

MALDON DISTRICT COUNCIL

# CORPORATE PLAN

2021-2023

*Sustainable Council - Prosperous Future*

The crest of Maldon District Council is a large, faint watermark in the background. It features a dark blue ship's hull with a white fleur-de-lis on the bow, a large dark red sail, and a smaller blue sail. The ship is depicted on stylized blue waves.

# FOREWORD

The last two years have seen major changes at Maldon District Council. These range from the election of a large number of Independent Councillors in May 2019, through to the immense challenges of the global Covid-19 pandemic, which has been a major focus over the last year.

With the Independent Administration taking over the leadership of the Council in November 2020, we were keen that as a Council we update the Corporate Plan to reflect these changes and the new challenges which we all face.

This Corporate Plan is an update of the existing 2019-23 Plan and we view it as a live and evolving critical document. We have retained what is still appropriate, whilst adjusting and sharpening its focus and distilling the outcomes to ensure we are focussed on those key areas where we need to make the biggest difference.

The key change with this Corporate Plan is the way it has been developed and will be delivered. The Plan now includes a clear statement of the Council's Core Values. These are a clear statement of intent by the Administration of the Council to not just to deliver on our stated outcomes, but to fundamentally change the approach of the Council.

We will put customer focus as a key value and will behave with ethics and integrity, whilst being respectful to others and being accountable for our actions. We also look to be more collaborative to ensure we deliver our key aims. That includes strong collaboration between our staff and Council Members, working together to deliver the best service possible for the District of Maldon.

We will also work closely with our communities and with our partners to build on the great work we have already done together in dealing with the challenges of the Covid-19 pandemic. Through this work, we have forged new and stronger partnerships and it is our intention to retain and build on those partnerships.

# FOREWORD

In terms of our objectives we have retained the three themes of **Place, Prosperity and Community**, and within these themes we have outlined our key outcomes. We are focussed on addressing environmental issues and have given a clear statement of intent with our declaration of a district-wide 'Climate Emergency'.

Economic recovery and providing support for the District's businesses to thrive, not just survive following the easing of Covid-19 restrictions will build on the significant support this Council has already provided to our businesses throughout the pandemic. We are also focussed on continuing to build the capacity and resilience of our communities, who have shown throughout the challenges of 2020, just how strong and adaptable they are.

We will underpin our work with a focus on **Performance and Value**, ensuring we have a strong approach to finance, governance and hold ourselves and our partners to account to deliver clear outcomes for our District. We also have a renewed focus on the welfare of our workforce to ensure they are resourced and supported to deliver the outcomes set out in this Plan.

In demonstrating the intent of our collaborative approach and that the values set out in this plan are for both Maldon District elected members and staff, this Plan is signed by both the Leader of the Council on behalf of all elected Members and the Corporate Leadership Team, on behalf of all staff.



**Leader of the Council**



**Corporate Leadership Team**

# WELCOME TO MALDON DISTRICT

Maldon District is a predominantly rural area of Essex, covering 139 square miles. The District's rich natural and historic landscape tapestry is dominated by the Blackwater and Crouch estuaries and extensive flat and undulating plains set against 70 miles of coastline.

The District is home to over 64,000 people who live in the main towns of Maldon, Heybridge and Burnham on Crouch and scattered villages and hamlets.

The District maintains a strong coastal and rural heritage that gives it its unique character, charm and distinctiveness. We share this with a range of international, national and locally designated habitats, 14 Conservation Areas, more than 1,000 Listed Buildings, 21 Scheduled Monuments and a Registered Park and Garden and Registered Battlefield.

Economically, the District is home to a growing mixture of businesses across the agricultural, manufacturing and service sectors, including specialist marine services.

