



STAFFORDSHIRE  
*moorlands*  
DISTRICT COUNCIL  
ACHIEVING · EXCELLENCE



# Corporate Plan

## 2015-2019

Achieving Excellence in the delivery of high quality services that meet the needs and aspirations of our communities.

# Aim 1: To help create a safer and healthier environment for our communities to live and work

## Our key priorities for 2015-2019 are:

- Increased supply of good quality affordable homes
- Develop a positive relationship with communities
- Effective relationship with strategic partners
- Effective support of community safety arrangements including CCTV
- Provision of sports facilities and leisure opportunities focused upon improving health

## We will measure our achievements through...

- Increased supply of quality affordable housing
- Improved health
- Improved community safety

## In order to meet these priorities we will...

- Agree an approach that results in joint leisure centre contract renewals across the Alliance
- Develop and implement a plan that is focussed on increasing footfall in Leisure Centres by the effective use of off-peak capacity
- Work with health services to develop a plan to enhance leisure provision with a focus on health improvement
- Develop a strategy for further development of affordable and specialist housing
- Develop and agree a new empty properties strategy
- Develop and implement a plan to reduce anti-social behaviour
- Develop a scheme that supports the upgrading of security in vulnerable people's homes
- Support the Community Safety Partnership with improved provision of outreach workers for dealing with domestic violence

## Working with and supporting our partners we will seek to influence positive outcomes around...

- Support the police and other partners to reduce crime, the fear of crime and anti social behaviour
- Work with Staffordshire County Council and other partners to ensure an effective partnership with central government
- Ensure there is effective health provision particularly for the elderly
- Ensure that the services provided by other public sector partners meet the needs of residents



# Aim 2: To meet our financial challenges and provide value for money

## Our key priorities for 2015-2019 are:

- Effective use of financial and other resources to ensure value for money
- Ensure our services are easily available to all our residents in the appropriate channels and provided “right first time”
- A high performing and well motivated workforce
- More effective use of Council assets

## We will measure our achievements through...

- Balanced and sustainable medium term financial position
- Council services provide value for money
- High level of resident and customer satisfaction

## In order to meet these priorities we will...

- Develop and implement a plan to identify new and innovative ways of generating income
- Implement the agreed Customer Services Strategy
- Agree and implement an approach to bring about effective channel shift
- Agree and implement a plan for further improvement of the Council's website
- Review and revise processes to ensure that they are focused upon the customer and are effectively aligned across services
- Develop a plan to ensure better sharing of information between services and with partners

## Working with and supporting our partners we will seek to influence positive outcomes around...

- Identifying European Funding opportunities



# Aim 3: To help create a strong economy by supporting further regeneration of towns and villages

## Our key priorities for 2015-2019 are:

- Encourage business start-ups and enterprises
  - Flourishing town centres that support the local economy
  - Encourage and develop tourism
    - High quality development and building control with an “open for business” approach



## We will measure our achievements through...

- Sustainable towns and rural communities
- Increased economic growth

## In order to meet these priorities we will...

- Implement the Growth Fund initiative to support small businesses
- Support the development of London Mill
- Support the development of Cornhill
- Support the development of improved rail links in partnership with Stoke-on-Trent City Council
- Support the development of a Cinebowl / Fast Food Outlet
- Implement the town deal in Biddulph in partnership with Biddulph Town Council
- Develop and implement a new approach that ensures that the planning applications process is quicker, linked to growth and focussed upon increasing income
- Develop and implement plans to extend the public market operation in Leek
- Develop and implement a plan which will address the planning enforcement backlog
- Ensure that delegations in respect of planning applications are appropriately applied and that Parish Council views' are taken into account
- Implement a system to ensure that planning conditions implementation is tracked effectively

## Working with and supporting our partners we will seek to influence positive outcomes around...

- Support the development of rail links to the city of Stoke-on-Trent
- Support the development of new entertainment facilities in Leek

# Aim 4: To protect and improve the environment

## Our key priorities for 2015-2019 are:

- Effective recycling and waste management
  - Promote environmentally sustainable policies and practices
- Provision of high quality public amenities, clean streets and environmental health
  - Provision of quality parks and open spaces
    - Car parking arrangements that meet the needs of residents, businesses and visitors

## We will measure our achievements through...

- High recycling rates
- Quality parks and open spaces and clean streets

## In order to meet these priorities we will...

- Refresh the processes for dealing with enforcement action against environmental crime (fly tipping and littering) in order to ensure that there is zero tolerance
- Agree and implement actions that will ensure that the waste collection service can deal with the reducing levels of recycling income and recycling credits
- Agree an approach that results in joint operating arrangements with High Peak for waste collection and street cleansing
- Reduce the Council's energy consumption and associated costs
- Identify and implement an approach to reduce the cost of country parks
- Develop a plan to improve Brough Park with HLF support

## Working with and supporting our partners we will seek to influence positive outcomes around...

- The provision of waste and recycling centres across the district

