

2016/17 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"> ➤ Create a safe environment across the town for residents, workers and visitors. ➤ Work in partnership with Essex Police and other agencies to tackle crime. ➤ Look after and safeguard our children and vulnerable adults. 	1. Deliver the priorities of the Strategic Intelligence Assessment to support a reduction in crime	31 st March 2017	Place
	2. Successfully implement the new parking enforcement contract	31 st March 2017	Place
	3. Implement the outcome of the 20 mph Speed Limit Scrutiny Project (subject to Council approval).	31 st March 2017	Place
	4. Implement and embed the Early Help offer redesign	31 st March 2017	People
	5. Monitor the implementation and delivery of the new commission the new Emotional Health and Wellbeing Service	31 st March 2017	People
	6. Implement and performance manage the Multi-Agency Risk Assessment Team	31 st March 2017	People

Aim: CLEAN			
Corporate Priority	Action	Due Date	Department
<ul style="list-style-type: none"> ➤ Continue to promote the use of green technology and initiatives to benefit the local economy and environment. ➤ Encourage and enforce high standards of environmental stewardship. 	7. Deliver a high performing waste collection and street cleansing service across the Borough including increasing the recycling/composting rate to 54%.	31st March 2017	Place
	8. Continue to utilise environmental enforcement powers where appropriate to maintain an attractive street scene for residents and visitors (Clean and Green)	31st March 2017	Place
	9. Implement the new model of service delivery for the Grounds Maintenance Service	31 st March 2017	Place
	10. Deliver the aspirations of the Council's Low Carbon Energy Strategy 2015-2020	31st March 2017	Place
	11. Continue to implementation the agreed corporate Energy Projects including the Southend Energy Partnership	31st March 2017	Place
	12. 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 2017	Place
	13. Deliver and implement the Traffic & Highways Capital Programme	31 st March 2017	Place
	14. Deliver the programmed replacement of old street lighting lanterns with new LED type	Multi-year programme with annual targets	Place

Aim: HEALTHY			
Corporate Priority	Action	Due Date	Department
<ul style="list-style-type: none"> ➤ Actively promote healthy and active lifestyles for all. ➤ Work with the public and private rented sectors to provide good quality housing. ➤ Improve the life chances of our residents, especially our vulnerable children and adults, by working to reduce inequalities and social deprivation across our communities. 	15. Develop and implement an Accident Prevention Strategy	31 st March 2017	Public Health
	16. Develop a Mental Wellbeing Strategy	31 st March 2017	Public Health
	17. Develop a social marketing programme for health improvement	31 st August 2016	Public Health
	18. Develop a public health vision that informs prioritisation of public health needs within the community and revise the public health strategy to address these.	31 st December 2016	Public Health
	19. Deliver Phase 2 of the Streets Ahead programme	31 st March 2017	People
	20. Deliver Year 2 of the Fulfilling Lives programme to improve the life chances of children aged 0-3	31 st March 2017	People
	21. Narrow the achievement gap for all disadvantaged groups	31 st March 2017	People
	22. Develop and implement an asset based model of assessment and service provision across Adult Social Care	31 st March 2017	People
	23. Embed the integrated community recovery pathway as the standard model for service delivery in adult social care	31 st March 2017	People
24. Deliver the joint integrated work plan across children's, adults and community services.	31 st March 2017	People	

Aim: PROSPEROUS			
Corporate Priority	Action	Due Date	Department
<p>➤ Maximise opportunities to enable the planning and development of quality, affordable housing.</p> <p>➤ Ensure residents have access to high quality education to enable them to be lifelong learners and have fulfilling employment.</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>	25. Work in partnership to develop affordable housing	30 th June 2016	People
	26. Deliver the agreed Council strategy for Southend adult social care homes and other care services	31 st March 2017	People
	27. Develop a secondary school places strategy to cater for the increasing pupil numbers	31 st March 2017	People
	28. Further develop the School Led School Improvement System (school-to-school support)	31 st March 2017	People
	29. Increase the number of schools judged as 'Good' or 'Outstanding'.	31 st March 2017	People
	30. Improve school attendance for the academic year 2016/17	31 st March 2017	People
	31. 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, 2016/17 actions: <ul style="list-style-type: none"> • To support Turnstone to submit a planning application • To meet the Coach Park Relocation Condition • To support Turnstone in securing prime tenants 	31 st March 2016 30 th June 2016 31 st August 2016	Corporate Services

<p>32. 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, 2016/17 actions:</p> <ul style="list-style-type: none"> • To commence Phase 1 infrastructure works • To agree Westcliff Rugby Club relocation strategy and commence work • To submit a planning application for the Innovation centre 	<p>31st July 2016 30th September 2016 30th September 2016</p>	<p>Corporate Services/Place</p>
<p>33. Queensway Area Regeneration Project, 2016/17 actions:</p> <ul style="list-style-type: none"> • Progress the finance option and housing plans for the Queensway area regeneration project • Consultation and communication with existing residents of the Queensway development to inform specifications for the redevelopment. 	<p>31st March 2017 31st March 2017</p>	<p>Corporate Services/ People/Place</p>
<p>34. Continue to make the case for Growth Fund Investment in Southend by working with the South Essex Growth Partnership and SELEP</p>	<p>31st March 2017</p>	<p>Place</p>
<p>35. Develop a Smart Cities Strategy and associated projects</p>	<p>31st March 2017</p>	<p>Place</p>
<p>36. Delivery of Seafront Lagoon</p>	<p>31st March 2017</p>	<p>Place</p>
<p>37. Complete detailed design for the Seafront Museum</p>	<p>31st March 2017</p>	<p>Place</p>

Aim: EXCELLENT			
Corporate Priority	Action	Due Date	Department
<ul style="list-style-type: none"> ➤ Work with and listen to our communities and partners to achieve better outcomes for all. ➤ Enable communities to be self-sufficient and foster pride in the town. ➤ Promote and lead an entrepreneurial, creative and innovative approach to the development of our town. 	38. Implement the recommendations from the Library Review	31 st March 2017	Place
	39. Southend Way – To continue to embed the Southend Way cultural change programme. (Aspiration programme – Council)	31st March 2017	Corporate Services
	40. Identify and support opportunities that improve community capacity and resilience (Aspiration programme for the borough)	31st March 2017	Corporate Services
	41. Work with Government and local partners develop and deliver a devolution deal which maximises the benefits for Southend, building on City Deal and profile of the Thames Gateway	31st March 2017	Place