

## **Corporate Plan 2007-10**

### **Section 1: Priorities for improvement by community strategy themes**

1. Improving the local economy
2. Promoting inclusive communities
3. Raising educational achievement
4. Stimulating leisure activities
5. Promoting community safety
6. Improving health and well-being
7. Enhancing the local environment
8. Developing an effective transport system

### **Section 2: Priorities for improvement by corporate objectives**

1. Shaping a better Darlington
2. Providing excellent services
3. Putting the customer first
4. Ensuring access for all
5. Enhancing our capacity to improve



## 1. IMPROVING THE LOCAL ECONOMY (continued)

Community Strategy Theme	Top Priorities	Relevant Departmental Plans	How Delivered?	Relevant Service Plans	Performance Indicators
<b>Improving the local economy</b>	Better economic opportunities for all – Ensure that the benefits of growth are available to all by developing initiatives that enable residents of deprived communities to access employment opportunities	Development & Environment	<ul style="list-style-type: none"> <li>• Review and refocus Economic Development priorities in line with the new Darlington Gateway               <ul style="list-style-type: none"> <li>- By 2010 provide over a million square feet of business units delivering over 4,000 jobs</li> </ul> </li> <li>• In partnership with Darlington College and other private and public partners meet employers' needs for a skilled workforce with appropriately tailored training</li> <li>• Progress targeted recruitment in project/ development contracting</li> <li>• Seek opportunities to develop employment projects focused on deprived communities</li> <li>• Participate in Tees Valley Unlimited</li> <li>• Produce and implement a Multi-Area Agreement</li> </ul>	<p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p>	<p>DE4</p> <p>DE11a</p> <p>DE11b</p> <p>DE13</p> <p>DE14</p> <p>DE15</p> <p>DE65</p> <p>DE76</p> <p>DE77</p> <p>DE78</p>

## 1. IMPROVING THE LOCAL ECONOMY (continued)

Community Strategy Theme	Top Priorities	Relevant Departmental Plans	How Delivered?	Relevant Service Plans	Performance Indicators
<b>Improving the local economy</b>	An attractive and vibrant town centre – Enhance quality of life in Darlington by creating an attractive and vibrant town centre and working towards the regeneration of the fringes of the town centre	Development & Environment	<ul style="list-style-type: none"> <li>• Town Centre Marketing Strategy and destination branding</li> <li>• Town Centre Events Strategy - Varied programme of activities for residents and visitors</li> <li>• New Town Centre Business Plan 2007-2012 - Pro-active management – Street Scene Central Area walkabouts etc.</li> <li>• Regeneration of the markets and development of the ‘Independent Retailers Village’</li> <li>• Independent Retailers’ Strategy</li> <li>• Pedestrian Heart</li> <li>• Commercial Street shopping complex and new multi-storey car park</li> <li>• Feethams Feasibility Project</li> <li>• Feasibility Studies for ‘Town Centre Arc’ Regeneration Projects</li> <li>• Effective use of enforcement powers</li> </ul>	<p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Public Protection</p>	<p>DE4 DE11a DE11b DE13 DE14 DE15 DE65 DE76 DE77 DE78</p>

## **2. PROMOTING INCLUSIVE COMMUNITIES**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Promoting inclusive communities</b>	To deliver the best quality of life for our older people – We want to see older people in our community valued for their own sake, enabled to live independently, and enjoying a high quality of life	Chief Executive's Office  Community Services	<ul style="list-style-type: none"> <li>• Develop Older People's Strategy</li> <li>• Talk to older people to help shape all our policies, from transport to leisure</li> <li>• Support voluntary organisations and faith communities to tackle isolation for older people</li> <li>• Review adult protection arrangements</li> <li>• Implement the Mental Capacity Act</li> </ul>	Chief Executive's Office  Adult Services  Adult Services  Adult Services	BV52 BV53 BV54 BV56 BV195 BV196 BV201 SS6 SS16 SS18 SS34 SS36 SS42
	Improve outcomes and life chances of children and young people	Children's Services  Community Services	<ul style="list-style-type: none"> <li>• Creation of locality teams</li> <li>• Children's Trust refocus</li> <li>• Integration of health, social care and education</li> <li>• Youth Offer/Play Strategy</li> <li>• Review Youth Participation Strategy</li> <li>• Set up four new bases in different parts of the town to provide more youth and leisure facilities for young people</li> </ul>	Partnerships & Integrated Services  Youth Service/Leisure and Arts  Youth Service  Youth Service	BV38 BV39 BV43a/b BV50 BV161 BV221a/b SS12 SS28 CS205 CS206 CS207 ED121 SS30 SS32

