

Developing our Corporate Business Strategy: 2008 – 2013: Stevenage Borough Council: Making a difference

Vision: A town we can be proud of. A place people want to be

Values: **Putting People First**
 Delivering Value for Money
 Working Together

Ambition: Shape our Community: IDeA state that Leadership is crucial to delivering improvement.

Priorities within this ambition are to unite and empower the residents of Stevenage, and enhance the reputation of the town. Stevenage is ‘a great place to be’ and it is vital that the Council promotes this.

Priority	Where identified in Stevenage Sustainable Community Strategy:	How the Council will deliver:
Bring Communities Together: Reflects National Agenda for increased sense of belonging and citizenship	<ul style="list-style-type: none"> • Children and Young People - Safeguarding children • Safer and Stronger Communities <ul style="list-style-type: none"> - Valuing volunteers - Increase community cohesion 	Safeguarding Children Report
		Valuing volunteers – Herts-wide project (with partners)
		Ensure fair and equal service provision – Social Inclusion Strategy
Encourage Community Involvement: Communities are empowered to have a greater voice and influence over local decision making and the delivery of services	<ul style="list-style-type: none"> • Children and Young People – Involve children and young people in decision-making • Safer and Stronger Communities – Empower communities – local people to shape services 	Consultation Strategy – Particularly, include young people in decision making
		Neighbourhood Strategy – Local people shaping services

Improve the image of Stevenage: Reputation Management	<ul style="list-style-type: none"> • Economic Development and the Environment – Provide a better image for the town 	Stevenage – ‘A great place to be’
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Ambition: Regenerate Stevenage:

The council has some exciting and ambitious plans for regeneration. The Council supports the proposed West of Stevenage development and even wider expansion of the town by 2021. The expansion of the population will require economic growth. A modern town centre and neighbourhood centres are crucial to support the economic growth of Stevenage, providing opportunities for business.

Priority	Where identified in Stevenage Sustainable Community Strategy:	How the Council will deliver:
Have a growing town and economy: Promote the growth of the town	<ul style="list-style-type: none"> • Children and Young people – Help raise skill levels in children and young people • Economic Development and the Environment - Increase employment opportunities 	East of England Plan: <ul style="list-style-type: none"> • Stevenage West - Local Development Framework • Work in partnership with other agencies to increase skill levels and employment opportunities
Develop a modern regional town centre: “A sustainable and high quality town centre with residential, leisure and civic facilities for everyone.” (Development Team)	<ul style="list-style-type: none"> • Economic Development and the Environment – regenerate the town and the neighbourhood centres 	Work in partnership with the Government’s national regeneration agency, English Partnerships (EP) <ul style="list-style-type: none"> - Preferred Developer: ING Real Estate and Stanhope Plc - Outline planning application expected in next three months

Revitalise Neighbourhood Centres		Investment and Renewal Strategy to be prepared November 2007
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Ambition: Create Sustainable Communities:

The Improvement and Development Agency (IDeA) describe a sustainable community as a place where people want to live and work, now and in the future.

Sustainable communities provide decent homes, protect the environment, are safe, and have access to community facilities.

The council wants all communities to be sustainable and it is particularly important with the focus on growth. The priorities for this ambition reflect the Council's responsibility for ensuring that both existing and new communities are 'sustainable'

Priority	Where identified in Stevenage Sustainable Community Strategy:	How the Council will deliver:
Provide quality, affordable housing <ul style="list-style-type: none"> Prevent homelessness and develop cross-agency approach on homeless prevention 	<ul style="list-style-type: none"> Safer and Stronger Communities – Develop affordable homes 	<ul style="list-style-type: none"> Homelessness Strategy Affordable Housing Strategy Major contract managed by Stevenage Homes Ltd

Priority	Where identified in Stevenage Sustainable Community Strategy:	How the Council will deliver:
<p>Keep the town safe</p> <ul style="list-style-type: none"> • Reduce crime and anti-social behaviour, and harm caused by illegal drugs • Reassure public and build respect in communities 	<ul style="list-style-type: none"> • Safer and Stronger Communities <ul style="list-style-type: none"> - Reduce anti-social behaviour - Reduce the fear of crime - Reduce hate crime and harassment - Reduce violent crime 	<p>Stevenage Community Safety Strategy Stevenage Crime and Disorder Partnership</p>
<p>Focus on Neighbourhoods</p>	<ul style="list-style-type: none"> • Safer and stronger communities – Empower communities: local people to shape services 	<p>Neighbourhood Framework</p>

<p>Maintain a clean and green environment:</p> <ul style="list-style-type: none"> • Neighbourhoods to be cleaner and greener, and communities to take an active part in managing their own environment 	<ul style="list-style-type: none"> • Economic Development and the Environment <ul style="list-style-type: none"> - Create cleaner and greener communities - Make a town-wide commitment to halt climate change 	<p>Cleaner/greener:</p> <ul style="list-style-type: none"> • Hertfordshire Waste Management Strategy • Stevenage Biodiversity Action Plan • Britain in Bloom
<p>Help provide leisure and health services:</p> <ul style="list-style-type: none"> • Provide equal access to leisure and health facilities 	<ul style="list-style-type: none"> • Children and Young people – Help children and young people have places to go Reduce teenage pregnancy • Safer and Stronger Communities – make culture, sport and leisure more accessible • Healthier Communities and Older People – Promote healthy lifestyles and quality of life. <ul style="list-style-type: none"> - equal access to quality health care 	<p>Working in partnership with other agencies as applicable</p> <p>Leisure:</p> <ul style="list-style-type: none"> • Stevenage Leisure Ltd • Sport Stevenage <p>Health:</p> <ul style="list-style-type: none"> • Hertfordshire PCTs

Ambition: Move towards Excellence:

An accessible, accountable, effective and efficient Council

Priority	How the Council will deliver:
Use resources effectively	<ul style="list-style-type: none"> • Financial Strategy • Business Process Reengineering • IT Strategy • Pathfinder
Maintain customer focus	<ul style="list-style-type: none"> • Customer service improvement • Customer Service Standards • Complaints (Customer and Member) – Use customer information • Customer segmentation - Know our customer now and in the future
Promote Equality	Action plan being developed to reach Equalities Standard level 5
Support and develop our people	<ul style="list-style-type: none"> • People Strategy • Workforce Plan • Internal Communication