

**2015/16 Draft Corporate Priority Actions by Council Aims and related Corporate Priorities**
**Aim: SAFE**

Corporate Priority	Action	Due Date	Department
<ul style="list-style-type: none"> <li>➤ Create a safe environment across the town for residents, workers and visitors.</li> <li>➤ Work with Essex Police and other partners to tackle crime.</li> <li>➤ Look after and safeguard our children and vulnerable adults.</li> </ul>	1. Deliver the priorities of the Strategic Intelligence Assessment to support a reduction in crime	31 <sup>st</sup> March 2016	Place
	2. To procure a new parking enforcement contract	31st March 2016	Place
	3. Review the process of the 'early help' offer (prevention).	31st March 2016	People
	4. In partnership with Clinical Commissioning Groups, Essex County Council and Thurrock Council, commission the new re-modelled emotional wellbeing and mental health service	31st March 2016	People
	5. Business Continuity Planning – Finalise and embed the Corporate Business Continuity Plan	31st March 2016	Corporate Services

Aim: CLEAN			
Corporate Priority	Action	Due Date	Department
<ul style="list-style-type: none"> <li>➤ Promote the use of green technology and initiatives to benefit the local economy and environment.</li> <li>➤ Encourage and enforce high standards of environmental stewardship.</li> </ul>	6. Deliver a high performing waste collection and street cleansing service across the Borough including increasing the recycling/composting rate to 54%.	31st March 2016	Place
	7. Encourage environmental stewardship across the borough maintaining an attractive street scene for residents and visitors using enforcement powers where appropriate (Clean and Green)	31st March 2016	Place
	8. Deliver the aspirations of the Council's Low Carbon Energy Strategy 2015-2020 and sign up to the Climate Local initiative to tackle climate change	31st March 2016	Place
	9. Successfully implement the new Highways contracts and support our contractors to deliver high quality and good value for money improvements	31st March 2016	Place
	10. Produce a new Highway Asset Management Plan to support the maintenance and improvement of the roads, pavements and street furniture across the Borough	31st March 2016	Place
	11. Deliver the programmed replacement of old street lighting lanterns with new LED type	Five year programme with annual targets	Place

Aim: HEALTHY			
Corporate Priority	Action	Due Date	Department
<ul style="list-style-type: none"> <li>➤ Promote healthy and active lifestyles for all.</li> <li>➤ Work with the public and private rented sectors to provide good quality housing.</li> <li>➤ Enable the planning and development of quality, affordable housing.</li> </ul>	12. Produce and publish Annual Public Health Report	31 <sup>st</sup> March 2016	Public Health
	13. Develop and implement a Tobacco Control Strategy	31 <sup>st</sup> March 2016	Public Health
	14. Develop and implement a Physical Activity Strategy	31 <sup>st</sup> March 2016	Public Health
	15. Procure a new leisure management contract for the Council's Sports and Leisure facilities	31 <sup>st</sup> March 2016	Place
	16. Work with a range of partners to provide new mixed tenure affordable housing units	31 <sup>st</sup> March 2016	People
	17. Support the working party to conclude the review of the ALMO to enable them to make recommendations to Cabinet	31 <sup>st</sup> March 2016	People
	18. Scope the housing element of the Queensway area housing regeneration project	31 <sup>st</sup> March 2016	People/Corporate Services

Aim: PROSPEROUS			
Corporate Priority	Action	Due Date	Department
<p>➤ Ensure residents have access to high quality education to enable them to be lifelong learners and have fulfilling employment.</p> <p>➤ Improve the life chances of our residents, especially our vulnerable children and adults, by working to reduce inequalities and social deprivation across our communities.</p> <p>➤ Ensure the town is 'open for businesses' and that new, developing and existing enterprise is nurtured and supported.</p> <p>➤ Ensure continued regeneration of the town through a culture led agenda.</p>	19. Deliver Year 1 of the Fulfilling Lives programme to improve the life chances of children aged 0-3	31st March 2016	People
	20. Implement the 2015/16 phase of the provision of School Places Strategy (primary and secondary)	31st March 2016	People
	21. Narrow the achievement gap for all disadvantaged groups	31st March 2016	People
	22. Increase the number of schools judged as 'good' or 'outstanding'.	31st March 2016	People
	23. Improve school attendance for the academic year 2015/16	31st March 2016	People
	24. Develop a co-ordinated programme of support/guidance for residents experiencing financial hardship/difficulties	31st March 2016	Corporate Services/People
	25. Seaway Car Park – to bring forward the development of a leisure-led scheme, including the relocation of coach parking and the seafront area waste depot, 2015/16 actions: <ul style="list-style-type: none"> <li>• To meet the Homes and Community Agency Funding Agreement Condition</li> <li>• To meet the Coach Park Relocation Condition</li> <li>• To support Turnstone to submit a planning application</li> </ul>	31 <sup>st</sup> May 2015 30 <sup>th</sup> June 2015 31 <sup>st</sup> August 2015	Corporate Services

	<p>26. Airport Business Park – to bring forward development of land north of Aviation Way over 15-20 years for a Business Park via a development partnership, 2015/16 actions:</p> <ul style="list-style-type: none"> <li>• Submission of Outline Planning Application</li> <li>• Planning Application for Innovation Centre and First Phase Plots</li> <li>• Design and Tender for initial infrastructure works</li> </ul>	<p>31<sup>st</sup> July 2015 30<sup>th</sup> November 2015  30<sup>th</sup> November 2015</p>	<p>Corporate Services/Place</p>
	<p>27. Victoria Avenue - To explore opportunities to secure supporting and contributory external funding to acquire, improve and possibly demolish derelict property on Victoria Avenue to improve the town gateway with a view to longer term regeneration being brought forward, 2015/16 actions:</p> <ul style="list-style-type: none"> <li>• Accommodate 25 businesses within the newly opened Hive Business Centre</li> <li>• Develop a scheme for Victoria Avenue to deliver jobs and housing in relation to the Local Growth Fund funding</li> <li>• To intervene where the market is not working to drive change and enable development along Victoria Avenue.</li> </ul>	<p>31<sup>st</sup> March 2016  31<sup>st</sup> March 2016  31<sup>st</sup> March 2016</p>	<p>Corporate Services/Place</p>
	<p>28. Deliver the Care Act 2014 implementation programme</p>	<p>31st March 2016</p>	<p>People</p>
	<p>29. Develop and implement plans for integration of health and social care (Pioneer, including Better Care Fund).</p>	<p>31st March 2016</p>	<p>People</p>

Aim: EXCELLENT			
Corporate Priority	Action	Due Date	Department
<ul style="list-style-type: none"> <li>➤ Work with and listen to our communities and partners to achieve better outcomes for all.</li> <li>➤ Enable communities to be self-sufficient and foster pride in the town.</li> <li>➤ Promote and lead an entrepreneurial, creative and innovative approach to the development of our town.</li> </ul>	30. Implement the recommendations from the Library Review	31 <sup>st</sup> March 2016	Place
	31. Southend Way – To implement and embed the Southend Way cultural change programme. (Aspiration programme – Council).	31st March 2016	Corporate Services
	32. Develop a corporate approach to identifying and supporting opportunities that improve community capacity and resilience (Aspiration programme for the borough).	31st March 2016	Corporate Services
	33. Work with Government to maximise the benefits of a City Deal for Southend	31st March 2016	Place