## **2. PROMOTING INCLUSIVE COMMUNITIES (continued)**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Promoting inclusive communities</b>	Provide housing choices and promote independence	Community Services  Chief Executive's Office	<ul style="list-style-type: none"> <li>• Develop more affordable homes</li> <li>• Develop year three of the Neighbourhood Renewal Strategy</li> <li>• Deliver Social Inclusion Strategy</li> <li>• Invest £5m in improvements to Council Housing in 2007/08</li> <li>• Provide an additional extra care facility at Rosemary Court</li> <li>• Refurbish Branksome Hall and Linden Court</li> </ul>	<p>Housing Services</p> <p>Connecting with Communities</p> <p>Connecting with Communities</p> <p>Housing Services</p> <p>Housing Services</p> <p>Housing Services</p>	<p>BV52 BV53 BV54 BV56</p> <p>CS1 CS14 CS48 SS24a/b/c/d</p> <p>CS22 CS45a/b CS118c CS179</p> <p>BV64 BV183a/b BV184a/b Bv212 BV213</p>

### **3. RAISING EDUCATIONAL ACHIEVEMENT**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Raising educational achievement</b>	To continually improve our schools and childcare – in a competitive global economy we want our young people to have the aspirations and skills they need to compete in the world of work. We want them to be ambitious and aspirational for themselves	Children’s Services	<ul style="list-style-type: none"> <li>• Make all secondary schools in Darlington high performing schools of choice with buildings fit for the future</li> <li>• Renew and refurbish more schools</li> <li>• Make a commitment to secure funding to renew Branksome, Hurworth and Longfield Secondary Schools</li> </ul>	Planning & Resources  Planning & Resources  Planning & Resources	BV38 BV39 BV40 BV41 BV181a/b/c/d BV194a/b BV221a/b ED121
	A champion for every child	Children’s Services	<ul style="list-style-type: none"> <li>• Transforming the lives of Looked After Children</li> <li>• Work with schools to develop Parent Councils to make sure that parents have a stronger voice</li> <li>• Engagement of children, young people, their families and carers</li> <li>• Parenting Strategy</li> <li>• Common Assessment Framework</li> <li>• Information Sharing Assessment</li> <li>• Workforce Reform</li> </ul>	Children & Families  Planning & Resources  Partnerships & Integrated Services  Planning & resources	BV43a/b BV50 BV161 BV222a/b





### **3. RAISING EDUCATIONAL ACHIEVEMENT (continued)**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Raising educational achievement</b>	A job or placement for every school leaver	Children's Services	<ul style="list-style-type: none"> <li>• Work with our excellent colleges and Teesside University to encourage more young people to continue their education</li> <li>• Continue the development of 14-19 education across the borough</li> <li>• Produce a borough-wide 14-19 prospectus</li> <li>• Review of Skills+ Programme</li> <li>• Develop the curriculum offer for 14-19 year olds</li> <li>• NEET Strategy</li> </ul>	Partnerships & Integrated Services  School Improvement & Development	BV221a/b NEETs

#### **4. STIMULATING LEISURE ACTIVITIES**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Stimulating leisure activities</b>	Accessible and high quality value for money facilities	Community Services	<ul style="list-style-type: none"> <li>• Implement Dolphin Centre/Arts Centre Business Plans</li> <li>• Promote leisure card, based on Social Inclusion Strategy</li> </ul>	Leisure & Arts  Leisure & Arts	BV119a/b/c/d/e
	Direct Council resources to contribute to people adopting healthier lifestyles	Community Services	<ul style="list-style-type: none"> <li>• Implement Sport and Physical Activity Strategy</li> <li>• Continued development of Assistive Technology</li> <li>• Meet Healthy Schools agenda</li> <li>• Youth Offer</li> <li>• Events Strategy</li> <li>• Parks and Open Spaces Strategy</li> <li>• Look to introduce Park Rangers to care for our green spaces</li> </ul>	Leisure & Arts  Adult Services  Leisure & Arts  Youth Service  Leisure & Arts  Environment  Environment	CS17ai/ii CS17bi/ii CS17ai/ii CS18a CS26 CS142
	Closing the gap in life expectancy	Community Services	<ul style="list-style-type: none"> <li>• Deliver Zone Active project within 3 priority wards</li> <li>• Increase sport and recreation amongst young people</li> <li>• Implement Darlington 1 Life programme</li> </ul>	Leisure & Arts  Leisure & Arts  Leisure & Arts	CS103 CS155a/b CS199 CS200 CS201 CS202