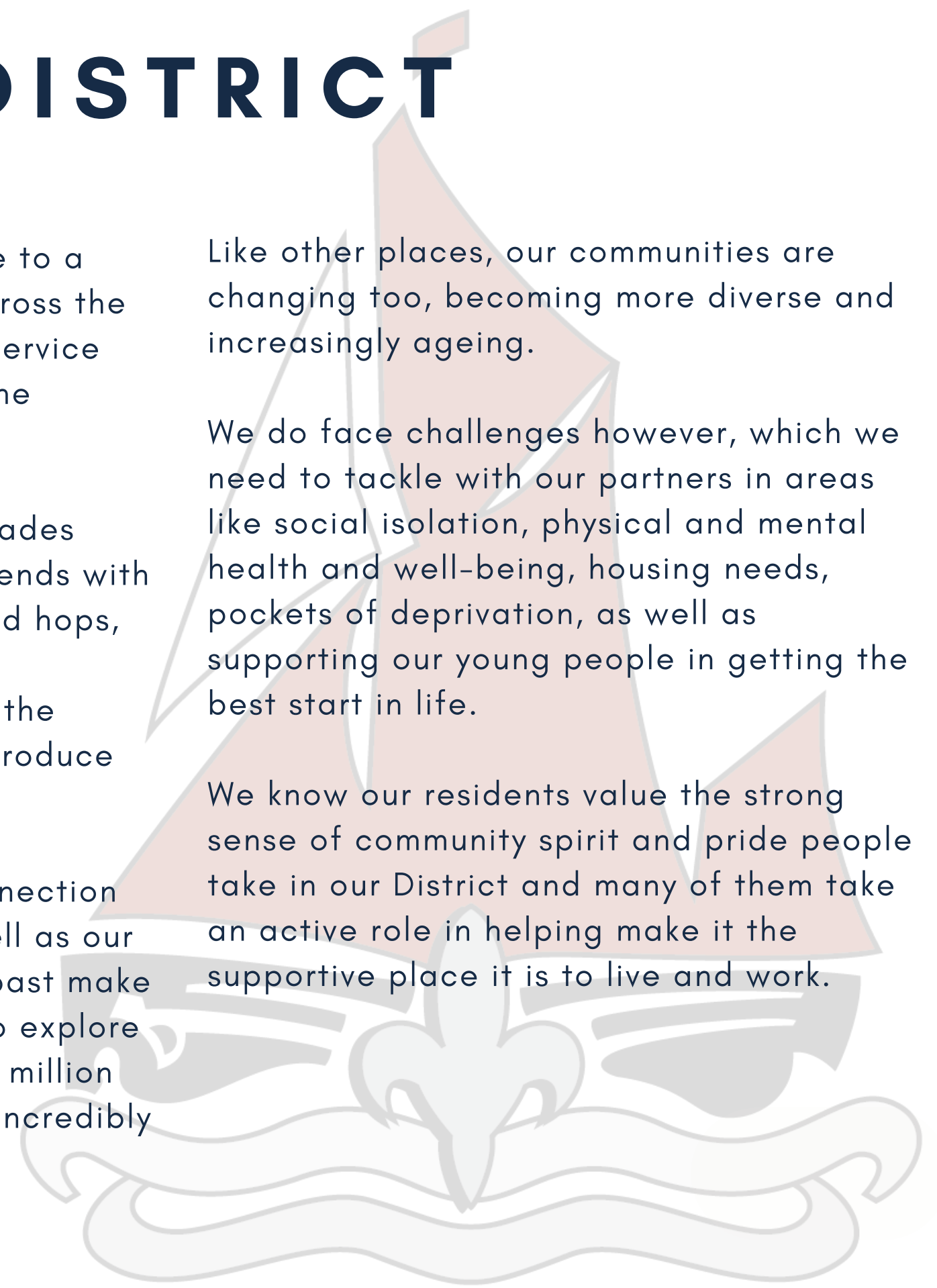
Agriculture, fishing and marine trades remain strong despite national trends with crops including wheat, grapes and hops, as well as oysters and salt being harvested and processed around the District into a range of culinary produce sold throughout the world.

Our natural environment, our connection with the estuaries and sea, as well as our cultural and historic links to our past make the District an attractive place to explore and the area welcomes over four million visitors annually, making tourism incredibly important for the local economy.

Like other places, our communities are changing too, becoming more diverse and increasingly ageing.

We do face challenges however, which we need to tackle with our partners in areas like social isolation, physical and mental health and well-being, housing needs, pockets of deprivation, as well as supporting our young people in getting the best start in life.

We know our residents value the strong sense of community spirit and pride people take in our District and many of them take an active role in helping make it the supportive place it is to live and work.



# OUR CORE VALUES

In delivering the Corporate Plan, we promise we will all...





# MALDON DISTRICT COUNCIL PLACE

*“Through our projects, actions, communication, partnerships and policies we will support a protected and improved environment for residents and visitors, alongside sustainable growth and new infrastructure”.*



# OUR PLACE OUTCOMES



1. Promote civic pride  
and maintain the  
District's  
environmental quality



2. Reduce impacts of  
waste disposal and  
pollution on the  
environment



3. Deliver the housing the  
District needs



4. Work with partners to maintain  
and improve the District's  
resilience to the effects of climate  
change



5. Deliver sustainable  
growth and new  
infrastructure through  
development

MALDON DISTRICT COUNCIL

# PROSPERITY

*“Through our projects, actions, communication, partnerships and policies we will support an environment that enables businesses to arrive, survive and thrive.”*





# OUR PROSPERITY OUTCOMES



6. Enabling future economic investment and new jobs



7. Supporting existing local businesses



8. Enhancing and promoting the District's visitor economy

# MALDON DISTRICT COUNCIL COMMUNITY

*“Through our projects, actions, communication, partnerships and policies we will work to support our communities, the health and well-being of our residents, and to provide safe and clean places to live in and enjoy.”*





# OUR COMMUNITY OUTCOMES



9. Working with our communities and partners to improve the physical health and well-being of our residents



10. Working with our communities and partners to improve the mental health and well-being of our residents



11. Working with our communities, schools and partners, to improve our children and young peoples' health and well-being, giving them the best start in life



12. Ensuring the safety and well-being of our vulnerable children, adults and families



13. Building on the strengths of our communities and what they can do to support themselves and help each other to thrive

# MALDON DISTRICT COUNCIL PERFORMANCE AND VALUE

*“Through our projects, actions, communication, partnerships and policies we will ensure our organisation is financially sound and sustainable and has the right governance in place, with a flexible workforce, supported by technology to deliver value for money.”*

# OUR PERFORMANCE AND VALUE OUTCOMES



## 14. FINANCE & INCOME

Effectively use our financial resources and approach to procurement and risk management to deliver value for money, whilst seeking fair funding and adopting a commercial approach to raise income, make the most of our assets and deliver our corporate outcomes.



