



## 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 2009 - 2011

## Foreword

Welcome to Ribble Valley Borough Council's Corporate Strategy for 2009 - 2011.

This document, originally developed in 2006, sets out the strategic direction of the Council over the period 2007 - 2011, 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 2011, 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, remains constant. By no later than 2016 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 2008 Place 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
- Clean streets
- Education provision

The top three areas that most need improving, according to our respondents, are:

- Activities for teenagers
- Road and pavement repairs
- Affordable, decent housing



## The Local Area Agreement (LAA), the Sustainable Community Strategy 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 external priorities are those of the Local Area Agreement. This is an agreement between Lancashire County Council and the Government.

### The Local Area Agreement priorities 2009/2011

- Economic Development
- Health and Well being
- The Environment
- Children and Young People
- Safer Communities
- People and Communities
- Older People

### The Pennine Lancashire Multi Area Agreement (MAA)

The MAA is built on a clear vision for the future of Pennine Lancashire (the six local authority districts that together function as a distinct economic footprint.)

We want to increase prosperity to enable everyone to enjoy a better quality of life. The MAA agreement sets out how we'll take forward these solutions in a new relationship with Government in a number of key areas:

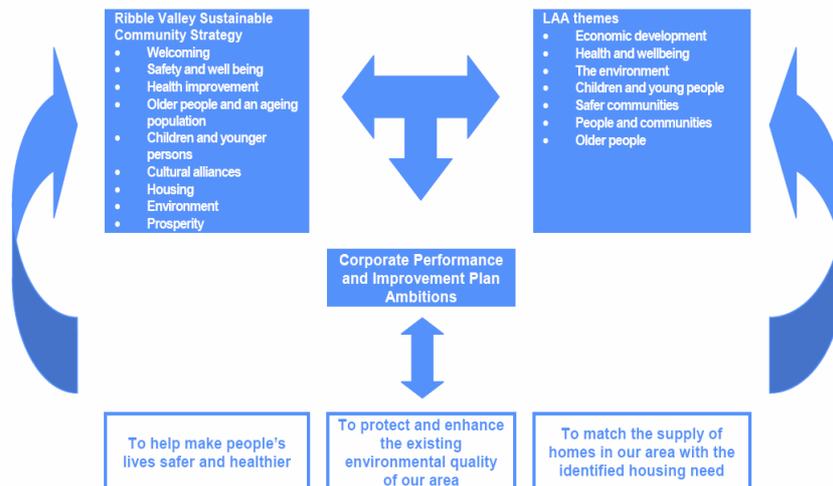
- Devolved flexible funding
- Improved transport links
- Better housing
- Economic regeneration
- Better education

### The Ribble Valley Sustainable Community Strategy 2009/2013

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

How our priorities are helping to deliver Ribble Valley's Sustainable Community Strategy and the LAA



# Our Corporate Ambitions, Objectives and Core Values for 2009/2011

This strategy contains three corporate ambitions 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 ambition has a number of objectives and underlying actions, which should allow progress towards the achievement of the priority to be monitored. These are outlined in detail in the supporting Corporate Action Plan.

We aim to be 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 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 ensure community cohesion in Ribble Valley
- To increase participation in communities
- To support the regeneration of Market Towns as sustainable service centres
- To encourage economic activity to increase business and employment opportunities
- To ensure continuous service improvement
- To ensure data used by the authority for decision making is robust, reliable and timely
- To treat everyone equally and ensure that access to services is available to all

## 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.



## 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 fifth safest place in the country. This success is in part due to the excellent work of our Community Safety Partnership.

A considerable amount of baseline data has been collated with respect to establishing the Council's priorities in terms of health. Whilst the demographic profile presents a generally healthy picture, there are areas that represent potential actions. These are:

- health issues surrounding an aging population; and
- access to services in isolated communities

### Our objectives:

- To improve outcomes for children and young people
- To improve the health of people living and working in our area
- To increase opportunities for people to access cultural activities
- To reduce the levels and perceptions of crime and disorder

## 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 contribute to minimising the impact of Global Warming
- To provide a high quality environment, keeping land clear of litter and refuse, and reducing the incidents of dog fouling



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

Like the rest of the country, Ribble Valley saw a rapid rise in house prices in the three or four years up to 2009. A clear priority for local people has been identified as providing accommodation which is affordable for local people.

### Our objectives:

- To improve and maintain the condition of the private sector housing stock, particularly in relation to pre-1919 properties and bring empty properties back into use
- To meet the housing needs of all sections of the Community
- To provide additional affordable homes throughout the Ribble Valley, particularly in rural communities



### 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.

### 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:

Post: Ribble Valley BC, Council Offices, Church Walk, Clitheroe, Lancashire, BB7 2RA

Tel: 01200 425111

Email: [michelle.haworth@ribblevalley.gov.uk](mailto:michelle.haworth@ribblevalley.gov.uk)

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