## **5. PROMOTING COMMUNITY SAFETY**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Promoting community safety</b>	Reduce crime – we want the people of Darlington to be safe and feel safe, in their homes and in their communities	Chief Executive's Office  Community Services	<ul style="list-style-type: none"> <li>• Introduce an intelligence led approach to crime and anti-social behaviour</li> <li>• Develop new technology to better target resources at crime and anti-social behaviour hotspots</li> <li>• Maximise use of the GIS</li> <li>• Work with voluntary organisations and communities to encourage pride and good citizenship</li> <li>• Invest in good lighting and crime prevention measures in new housing developments</li> </ul>	Chief Executive's Office (CEO) (CEO)  (CEO) (CEO)  Development & Regeneration	BV126a BV127a/b BV128a CS156 CS156a/c CS157 CS158 CS173 CS174 CS175 CS177 CS192 CS209
	Improve public reassurance about safety	Chief Executive's Office  Community Services	<ul style="list-style-type: none"> <li>• Work with partners to develop effective neighbourhood policing</li> <li>• Press for the people of Darlington to have a swifter response from Darlington Police when they are contacted by the public</li> <li>• Link with Street Scene operations</li> <li>• YOS linked to locality based teams</li> </ul>	Chief Executive's Office (CEO)  Environmental Services  Environmental Services	SS9 SS10 BV225 CS171 CS172  RESPECT BVPIs

**5. PROMOTING COMMUNITY SAFETY (continued)**

Community Strategy Theme	Top Priorities	Relevant Departmental Plans	How Delivered?	Relevant Service Plans	Performance Indicators
	Use all available enforcement powers to reduce and deter crime	<p>Chief Executive's Office</p> <p>Development &amp; Environment</p> <p>Community Services</p>	<ul style="list-style-type: none"> <li>• Relevant protocols in place</li> <li>• Licensing enforcement               <ul style="list-style-type: none"> <li>- Tackle the problem of alcohol sales to under age young people using the Bottle Watch initiative which will enable confiscated bottles to be traced back to the retailer</li> </ul> </li> <li>• Use new powers to tackle littering and dog fouling on our streets and in our parks and open spaces</li> </ul>	<p>Chief Executive's Office</p> <p>Public Protection</p> <p>Environment</p>	<p>DE89a/b</p> <p>DE90a/b</p> <p>CS210</p> <p>CS211a/b</p> <p>CS214</p> <p>CS215</p> <p>BV166a/b</p> <p>DE8</p>

## **6. IMPROVING HEALTH AND WELL-BEING**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Improving health and well-being</b>	Integrate health and social care for adults	Community Services	<ul style="list-style-type: none"> <li>• Get health and social services working together so people can get better joined up services</li> <li>• Develop a single point of contact covering health partners and the council's older people services</li> <li>• Use smart technology to foster independence and support carers</li> </ul>	Adult Services  Adult Services  Adult Services	BV52 BV53 BV54 BV56 BV195 BV196 BV201 SS6 SS16 SS18 SS34 SS36 SS42
	Develop a shared approach to public health	Community Services  Children's Services  Chief Executive's Office	<ul style="list-style-type: none"> <li>• Jointly appoint a Director of Public Health</li> <li>• Nominate Health Member/Officer champions</li> </ul>	Adult Services/ CEO  CEO	Rates of all age all cause mortality  LAA 3.2.3a/b

