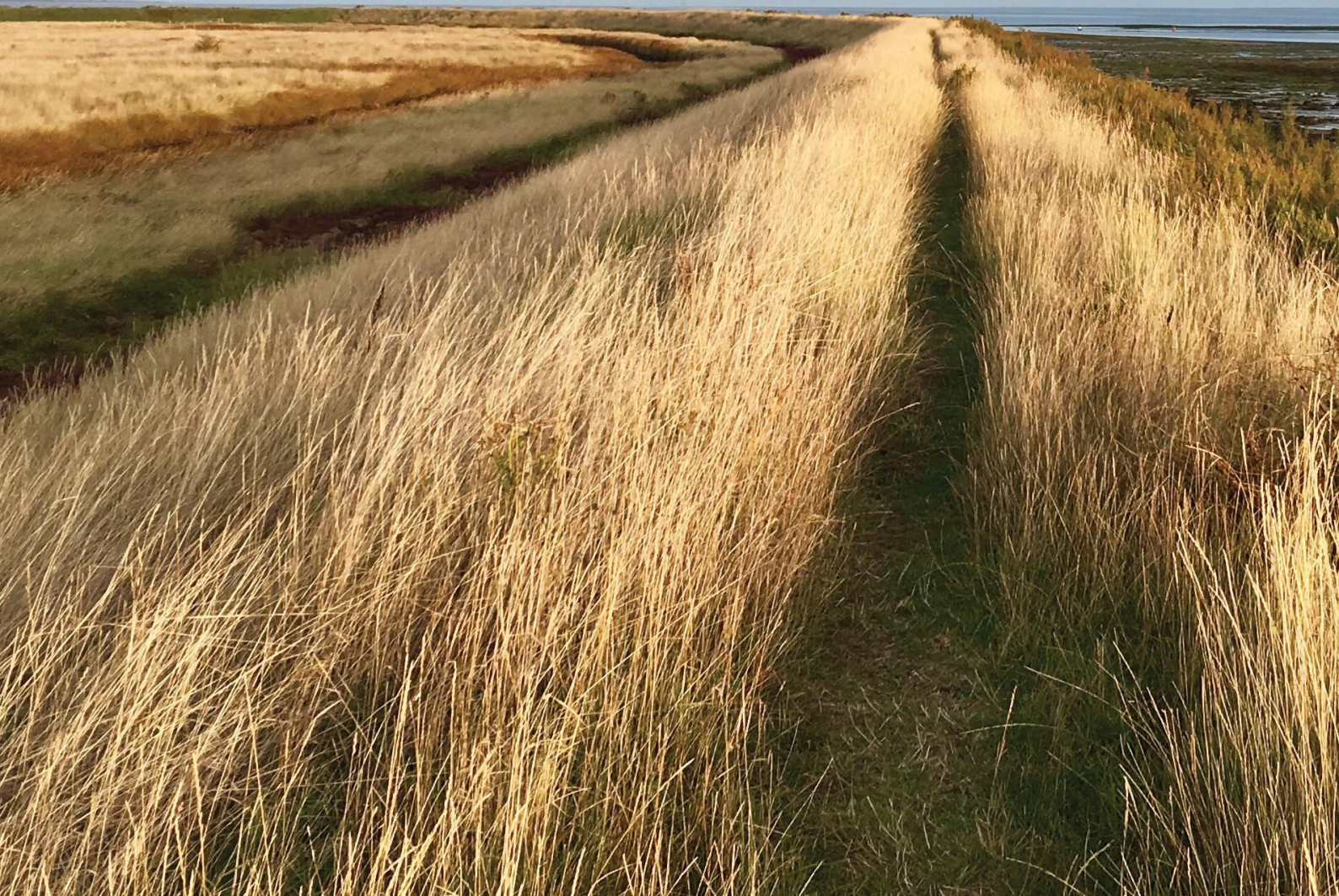




MALDON DISTRICT  
COUNCIL

# Corporate Plan 2019/23





# INTRODUCTION

from the Leader of the Council,  
Councillor Adrian Fluker

It gives me great pleasure to introduce this four year Corporate Plan for the Maldon District Council which sets out our 'vision' for the future . . .



## ‘Sustainable Council – Prosperous Future’

By smart working with our partners and local communities, I am confident that we can deliver this vision. In doing so, we can continue to make the Maldon District a special place which we are all proud of, where people choose to live, do business and enjoy visiting; where there are opportunities for all ages and where everyone feels valued and has a bright future. To this end, we support The Future of Essex – a shared vision for all who call the County home – with the aim to address the long-term needs of residents and businesses.

Maldon District Council has an excellent track record of being financially prudent and well managed. However, the austerity measures of recent years and the gradual reduction in Government funding mean the Council has to be innovative and creative in order to address a £1.8m budget gap in our medium-term financial strategy by 2021. Given these challenging financial pressures, it is critical that the Council is both fit for purpose and clear on its future direction.

