

Daventry District Council

Corporate Strategic Plan

2017 - 2020



Foreword

Welcome to Daventry District Council's Corporate Plan for 2017 to 2020, which sets out the objectives and priorities for the Council to work towards over the next three years.

We want Daventry District to flourish as a place to live, work and prosper, and our Vision to *Develop a Better District* sets out how we mean to achieve that.

The Vision has four key objectives:

- Improve our Business Economy, Learning and Skills
- Protect and Enhance our Environment
- Promote Healthy Safe and Strong Communities and Individuals
- To be an Efficient and Effective Council

Our Corporate Plan, which we produce every three years, includes a series of measures that allows us to chart our progress against those objectives and identify what further improvements can be made.

It also sets out the Council's Values, which help to shape the culture of the authority and guide the way we work.

That we have made good progress towards our Vision in the last three years is thanks in no small part to the support of our residents and partners.

We look forward to continuing those partnerships in the coming years to make Daventry District an even better place for residents, businesses and visitors alike.

A handwritten signature in black ink, appearing to read 'I Vincent'.

Ian Vincent
Chief
Executive
Daventry District Council

Contents

Context	3
The Vision and Objectives	4
Performance Management	5
Data Quality Assurance	5
Our Values	6
Partnership Working	6
<i>Objective:</i> Improve Our Business Economy, Learning and Skills	7
<i>Objective:</i> Protect and Enhance Our Environment	8
<i>Objective:</i> Promote Healthy Safe and Strong Communities and Individuals	
<i>Objective:</i> To be an Efficient and Effective Council	1



Context

The District

Daventry District is a large mainly rural area of 257 square miles in the south west of Northamptonshire. It is the largest district in the county but, after Corby, has the second smallest population, with approximately 78,900 residents - the majority of whom live among the district's 78 villages.

The district has one town – Daventry. Unemployment is low and the health of people is generally better than the English average.

Our Services

The Council provides essential local services that support the day-to-day quality of life needs for most people. Through services such as electoral registration, to enable people to vote, and refuse collection, the Council has a direct relationship with every household.

The main services relate to:

- Enhancing the heart of Daventry
- Commerce and opportunity
- Waste and Recycling
- Cleaner streets and open spaces
- Greener living
- Better affordable homes
- Encouraging active, fitter lives
- Engaging our young people
- Cohesive communities
- Raising the profile of Daventry District



The Vision and Objectives

The Vision to *'Develop a Better District.'*

This is a very broad statement of intent, which reflects how the Council sees its contribution to national, regional and local priorities.

This vision is therefore drawn from:

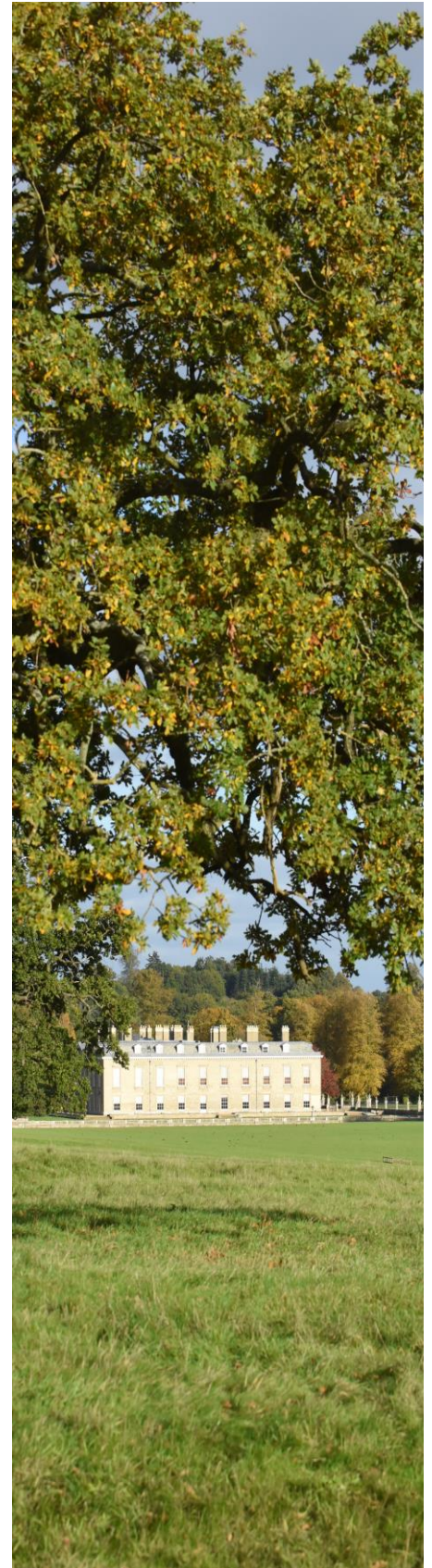
- Central Government requirements (for example, through set targets we have to achieve or shared priorities with Local Government).
- Locally, through the Sustainable Community Strategy developed in conjunction with a wide range of local service providers/organisations and the local community.