**6. IMPROVING HEALTH AND WELL-BEING (continued)**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Improving health and well-being</b>	Work towards the integration of health and social care for children	Children's Services	<ul style="list-style-type: none"> <li>• LAA Projects and initiatives:</li> <li>• Breastfeeding</li> <li>• Immunisation</li> <li>• Nutrition and obesity</li> <li>• Smoking cessation</li> <li>• Healthy Schools</li> <li>• Sexual health</li> </ul>	Children & Families  Partnerships & Integrated Services	LAA3.1.2a/b LAA3.1.3 LAA3.2.1a/b/c LAA3.2.2 LAA3.3.1 LAA3.3.2 LAA3.3.3 LAA3.4.1a/b LAA3.4.2 LAA3.4.3 LAA3.4.4 LAA3.4.5

## **7. ENHANCING THE ENVIRONMENT**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Enhancing the environment</b>	To make Darlington cleaner, greener and safer – We want a clean, safe and green environment for all Darlington people and a diverse choice of leisure facilities for them to enjoy	Community Services  Development & Environment	<ul style="list-style-type: none"> <li>• Manage the environment to improve 'liveability' and make it cleaner, greener and safer for residents</li> <li>• Aim to continuously improve our Street Scene service, community safety services and youth provision</li> <li>• Progress community engagement in specifying Street Scene priorities and programmes</li> <li>• Improve the co-ordination of Street Scene road repairs with planned maintenance schemes/ street lighting</li> <li>• A smoke free environment – implement enforcement duties and powers under new legislation</li> </ul>	Environment  Environment/ Youth Services  Environment  Consultancy  Public Protection	BV82ai/ii BV82bi/ii BV82ci/ii BV82di/ii BV84a/b BV86 BV87 BV89BV90a/b/c BV91a/b BV106 BV199a/b/c/d BV215a/b BV216a/b BV217 BV218a/b BV219a/b/c CS12 CS19 CS23 CS27 DE3b/c/d

## **7. ENHANCING THE ENVIRONMENT (continued)**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Enhancing the environment</b>	To make Darlington cleaner, greener and safer – We want a clean, safe and green environment for all Darlington people and a diverse choice of leisure facilities for them to enjoy	Community Services	<ul style="list-style-type: none"> <li>• Invest in community facilities where people live, e.g.</li> <li>- New multi-use sports areas for Firthmoor and North Park,</li> <li>- Upgrade community area at Pensbury Street,</li> <li>- New play area near Fryers Crescent,</li> <li>- A range of improvements to Eastbourne Park, Lascelles open space, Sugar Hill Park, Red Hall recreational area, West Park, Cocker Beck, Victoria Embankment, Beech Wood, Skerne Park, Green Park and the Denes</li> </ul>	<p>Environment</p> <p>Environment</p> <p>Environment</p> <p>Environment</p> <p>Environment</p>	<p>BV82ai/ii BV82bi/ii BV82ci/ii BV82di/ii BV84a/b BV86 BV87 BV89BV90a/b/c BV91a/b BV106 BV199a/b/c/d BV215a/b BV216a/b BV217 BV218a/b BV219a/b/c CS12 CS19 CS23 CS27 DE3b/c/d</p>



## **7. ENHANCING THE ENVIRONMENT (continued)**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Enhancing the environment</b>	A quality environment – Maintain and enhance the quality of the environment	Development & Environment	<ul style="list-style-type: none"> <li>• Progress the Local Development Framework</li> <li>• Ensure that design of major projects makes a positive contribution to environmental quality</li> <li>• Progress feasibility studies for Feethams and the 'Town Centre Arc' and cattle market proposals, as key environmental improvement opportunities</li> </ul>	<p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p> <p>Development &amp; Regeneration</p>	<p>Bv106 BV109a/b/c BV111 BV200a/b/c BV204 BV205 Bv219a/b/c De10a/b</p>

## **7. ENHANCING THE ENVIRONMENT (continued)**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Enhancing the environment</b>	To reduce Darlington's carbon footprint and create a sustainable environment – Ensure a sustainable environment for future generations	Development & Environment	<ul style="list-style-type: none"> <li>• Complete procurement of new Waste Disposal Contract</li> <li>• Develop and consult on new waste Strategy</li> <li>• Continue to implement and progress sustainable transport programmes to contribute to reduced CO2 emissions and improved environmental quality</li> <li>• Ensure that all new homes built in Darlington are carbon neutral by 2017</li> <li>• Explore the need for an environmental Strategy for the Council's operational activities</li> <li>• Increase recycling and reduce landfill in order to meet Government targets</li> <li>• Create a local Climate Change Action Plan</li> </ul>	Public Protection  Development & Regeneration  Consultancy   Development & Regeneration  Development & Regeneration  Public Protection  Development & Regeneration	BV90a BV90b BV90c BV91a BV91b BV106 BV216a BV216b BV217