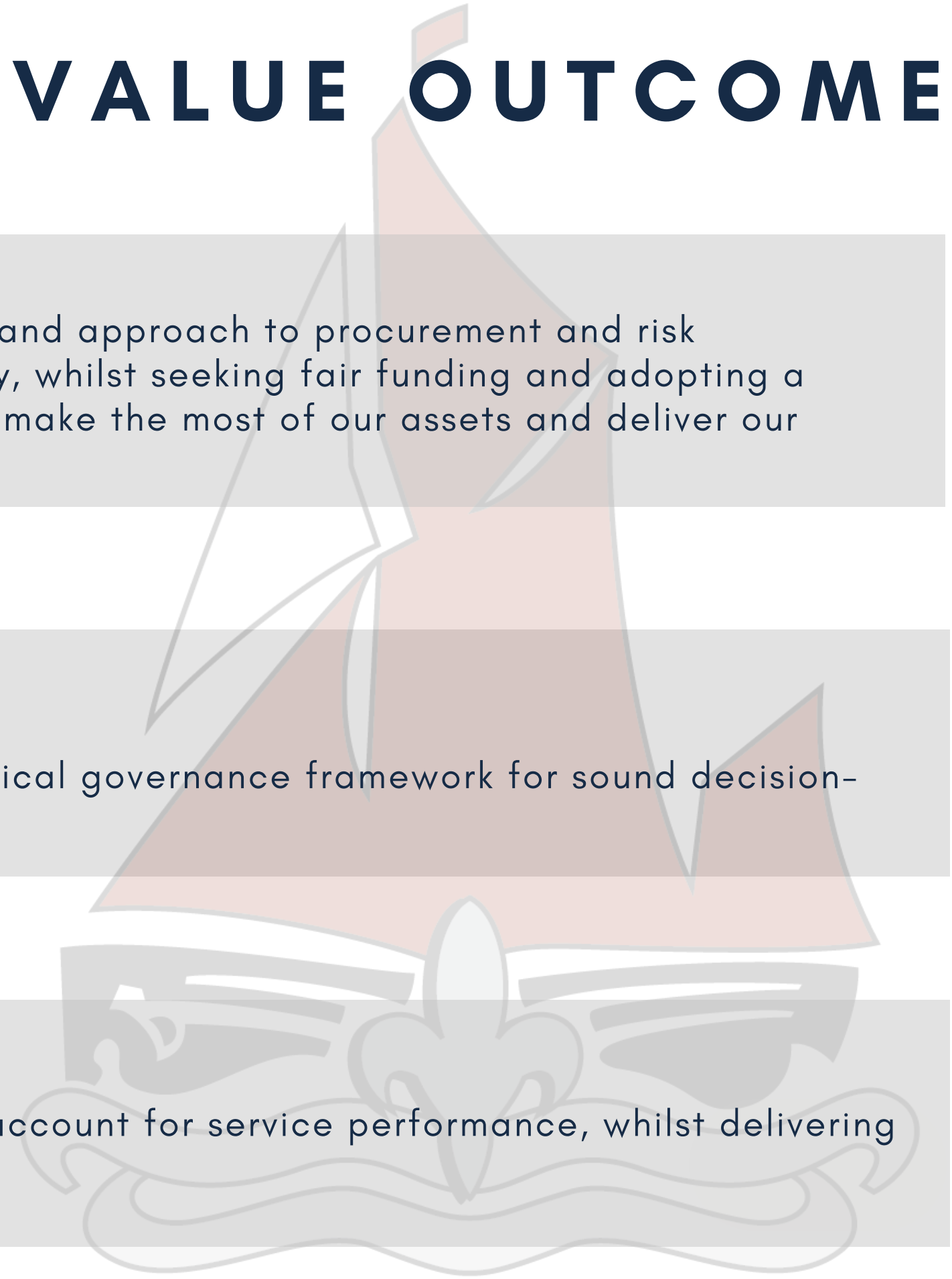
## 15. GOVERNANCE

Delivering a robust corporate and political governance framework for sound decision-making



## 16. PERFORMANCE

Holding ourselves and our partners to account for service performance, whilst delivering good project management.





# OUR PERFORMANCE AND VALUE OUTCOMES



## 17. TECHNOLOGY

Meeting the needs of our customers effectively and efficiently and reducing our carbon footprint by deploying appropriate technological solutions



## 18. MEANINGFUL ENGAGEMENT

Using engagement with our residents, businesses, partners and staff to inform our decision-making



## 19. OUR WORKFORCE

Building a flexible and happy workforce by creating a positive working environment that supports well-being and learning





# MALDON DISTRICT COUNCIL

*Maldon District Council 2021*

*Strategy, Policy and Communications*

[www.maldon.gov.uk](http://www.maldon.gov.uk)