Our Objectives:

In order to ensure that the Council remains focused on what is important, the Vision has been broken down into four objectives.

Through these, the Council is able to define its contribution to quality of life issues that meet known local community needs.

- Improve Our Business Economy, Learning and Skills
- Protect and Enhance Our Environment
- Promote Healthy Safe and Strong Communities and Individuals
- Be an Effective and Efficient Council



Our Priorities - what we need to achieve

Under each objective, the Council has identified the District's priorities.

These were developed through consultation with residents and service areas within the Council.

The priorities are more specific areas of work that contribute to achieving the vision from the wider work of the Council and the local services it provides.

Improve our Business Economy, Learning and Skills

B1 Develop Daventry Town

B2 Maximise economic opportunities in the rural area

B3 Facilitate and develop opportunities for employment and learning

B4 The District is recognised as being open for business

Protect and Enhance our Environment

E1 Reduce adverse environmental impact

E2 Reduce the amount of waste generated

E3 Deliver attractive public spaces

E4 Preserve the district's heritage

Healthy, Safe and Strong Communities and Individuals

H1 Improved access to services

H2 Encourage a safe and healthy lifestyle

H3 People have the housing they need

H4 Support the community and voluntary sector

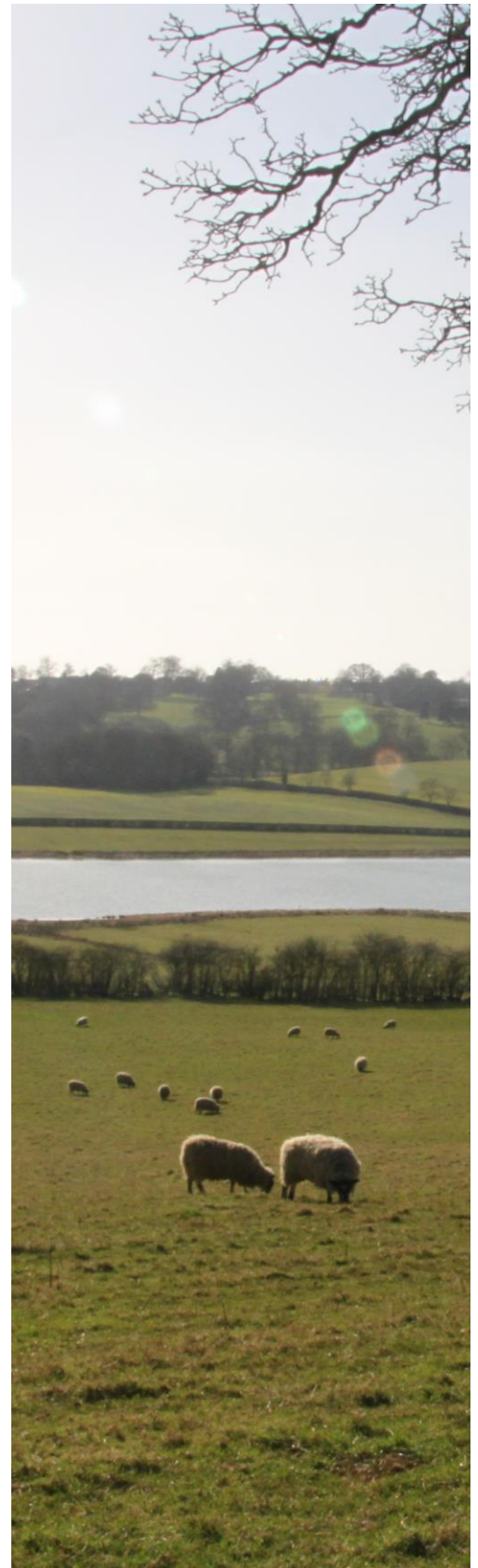
Efficient and Effective Council

C1 Maximising income generation

C2 Effective resource and risk management

C3 Value and develop an effective workforce

C4 Manage performance and customer perception



Performance Management

We positively manage performance to show how these areas of work are progressing and measure achievement for improvement. Some areas of work are crosscutting in that they contribute to more than one priority.