## **8. DEVELOPING AN EFFECTIVE TRANSPORT SYSTEM**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Developing an effective transport system</b>	Reduce congestion on our roads – We want a safer transport system that meets community and business needs, readily accessible and free from congestion	Development & Environment	<ul style="list-style-type: none"> <li>• Tackle congestion on key transport corridors and minimise its economic and environmental effects by making the most effective use of the transport network:               <ul style="list-style-type: none"> <li>- Engineering solutions to specific 'pinch' points</li> <li>- Enhance junctions at selected points so traffic moves more smoothly</li> <li>- Improve how drivers can use existing road space to beat congestion</li> </ul> </li> </ul>	Development & Regeneration  Consultancy  Consultancy  Consultancy	BV99a/b/c (i/ii/iii) BV100 BV102 BV103 BV104 BV165 BV223 BV224a/b DE5 DE7 DE16a/b DE50 DE61 DE62 DE63a/b DE80 DE81 DE91

## **8. DEVELOPING AN EFFECTIVE TRANSPORT SYSTEM (continued)**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Developing an effective transport system</b>	Reduce congestion on our roads – We want a safer transport system that meets community and business needs, readily accessible and free from congestion	Development & Environment	<ul style="list-style-type: none"> <li>• Provide more residents' parking zones to help those who live in areas of high parking demand</li> <li>• Implement powers available under Traffic Management Act               <ul style="list-style-type: none"> <li>- Progress Civil Parking Enforcement</li> </ul> </li> <li>• Feasibility study into Park and Ride Scheme</li> <li>• Market sustainable travel choices – increase cycling and bus use, and reduce car driver trips</li> </ul>	Development & Regeneration  Consultancy  Consultancy  Development & Regeneration  Development & Regeneration	BV99a/b/c (i/ii/iii) BV100 BV102 BV103 BV104 BV165 BV223 BV224a/b DE5 DE7 DE16a/b DE50 DE61 DE62 DE63a/b DE80 DE81 DE91

## **8. DEVELOPING AN EFFECTIVE TRANSPORT SYSTEM (continued)**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Developing an effective transport system</b>	Accessible jobs and services – improve access to employment, education and other services, particularly for those without access to a private car, those with a disability and those that have greatest need	Development & Environment	<ul style="list-style-type: none"> <li>• Complete the Darlington Eastern Transport Corridor road, easing congestion and opening up new areas for business development</li> <li>• Delivery of Transport Schemes programmes from LTP2, Local Motion and Cycle Town</li> <li>• Complete 'lets Get Cracking' programme</li> <li>• Review Supported Bus Services and Community Transport against accessibility requirements</li> <li>• Improved highway infrastructure facilities for disabled people.</li> <li>• Contribute to progressing Tees Valley transport</li> </ul>	<p>Consultancy</p> <p>Consultancy</p> <p>Consultancy</p> <p>Development &amp; Regeneration</p> <p>Consultancy</p> <p>Development &amp; Regeneration</p>	<p>BV99a/b/c (i/ii/iii)</p> <p>BV100</p> <p>BV102</p> <p>BV103</p> <p>BV104</p> <p>BV165</p> <p>BV223</p> <p>BV224a/b</p> <p>DE5</p> <p>DE7</p> <p>DE16a/b</p> <p>DE50</p> <p>DE61</p> <p>DE62</p> <p>DE63a/b</p> <p>DE80</p> <p>DE81</p> <p>DE91</p>

