Ribble Valley Borough Council

Providing high quality, affordable and responsive public services that develop the social and economic well-being of the Borough whilst safeguarding the rural nature of the area

CORPORATE STRATEGY 2011 - 2015

Foreword

Welcome to Ribble Valley Borough Council's Corporate Strategy for 2011 - 2015.

This document sets out the strategic direction of the Council over the period 2011 - 2015, providing a focus to ensure that the services we deliver meet the needs of our communities. The Strategy has a four-year scope, but is reviewed annually to ensure that it continues to reflect changes to our priorities that occur over time. Following the next local elections taking place in 2015, we will develop a new Strategy.

Cllr Michael Ranson
Leader of the Council

Marshal Scott
Chief Executive

Our vision for Ribble Valley

Our VISION, which is shared with the Local Strategic Partnership, continues to be that we aim to ensure that Ribble Valley will be:

"An area with an exceptional environment and quality of life for all; sustained by vital and vibrant market towns and villages acting as thriving service centres meeting the needs of residents, businesses and visitors."

We believe that this VISION reflects our shared aim for the Borough, which has the highest quality of environment for those who live in and visit the area. It recognises that people must have a high quality of life; that suitable homes are available to meet their diverse needs and that they should be safe and feel safe. People should also be able to access the best services without having to travel long distances to receive them.

What communities are telling us

Through participation in the Ribble Valley Citizens' Panel and the 2011 Perception Survey, we know that residents see the following issues as the most important in making somewhere a good place to live:

- Crime levels
- Health services
- Education provision
- Clean streets
- Access to nature

The following issues were scored highly by residents as both 'make the area a good place to live' and 'most need improving':

- Affordable, decent housing
- Road and pavement repairs
- The amount of dog fouling
- Activities for teenagers
- The level of traffic congestion
- Job prospects
- Street cleanliness

Our partners' priorities and what they mean for Ribble Valley Borough Council

We have also had regard to the priorities of our partners, particularly where we have a role in delivering them. The most significant priorities are those of the Ribble Valley Strategic Partnership.

The Ribble Valley Sustainable Community Strategy 2011/2013

In order to realise its vision the Ribble Valley Strategic Partnership focuses on an agreed set of themes:

- A Welcoming Ribble Valley
- Safety and Well being
- Health Improvement
- Older People and an Ageing Population
- Children and Younger Persons
- Cultural Alliances
- Housing
- Environment
- Prosperity

Our Corporate Priorities, Objectives and Core Values 2011/15

This strategy contains five corporate priorities to address issues that matter most to the borough. Our priorities are deliberately limited to focus our attention over the lifespan of the strategy. Each priority has a number of objectives, underlying actions, and key measures of success, which should allow progress towards the achievement of the priority to be monitored. These are expanded upon in the supporting Corporate Action Plan.

Core Values

In pursuing our priority actions, the Council will continue to deliver the services people want, in a fair and consistent manner. It is important that we explain exactly what our values are. These values guide and influence our actions as we continuously improve the services we deliver. We will:

- Lead the Community
- Strive to achieve excellence
- Ensure that access to services is available to all
- Treat everyone equally
- Respect all individuals and their views, and
- Appreciate and invest in our staff.

Our approach to Equality and Diversity

Ribble Valley Borough is made up of socially diverse communities. The Council is committed to providing equality of opportunity and to valuing diversity.

We aim to treat all customers fairly, with respect and professionalism regardless of their gender, race, nationality or ethnicity, age, religion or belief, disability or sexual orientation.

To enable all residents to have access to information and equal access to our services, Ribble Valley Borough Council uses plain English in the information it publishes. Where a customer is experiencing any difficulties assistance suited to the person's needs is available. Information, on request and where appropriate, will be provided in different languages and formats and through a range of media. Feedback is also accepted through a variety of different routes taking account of individual customer's preferences or needs.

To demonstrate that our approach to equality is being realised, we collect equalities information. This helps to help establish whether all members of the community are accessing our services. This feeds into our monitoring and review process.

Full details of our approach are set out in our Comprehensive Equality Policy.

To ensure a **WELL-MANAGED** Council providing **EFFICIENT SERVICES** based on **IDENTIFIED CUSTOMER NEEDS**

This is the Council's overarching corporate priority.

People living, working and visiting the Ribble Valley expect to receive efficient and excellent Council services. The majority of our services are high quality, well regarded and perform well above the average. We aim to provide services that are amongst the best in the country. We will continue to do this by targeting improvement to services to ensure all our services are performing, and are rated by our customers, as above average.

Our objectives:

- To maintain critical financial management and controls, and ensure the authority provides council tax payers with value for money
- To structure the Council to provide efficient and effective services within the current financial constraints
- To treat everyone equally and ensure that access to services is available to all, including our most vulnerable citizens
- To engage with all our communities to ensure we deliver services to meet customer needs and expectations

Our key actions:

- To explore all viable options for income generation and financial savings in order to deliver the Council's efficiency agenda whilst protecting front line services
- To effectively manage change and organisational development to sustain a flexible workforce
- To meet the Equality Duty
- To seek to continually improve, ensuring that council services are fit for purpose and customer focused

Our key measures of success

- Percentage of residents that think the Council provides value for money
- Percentage of staff satisfied with the Council as an employer
- Equality Duty met
- Percentage of residents satisfied with the Council

To sustain a STRONG and PROSPEROUS Ribble Valley

The prosperity of the economy in the Ribble Valley is demonstrated by the area having the second highest growth in business start-ups in Lancashire over the last ten years. However, there is a need to ensure that opportunities are available for businesses to continue to develop in the area. There is a need to continue to market and regenerate our market towns and villages as places to do business and to ensure that there is employment land available for development.