To support overall performance there are two issues:

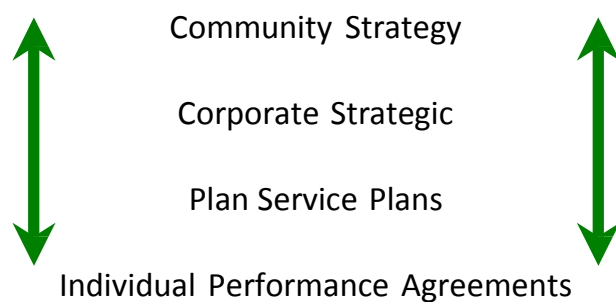
- How the Council provides leadership within the community and with partners.
- How the Council works internally in support of the priorities identified.

Through the vision and objectives, there is a clear sense of purpose in what we do for our communities.

Overview of Council Plans

It is not possible in a Corporate Strategic Plan to fully document the specifics of how we will deliver each target area.

The detail is stated in Service Plans, which bring together actions for each service from Council strategies, Best Value Reviews and Improvement Plans. The Corporate Strategic Plan therefore is the cornerstone of our performance management framework.



Elements of the Performance Management Framework

The Corporate Strategic Plan defines the Council's strategic focus. It sets out how the Council will deliver its vision and how it will measure success. Each service produces its own Service Plan, which outlines the service objectives needed to contribute to the Council's vision. At a micro level, each member of staff receives an annual appraisal to set individual targets that contribute to the service objectives.

Data Quality Assurance

We have a Data Quality policy in place to support consistent, high quality, timely and comprehensive information used to support decision-making and improved service outcomes. All our performance figures are collated and audited following data quality checks. Policies and procedures are in place to ensure that the quality of the data is robust and accurate.

Our Values

Underlying the vision we have a set of values, which guide the way the Council works

In everything we do, we will do our very best to:

- Place the customer at the heart of everything we do.
- Communicate honestly and openly with customers and colleagues at all times.
- Strive for continuous improvement and excellence in all we do.
- Achieve positive outcomes for the community through delivery of high quality services and community empowerment.
- Demonstrate good leadership, respect and effective team working.
- Promote and value diversity of our district.



Partnership Working

To meet the expectations of our community we recognise the need to work with a wide range of partners.

The Council has developed the Daventry Local Strategic Partnership, which has created a complementary vision for the district.

This is: Working together to improve people's quality of life and make Daventry District the safest place in which to live, work and visit.

As Daventry town expands our joint efforts will ensure that the district meets and sustains the economic, social, environmental, health and leisure aspirations of those who live and work here.



Corporate Strategic Plan 2017 - 2020

Objective: Improve our Business Economy, Learning and Skills

Daventry District Council recognises that the wealth of the community is generated by successful businesses.

We want Daventry district to be a place of opportunities with a choice of high quality local employment. We want a strong local economy.

What we want to achieve:

Priority B1- Develop Daventry Town

B1.1 Increase in commercial floor space with planning permission excluding town centre retail and leisure.

B1.2 Increase in town centre retail and leisure floor space with planning permission due to Council action.

Priority B2- Maximise economic opportunities in the rural area

B2.1 Number of interventions made to develop tourism in the District.

B2.2 Rural Transport and Economic Strategy 2015 – 2020. Number of actions undertaken from action plan.

Priority B3- Facilitate and develop opportunities for employment and learning

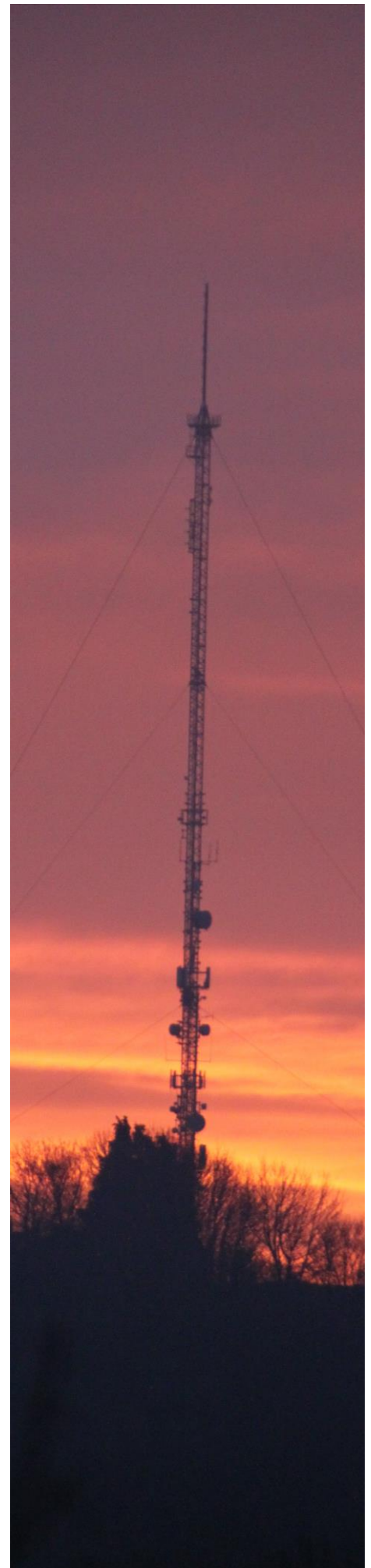
B3.1 Number of apprenticeships, work placements and trainee posts offered by the Council.

