



MALDON DISTRICT COUNCIL

CORPORATE PLAN 2015/19

2018/19 UPDATE

DRAFT



MALDON DISTRICT
COUNCIL

OUR VISION
To make
Maldon District
a better place
to live, work
and enjoy



This final annual update of our adopted Corporate Plan (2015/19) sets out our vision and provides strategic direction for the planning and delivery of our work.

A well-tested and robust strategic and financial planning process has enabled us to respond effectively to challenging times. However, we must remain prudent and continue to maintain a tight control over expenditure to ensure resources are directed to meet our agreed corporate goals. We are also looking to transform the way we do things: increasing efficiency and adopting a more commercially orientated approach, exploring new investment opportunities and income generation streams.

We have reviewed our key corporate activities and identified those ‘flagship’ activities under each corporate goal that we commit to striving towards during 2018/19. These provide a concentrated focus for delivery and are rigorously supported by our project management approach and quarterly monitoring.

A series of service priorities have also been identified which, whilst making an important contribution to our corporate goals, are more dependent on partnership working. These priorities will feature in our business plans and be reported half yearly as part of our performance management framework.

Our progress against these commitments can be followed at [www.maldon.gov.uk /Your Council /Your right to know](http://www.maldon.gov.uk/YourCouncil/Yourrighttoknow).



MALDON DISTRICT
COUNCIL

**FUTURE
OF ESSEX**

a shared vision for everyone who calls Essex home with the aim to address the long-term needs of residents and businesses

SUPPORTED BY MALDON DISTRICT COUNCIL

The vision has come from every corner of Essex: local people of all ages and backgrounds; community groups and schools; public, voluntary and private sector leaders have all contributed through interviews, surveys, engagement sessions and activities.

Seven ambitions have been established for the next 20 years, namely:

- unite behind a sense of identity
- enjoy life long into old age
- provide an equal foundation for every child
- strengthen communities through participation
- develop our County sustainably
- connect us to each other and the world, and
- share prosperity with everyone

The Future of Essex recognises that we can all work together to harness the opportunities arising from change, in particular public sector organisations working as a ‘whole system’ to tackle the things that matter to all of us.



OUR GOALS AND OBJECTIVES

Strengthening communities to be safe, active and healthy

- people feel safe from crime and anti-social behaviour
- an active population with healthy lifestyles
- safeguard children and vulnerable adults
- support an ageing population
- support the voluntary sector to help strengthen communities

Protecting and shaping the District

- sustainable growth and development in line with the Council's Local Development Plan and national guidance
- protect and enhance the District's distinctive character, natural environment and heritage assets
- achieve a high quality of design in development
- mitigate flood risk
- improve infrastructure to meet the needs of local communities
- meet housing needs
- reduce waste, increased recycling
- a clean local environment

Creating opportunities for economic growth and prosperity

- a vibrant local economy
- foster a positive environment for business
- promote the Maldon District as a destination of choice for businesses and visitors
- raise aspirations and improved skills and training provision
- improve connectivity
- improve infrastructure to meet the needs of the business community

Delivering good quality, cost effective and valued services

- an organisation that lives its core values
- an efficient and resourceful organisation providing value for money
- Council services reflecting the needs and aspirations of our communities
- a democratic structure which facilitates participation and local decision making
- effective and convenient access to public services

OUR STRATEGIC FRAMEWORK



HOW WE WILL ACHIEVE OUR GOALS:

KEY CORPORATE ACTIVITIES

Strengthening communities
to be safe, active and healthy

- Implement the Homelessness Reduction Act to prevent and relieve homelessness (MARCH 2019)

Protecting and shaping the District

- Delivery of the strategic sites as set out in the adopted Local Development Plan for the Maldon District
(As per LDP Housing Trajectory)
- Co-ordinate delivery, management and maintenance of strategic infrastructure
(As per Infrastructure Delivery Plan)
- Implement the Housing Strategy to meet the District's housing need, specifically:
 - (a) for older people
 - (b) affordable housing
 - (c) supported and temporary housing
 (MARCH 2019)
- Influence and co-ordinate partners to prioritise and deliver flood relief projects for identified surface and coastal flooding risk areas in the District
(MARCH 2019)



Creating opportunities for economic growth and prosperity

- Work with local businesses and agencies to prepare for / implement projects for the Central Area Masterplan
(MARCH 2019)
- Co-ordinate the delivery of an Enterprise Centre for the District
(TBC following feasibility assessment)
- Identify and work with partners to implement the strategy to meet the skills need within the District
(TBC following approval of strategy)
- Develop a Planning Performance Agreement to mitigate the impact and maximise the benefits from the development of a new nuclear power station at Bradwell
(OCTOBER 2018)



Delivering good quality, cost effective and valued services

- Implement the ICT Strategy projects for 2018/19:
 - (a) implement new telephony system
 - (b) upgrade e-mail system
 - (c) develop 2019/23 ICT Strategy
 (MARCH 2019)
- Deliver the Transformation Programme projects:
 - (a) Workforce Development Strategy 2018/19 projects
 - (b) Information governance
 - (c) Commercial investment
 - (d) Customer and efficiency
 (MARCH 2019)



MEASURING OUR PERFORMANCE . . .

Strengthening communities to be safe, active and healthy

- level of reported crime
- number of households where living conditions were improved through Council assistance
- number of applicants who avoided homelessness following assistance from the Council's housing service
- participation in Active Maldon events targeted at frailty and old age; obesity, isolation; and mental health
- number of food premises within the District whose food hygiene rating has improved through Council intervention

Protecting and shaping the District

- % of household & green waste sent for reuse, recycling & composting
- number of fly tipping incidents
- number of complaints received from the public regarding litter and dog fouling
- number of fixed penalty notices issued relating to litter offences and dog fouling
- number of flood alleviation schemes implemented in the District as a result of grant funding/partnership working
- % of planning appeal decisions allowed
- total number of affordable homes delivered
- number of long term (6 months+) empty homes as a % of total stock

Creating opportunities for economic growth and prosperity

- number of employee jobs in the District
- number of participants in apprenticeship schemes in the District
- visitor spend in the District
- number of NEETS (young people not in education, employment or training) in the District
- number of empty business premises in the District

Delivering good quality, cost effective and valued services

- average number of days lost per full time equivalent due to staff sickness
- time taken to process housing benefit/council tax support applications
- % of council tax and business rates collected
- % of planning applications determined within target times
- average rate of return on Treasury investments

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