## 8. DEVELOPING AN EFFECTIVE TRANSPORT SYSTEM (continued)

Community Strategy Theme	Top Priorities	Relevant Departmental Plans	How Delivered?	Relevant Service Plans	Performance Indicators
<b>Developing an effective transport system</b>	Safer, Sustainable travel – Improve real and perceived travel safety and security, widen travel choices for all, and reduce the proportion of car driver trips	Development & Environment	<ul style="list-style-type: none"> <li>• Continue to invest in our transport infrastructure, improving services for pedestrians, cyclists, bus users and motorists</li> <li>• Local Motion travel marketing programme</li> <li>• Investment in cycling infrastructure under Cycling Demonstration Town programme</li> <li>• Review of accident casualty reduction targets and action plan</li> <li>• Provide better bus stops with raised kerbs to enable buses to ‘dock’, improving access for passengers</li> <li>• Boost road safety through further local safety schemes and 20mph zones in residential areas</li> </ul>	Development & Regeneration  Development & Regeneration  Development & Regeneration  Development & Regeneration  Consultancy  Consultancy	BV99a/b/c (i/ii/iii) BV100 BV102 BV103 BV104 BV165 BV223 BV224a/b DE5 DE7 DE16a/b DE50 DE61 DE62 DE63a/b DE80 DE81 DE91

## **8. DEVELOPING AN EFFECTIVE TRANSPORT SYSTEM (continued)**

<b>Community Strategy Theme</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Developing an effective transport system</b>	Safer, Sustainable travel – Improve real and perceived travel safety and security, widen travel choices for all, and reduce the proportion of car driver trips	Development & Environment	<ul style="list-style-type: none"> <li>• Implementation of new national concessionary fares scheme</li> <li>• Central Park Pedestrian/Cycle Bridge</li> <li>• Help people use alternative means of travel by improving walk and cycle links, and through measures to support bus travel</li> </ul>	Development & Regeneration  Consultancy  Development & Regeneration	BV99a/b/c (i/ii/iii) BV100 BV102 BV103 BV104 BV165 BV223 BV224a/b DE5 DE7 DE16a/b DE50 DE61 DE62 DE63a/b DE80 DE81 DE91

## **Section 2: Priorities for improvement by corporate objectives**

### **1. Shaping a better Darlington**

<b>Corporate objective</b>	<b>Top Priorities</b>	<b>Relevant Departmental Plans</b>	<b>How Delivered?</b>	<b>Relevant Service Plans</b>	<b>Performance Indicators</b>
<b>Shaping a better Darlington</b>	Develop a new vision for the borough	Chief Executive's Office	<ul style="list-style-type: none"> <li>Support the Darlington Partnership to set a fresh vision for Darlington 2012</li> <li>We want all those with a commitment to a better Darlington to work together</li> <li>Participate in enquiry groups</li> <li>Public engagement</li> <li>Deliver in partnership the Sustainable Community Strategy</li> </ul>	Chief Executive's Office  CEO  CEO  CEO  CEO	BV3 (Satisfaction)  Adoption of SCS by Council/LSP  Adoption of new LAA by Council and LSP
	Deliver a new Local Area Agreement	Chief Executive's Office	<ul style="list-style-type: none"> <li>Evaluate existing LAA</li> <li>Develop 35 targets</li> <li>Negotiate with GONE</li> <li>Link with SCS</li> </ul>	Chief Executive's Office  CEO  CEO	GONE Assessment of performance
	Promote Darlington and Darlington Borough Council	Chief Executive's Office	<ul style="list-style-type: none"> <li>Promote the borough and the council to secure investment and support from private and public sector agencies</li> </ul>	Chief Executive's Office	DE13 (Share of external funding)



## 2. Providing excellent Services

Corporate objective	Top Priorities	Relevant Departmental Plans	How Delivered?	Relevant Service Plans	Performance Indicators
<b>Providing excellent Services</b>	Reinvigorate the Performance Management Framework	Chief Executive's Office	<ul style="list-style-type: none"> <li>Improved reporting of performance data</li> <li>Improvements to PerformancePlus</li> </ul>	Chief Executive's Office	CPA PMF score  Data Quality Score
	Ensure there are sufficient capacity and skills to provide public services in Darlington	Corporate Services  Development & Environment	<ul style="list-style-type: none"> <li>Deliver services that can compete with the best on quality and efficiency</li> <li>Develop the OD requirements for influencing public services and promoting Darlington</li> <li>Apply corporate methodology to project management and approach to delivery of capital projects</li> </ul>	HRM  HRM  Development & Regeneration	BV12 – Sickness absence  CR43 – IIP Status  CR4 – Percentage of PDRs carried out  CR7/15/16 – Employee, Customer and Member Satisfaction
	Deliver targeted cashable savings from procurement whilst at least sustaining current performance levels	Chief Executive's Office	<ul style="list-style-type: none"> <li>Identify and capture savings from the procurement and use of temporary staff</li> <li>Identify and capture savings from the procurement and use of Advertising</li> </ul>	Chief Executive's Office  Chief Executive's Office	Spend analysis - (5% savings to be achieved)  Spend analysis - (5% savings to be achieved)