B3.2 Number of school / college places delivered to provide sufficient capacity according to demand from the growing population.

Priority B4- The District is recognised as being open for business

B4.1 Raise the profile of Daventry District.

B4.2 Number of major planning applications determined by the Council within statutory or agreed time.



Objective: Protect and enhance our environment

Daventry District Council recognises the contribution it can make to promote more environmentally sensitive measures in new and existing development.

We have an enviable record in setting high-energy efficiency standards, achieving high waste recycling rates and providing award winning parkland.

We want people to be proud of where they live.

What we want to achieve:

Priority E1- Reduce adverse environmental impact

E1.1 Increase the uptake of usage of electric charging points facilitated by DDC.

E1.2 Increase the % of Council floor space with EPC rating E.

Priority E2- Reduce the amount of waste generated

E2.1 Amount of waste collected which is not reused, recycled or composted.

Priority E3- Deliver attractive public spaces

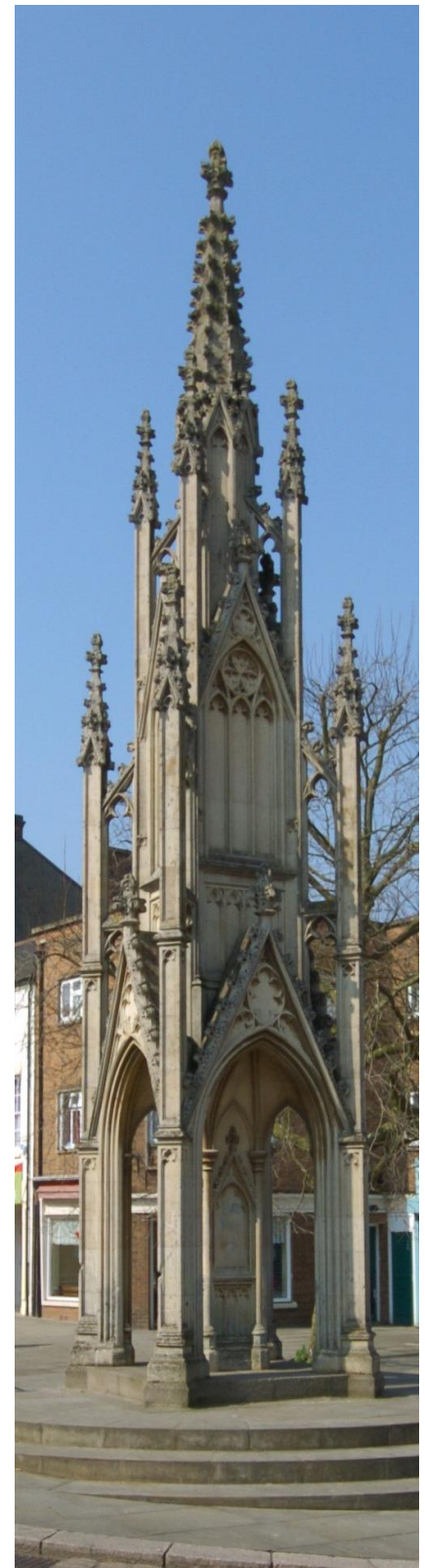
E3.1 Number of Action days facilitated to enhance our environment.

E3.2 Number of high quality parks that are provided for public use.

Priority E4- Preserve the District's Heritage

E4.1 Council intervention leads to commencement of restoration, reuse or sustained productive use of listed buildings in the District.

E4.2 Number of conservation area appraisals carried out.



Objective: Promote Healthy Safe and Strong Communities and Individuals

Daventry District Council has a key role to change and secure necessary support for the community.