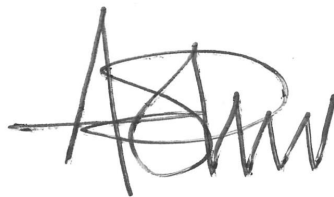
To this end the Council has taken the decision to implement an organisational transformation. As part of this transformation, a new structure has been developed to focus on delivering Council services through investment in our information technology, becoming more customer focussed and maximising our commercial opportunities. This will change the way in which our services are currently delivered and enable enhanced customer engagement and access to our services 24/7. Such transformation is imperative to ensure a secure, viable and autonomous Council that can continue to provide essential services to residents and businesses for the foreseeable future.

This Corporate Plan is our top level strategy document; it sets out the Elected Member policy which gives the strategic direction the Council will take and provides a framework for the delivery and resourcing of services. It is a statement of our vision and the positive impacts we want to make in relation to our three strategic themes that we are fully committed to; namely

Place,  
Community  
&  
Prosperity

This Corporate Plan will be underpinned by three thematic strategies, expanding on the long term approach to delivering our priorities. We will build on our proven track record of achievements and place a key emphasis on delivering our priorities through a culture of performance and project delivery. We will operate in a way that transparently and effectively delivers Council priorities. This will ensure that core services are provided to the best of our ability and that our strategic initiatives remain focussed on things that will really change the lives of our residents. Recognising that things change over the life of a plan, we will need to periodically review our outcomes to ensure that we remain focused on what is going to make a positive impact for our residents, visitors and businesses – and can be delivered with the resources we have.

I truly believe that our Corporate Plan gives a clear message that, as a strong and resilient Council, we will continue to serve our local communities and improve local wellbeing whilst safeguarding and promoting the unique identity of the Maldon District, now and into the future.

A handwritten signature in black ink, appearing to read 'A. Fluker', with a stylized flourish at the end.

Councillor Adrian Fluker,  
Leader of Maldon District Council  
and Ward Member for Southminster

The Council's three outward-facing strategic themes of Place, Community and Prosperity are underpinned by an organisational focus on **Performance and Value**.

## Performance & efficiency

### IMPACT

Excellent services and value for money

### OUTCOME

- Front line services retained
- Best value procurement and project management ensured
- Customers' expectations exceeded
- Customer access through technology promoted
- An open and transparent organisation
- Fair funding proactively sought
- Outcome led engagement and smart partnering

## Planning for the future

### IMPACT

Financially independent and sustainable Council

### OUTCOME

- Continuing to work sustainably
- Resilience and autonomy maintained
- Increased income through commercialisation
- Current Local Development Plan reviewed
- Preparation for the next Local Development Plan period



Place

Prosperity

**SUSTAINABLE  
COUNCIL  
PROSPEROUS  
FUTURE**

PERFORMANCE & VALUE

Community

## The environment

### IMPACT

Protected and improved environment for residents and visitors

### OUTCOME

- A clean and tidy District
- Reduced household waste
- Our open spaces maintained for the enjoyment of all
- Improved air quality
- Partnership working to protect our countryside and coastline
- Sound and tested environmentally friendly initiatives delivered

## Growth & infrastructure

### IMPACT

Sustainable growth and new infrastructure

### OUTCOME

- A five-year housing land supply maintained
- Strategic sites delivered in accordance with the Local Development Plan
- Affordable housing targets in the Local Development Plan achieved
- Section 106 planning agreements are effectively discharged
- Partnerships are developed to maintain coastal defences
- Improved access to Superfast Broadband across the District

# ● Place, **Community** & Prosperity

## Health & wellbeing

### IMPACT

Healthy, safe and vibrant communities

### OUTCOME

- Working with communities and partners to support our health and wellbeing priorities: obesity, mental health, social isolation and loneliness, and older people's health
- Partnership working to safeguard vulnerable adults, children and families
- Effective engagement to support strong and resilient communities

# ● Place, Community & Prosperity

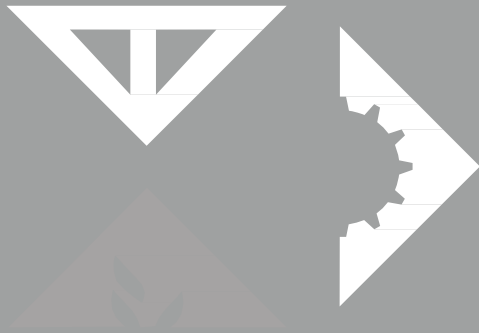
## Economic development

### IMPACT

Local businesses supported and new ones attracted

### OUTCOME

- Delivery of strategic employment sites in accordance with the Local Development Plan
- Partnership working to provide an Enterprise Centre
- Rural business and diversification supported
- Tourism supported and encouraged
- Efficient and effective engagement with businesses



This document is also available at [www.maldon.gov.uk](http://www.maldon.gov.uk).  
If you require this information in alternative format,  
please phone 01621 854477

FRONT COVER: SALTMARSH COAST TRAIL | FIONA BRENT