### 3. Putting the customer first

Corporate objective	Top Priorities	Relevant Departmental Plans	How Delivered?	Relevant Service Plans	Performance Indicators
Putting the customer first	Establish Connecting with Communities service	Chief Executive's Office	<ul style="list-style-type: none"> <li>• Create new opportunities for the people of Darlington to give us their feedback and ideas</li> <li>• Develop the role and remit and terms of reference for unit</li> <li>• Commence implementation of the Community Engagement Strategy</li> </ul>	Connecting with Communities  CWC  CWC	CR1 CR2 CR3 BV4 CR50 CR51
	Deliver improved customer service	Corporate Services	<ul style="list-style-type: none"> <li>• Through detailed business process re-engineering of services, and other tools, maximise efficiencies and improve customer service</li> <li>• Through enhanced generic working, additional targeted staffing and review of telephony/ upgrade of CRM system, increase the proportion of customers dealt with at a single point of contact</li> </ul>	ICT	CR1 CR2 CR3 BV4 CR50 CR51 CR62 CR63 CR64
	Champion the interests of the citizen	Chief Executive's Office	<ul style="list-style-type: none"> <li>• Engage and empower residents to help shape a better Darlington</li> <li>• Help Darlington's Community Partnerships to grow and thrive</li> </ul>	CEO  CWC	CR5 CS30 CS40 CS162a/b/c

#### 4. Ensuring access for all

Corporate objective	Top Priorities	Relevant Departmental Plans	How Delivered?	Relevant Service Plans	Performance Indicators
Ensuring access for all	Improve our approach to equalities	Chief Executive's Office	<ul style="list-style-type: none"> <li>Prepare for Level 4 of the Local Government Equality Scheme</li> <li>PID in place</li> <li>Gender Equality Scheme in place</li> </ul>	Connecting with Communities	BV2b BV74a/b/c BV75a/b/c BV164 BV174 BV175 ED27 ED28
	Address learning Disability issues	Community Services	<ul style="list-style-type: none"> <li>Develop Carers Compact</li> <li>Modernise day service provision</li> <li>Develop self directed support for service users</li> </ul>	Adult Social Care  Adult Social Care  Adult Social Care	BV201 SS31
	Influencing public services	Chief Executive's Office  Children's Services	<ul style="list-style-type: none"> <li>Extend effective partnership working to secure excellent public services from all providers</li> <li>Support community partnerships and voluntary organisations to take the lead in deciding what's best for their communities</li> <li>Work with schools to develop Parent Councils to make sure that parents have a stronger voice</li> </ul>	Chief Executive's Office  Connecting with Communities  Partnerships & Integrated Services	CR5 CS30 CS40 C162a/b/c

## 5. Enhancing our capacity to improve

Corporate objective	Top Priorities	Relevant Departmental Plans	How Delivered?	Relevant Service Plans	Performance Indicators
<b>Enhancing our capacity to improve</b>	Deliver efficiency savings	Chief Executive's Office	<ul style="list-style-type: none"> <li>Continue to develop and deliver the efficiency agenda to ensure a balanced MTFP</li> <li>Deliver against target savings as set out for Leading Edge projects and Procurement targets</li> </ul>	Chief Executive's Office  Chief Executive's Office	OGC Maturity Model  £ Gershon savings realised
	Stockton/Darlington Partnership	Corporate Services	<ul style="list-style-type: none"> <li>Finalise the detailed business case in relation to a variety of corporate services being jointly provided with Stockton</li> </ul>	Finance	Adoption of business case by Council  Progress on targets against delivery plan
	Deliver the 'Leading Edge' Organisational Development Strategy	Chief Executive's Office  Corporate Services	<ul style="list-style-type: none"> <li>Embed new ODS "Leading Edge" into the organisation and deliver the themed elements</li> </ul>	Chief Executive's Office  HRM  ICT	ODS strands on target against plan  Adoption of HR Strategy  Adoption of ICT Strategy