This can be in the form of direct provision of services, provision of facilities by other and working on the community's behalf through key partnerships.

We want people and communities to be stronger.

What we want to achieve:

Priority H1- Improved Access to Services

H1.1 Number of e-enabled services added on or improved from the Council.

H1.2 Increase in access to services using self-serve.

Priority H2- Encourage a safe and healthy lifestyle

H2.1 Sport and Physical activity facilitated by the Council.

H2.2 Supporting elderly and vulnerable residents of the district to live in their own home through adaptations.

Priority H3- People have the Housing they need

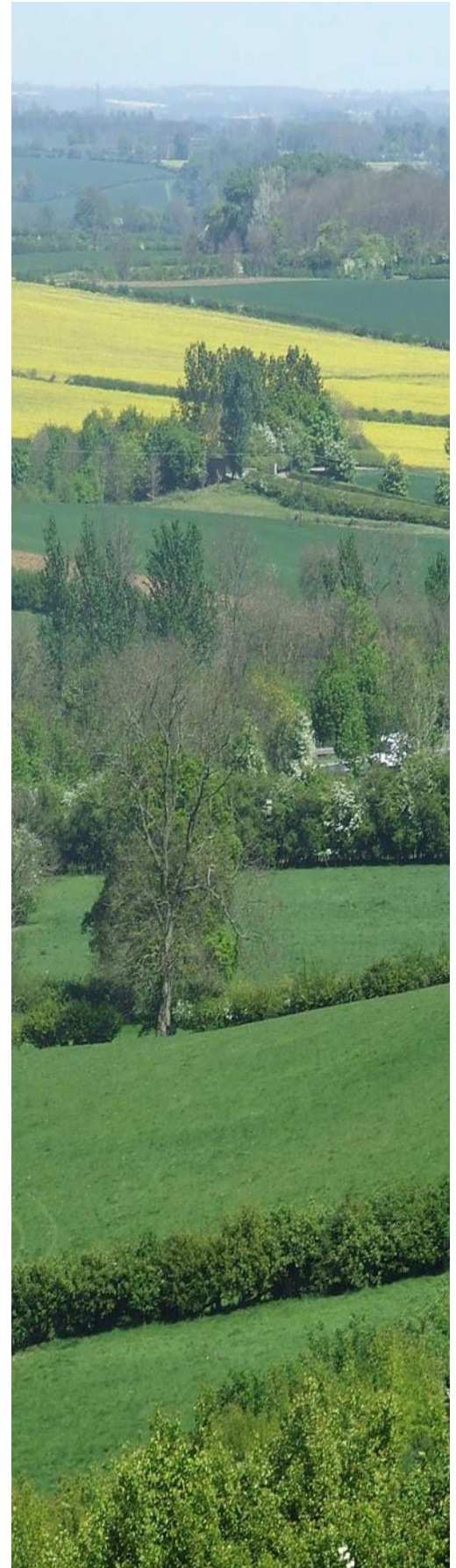
H3.1 The number of enforcement interventions to improve the housing conditions of tenants in rented accommodation.

H3.2 Number of new homes delivered to meet population growth.

Priority H4- Support the community and voluntary sector

H4.1 Residents benefiting from voluntary sector services commissioned by the Council.

H4.2 The number of volunteer activities undertaken by parish councils and community groups supported by the Council.



Objective: To be an Efficient and Effective Council

Daventry District Council is committed to ensure that the council and its partners are working in an efficient and effective manner, ensuring good performance and successfully reaching targets and delivering good quality services.

What we want to achieve:

Priority C1- Maximising Income Generation

C1.1 Percentage of Council tax collected.

C1.2 Percentage of non-domestic rates collected.

C1.3 Income received from commercial rents.

C1.4 Council owned commercial floor space that is occupied.

Priority C2- Effective Resource and Risk Management

C2.1 Rated as meeting value for money criteria as assessed by external auditors.

C2.2 Sustainable and prudent medium term financial plan and capital programme adopted by Council.

C2.3 Percentage of internal health and safety audit recommendations that are actioned in a timely manner.

Priority C3- Value and Develop an effective workforce

C3.1 Develop and sustain workplace wellbeing through achievement and maintenance of the Workplace Wellbeing Charter.

C3.2 Develop and sustain an effective workforce that delivers the Council's objectives.

Priority C4- Manage performance and customer perception

C4.1 Percentage of customers satisfied or better from the service they received from the Council.

C4.2 Corporate Plan achieved.



This report is available on request in large print on audiotape or in Braille.

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