

WYCHAVON

Our strategy 2008 - 2013

Our priorities, goals and this year's promises

1 Safer

Communities that are safe and feel safe

1. To reduce crime and the fear of crime

- Target persistent offenders so we reduce criminal activity through effective South Worcestershire Community Safety Partnership working.

2. To tackle anti-social behaviour and disorder

- Reduce perceptions and reports of anti-social behaviour through quick action by our Community Wardens and the Police and providing new diversionary activities.

2 Greener

A better environment - for today and tomorrow

1. To minimise waste and increase recycling

- Increase the household recycling rate to achieve at least 40% by the end of 2009/10.

2. To balance new development with protecting the district's natural and built environment

- Consult residents and key partners on the submission stage of the Core

Strategy for South Worcestershire, to ensure that a balanced approach is taken to the high levels of new development which are proposed.

3. To create a clean environment

4. To reduce the impacts of climate change and household energy consumption

- Use the results of the Warmer Worcestershire thermal imaging survey to target energy efficiency advice and grants to help residents, particularly vulnerable households, reduce heat loss from their homes.

5. To aid recovery from flooding and reduce the impact of future floods

- Develop flood management plans for the 20 villages and towns at the highest risk of flooding.

3 Healthier

Improving health and well-being

1. To contribute to reducing the incidence of coronary heart disease, cancer, obesity and diabetes

- Deliver healthy eating and active lifestyle messages at a minimum of five community events during the summer of 2009.

- Open a new leisure centre in Evesham and increase the total number of visits to all our leisure facilities by 15,000 visits from the 2008/09 figure.

2. To reduce health inequalities in Wychavon

- Run three mini MEND (Mind Exercise Nutrition...Do it!) programmes to help young children and their families get fitter and healthier.

4 Stronger

Vibrant and inclusive communities with a strong economy

1. To increase the availability of affordable, decent housing

- Contribute to our target to deliver at least 200 affordable homes by 2012/13 by completing 60 affordable homes during 2009/10.

- Work with housing associations to pilot a 'Try and Buy' scheme to help households take their first steps towards buying their own home.

- Improve the standards of at least 100 private sector homes through giving advice and support to owners and taking formal action where necessary.

2. To improve activities/ facilities for young people

- Open a youth zone in Droitwich and take our new youth bus out to villages to provide activities for young people.

- Support four improved play area facilities across Wychavon.

3. To support local businesses and village services

- Introduce a town and village centre retail programme to support the creation of at least six new retail businesses.

- Use our land at Vale Park to create an additional 20 industrial units and support the development of key strategic business development sites.

- Support businesses through the recession by signposting them to sources of help and advice and co-ordinating a package of business support.

- Aim to pay 90% of undisputed invoices within 10 days of receipt.

4. Build vibrant and tolerant communities where people get on well together

- Implement the recommendations contained in the council's approved Agriculture and Migrant Workers report.

5. To increase leisure and cultural activities

5 Successful

Delivering excellent and value for money services

1. To provide high performing services that meet customers' needs

- Help residents get the services they need through improved targeting of relevant services and our communications.

2. To increase efficiency and access to services

- Identify at least £500K of the £1 million 'Way Forward' efficiency savings by the end of the year.

3. To keep staff and Members developed and motivated

- Provide coaching to at least 50% of all eligible managers through the West Midlands Regional Coaching Pool.

- Use the results from Councillors' one-to-ones to develop a focussed and appropriately resourced Member development programme.

Our priority goals for 2009/10 are shown in dark blue

www.wychavon.gov.uk



good services, good value

Our vision: A safe, green, healthy and beautiful district that is a vibrant and creative place for everyone to live, work and visit

Our aim: To deliver excellent services and make life better for everyone