The issues of public transport particularly and accessibility to isolated villages are part of a perceived need for a more flexible approach and a more accessible service.

Without economic prosperity, many other problems e.g. health, housing, crime, access to services are all much harder to address.

Our objectives:

- To promote stronger, confident and more active communities throughout the borough
- To encourage economic development throughout the borough with a specific focus on tourism, the delivery of sufficient land for business development, and supporting high growth business opportunities
- To seek to improve the transport network, especially to our rural areas
- To work with our partners to ensure that the infrastructure in the Ribble Valley is improved, in order to be fit for purpose

Our key actions:

- To embrace the localism agenda and encourage parish councils and local communities to take more responsibility, wherever possible, for the local delivery of services
- To develop an appropriate scheme for the future of the market development area
- To develop, with relevant partners, measures to support the visitor economy
- To identify options to deliver employment land
- Work with the County Council and others providers to improve the local infrastructure

Our key measures of success

- Number of services delivered through Parish Councils
- Business start-ups and survival rates
- An increase in visitor numbers
- Percentage of residents satisfied overall with the local area as a good place to live

To help make peoples lives SAFER AND HEALTHIER

Ribble Valley is a low crime area and a safe place to live. It is the safest place in the north west and third safest place in the country. This success is in part due to the excellent work of our Community Safety Partnership.

Baseline data, which has been collated in terms of health, presents a generally healthy picture, but health issues surrounding an aging population and access to services in isolated communities represent potential issues.

Our objectives:

- To improve the health of people living and working in our area
- To improve the opportunity for young people to participate in recreational and sporting activity
- To ensure that Ribble Valley remains a safe place to live
- Take a leading role in working with partners on the emerging public health agenda
- To combat rural isolation

Our key actions:

- To seek to improve Ribble Valley food businesses, to achieve a food hygiene rating of 3 star and above
- To tackle fuel poverty across the borough
- To continue to work with our Community Safety Partnership, ensuring that low crime levels are maintained, by tackling crime, anti social behaviour and fear of crime
- To emphasise, and re-establish if necessary, the alcohol free zones in Clitheroe and other parts of the Ribble Valley
- To ensure that large events held in the Ribble Valley are safe, considerate and compliant
- To work with Ribble Valley GP's and other partners on local health and wellbeing needs
- To ensure access to services in isolated communities

Our key measures of success

- Number of Ribble Valley food businesses achieving 3 star and above in the National Food Hygiene rating system
- Percentage of residents satisfied with sports and leisure facilities
- Percentage of people participating in sport on 3 or more occasions per week
- Percentage of residents who feel safe in their local area during the day and after dark
- Take up of support/services offered by STAN

To PROTECT AND ENHANCE the existing ENVIRONMENTAL QUALITY of our area

Our ambition is to protect the local environment, parts of which rank amongst the finest in England. The Council provides a high quality environment, including safe, clean parks and open spaces.

Ribble Valley faces increasing pressure to reduce the negative impact of waste on its environment. The Council wants to increase recycling, minimise waste generation and reduce waste disposed to landfill.

Our objectives:

- To conserve our countryside, the natural beauty of the area and enhance our built environment
- To increase the recycling of waste material
- To provide a high quality environment, keeping land clear of litter and refuse, and reducing the incidents of dog fouling

Our key actions:

- To finalise our Core Strategy
- To deliver a co-ordinated approach to Planning through the Local Development Framework
- To increase the use of renewable energy sources
- To maximise recycling and reduce the amount of waste going to landfill
- To continue with our approach of zero tolerance of dog fouling, litter and fly tipping
- To deliver a waste and responsible dog ownership education and awareness programme

Our key measures of success

- Percentage of residents satisfied with parks and open spaces
- Completion of planning documents in accordance with timetables
- Percentage of residents satisfies with the cleanliness of the borough
- Percentage of residents satisfied with the waste and recycling collection services
- Percentage of waste sent for reuse, recycling and composting

To MATCH the SUPPLY OF HOMES in our area with the IDENTIFIED HOUSING NEEDS

Like the rest of the country, Ribble Valley has seen a rapid rise in house prices in recent years. A clear priority for local people has been identified as providing accommodation which is affordable for local people.

Our objectives:

- To meet the housing needs of all sections of the Community
- To provide additional affordable homes throughout the Ribble Valley

Our key actions:

- To maintain up to date housing needs surveys across the borough
- To bring empty properties back into use
- To work with partners to agree priorities and secure investment in housing
- To implement measures to address the specific housing needs of the elderly

Our key measures of success

- Number of properties brought back in to use
- Number of affordable homes delivered
- Number of households, and length of time spent, in temporary accommodation
- Provision of elderly accommodation on all sites over 30 units

How to contact us

If you would like to know more, tell us what you think of this Corporate Strategy, or get information about our current performance, please contact the Policy and Performance section at:

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