

ORGANISATIONAL IMPROVEMENT



We Will

- Implement a financial strategy that prioritises income generation balanced with efficiencies to sustain the Council's finances and protect services to residents.
- Match priorities with resources to deliver our corporate priorities.
- Become a more enterprising, productive and commercial organisation, exploring and delivering income generation and business development opportunities.
- Implement a stronger performance and project management approach that prioritises what we do and delivers improvements.
- Ensure best use of our assets, exploring and supporting the development of the 'one public estate' approach for shared assets across partner agencies.
- Ensure effective community leadership, through good governance, transparency, accountability and appropriate behaviours.
- Put our residents at the heart of what we do and inform, consult and engage with them.
- Be an employer of choice and an organisation that people want to work for.
- Modernise services, being innovative and adaptable and making use of technology to help transform service delivery.



Our Commitment to Residents

- The Council will treat customers with courtesy and respect.
- The Council will recognise the needs of different customers and make reasonable adjustments.
- The Council will engage with customers and seek their views.
- The Council will be transparent and open in its decision making.
- The Council will make it easier for customers to contact and access Council services.

Our Commitment to employees

- We value our employees and will recognise their effort and commitment.
- The Council commits to treating employees fairly and respectfully.
- The Council will engage with and consult with employees and Trade Unions on key issues affecting our organisation.
- The Council will maintain its commitment to workforce development and support staff through challenging changes.
- The Council will maintain its commitment to workplace health and wellbeing support for all employees.

Our Commitment to Councillors

- We value the democratic role that Councillors have in representing the people of Ashfield.
- The Council recognises that the role of a Councillor is challenging and will support Councillors with training to help them deliver their roles.
- The Council will ensure that there is good governance in our democratic processes.
- The Council will keep Councillors of all political parties updated on key issues.



Corporate Plan

2016-2019

This new Corporate Plan sets out an ambitious programme for the Council over the next three years. The scale of our ambition is a measure of our desire to improve the quality of life for residents.

It also reflects the challenges facing the Council with reducing government funding and increasing demand for services.

OUR VALUES

- Enterprising, Ambitious and Innovative
- Community and Customer Focused, Putting People First
- Positive, Proactive and Successful
- Collaborative
- Transparent and Accountable

OUR PURPOSE

1. The Council exists to serve the communities and residents of Ashfield.
2. We will provide good quality, value for money services.
3. We will act strategically and plan for the future, working with others to bring about sustainable improvements in people's lives.

ECONOMIC REGENERATION



We Will

- Understand our economy and create the right strategy and policy base for improvements.
- Engage in the Combined Authority and Devolution Deal process focusing on the benefits for Ashfield.
- Promote skills and aspiration ensuring local people are equipped with the right skills to access employment.
- Support pre-start, new and existing local businesses helping them to grow and create jobs.
- Improve transport, connectivity and digital infrastructure.
- Promote the area as a place to invest in particular as a centre for Business Professional Financial Services, Health, Transport and Logistics, Advanced Manufacturing and Knowledge Based Industries.
- Ensure the area offers an attractive and balanced range of good quality office, commercial and industrial premises/ sites.

HEALTH AND WELLBEING



We Will

- Improve our understanding of health and wellbeing issues.
- Identify and focus on the areas with the biggest health inequalities in the district.
- Influence key health agencies to ensure appropriate health and social care services and infrastructure for Ashfield.
- Align Council services to support activity aimed at reducing health inequalities.
- Increase access to leisure for non-participants
- Improve workplace health.
- Take a targeted approach to improving health and well-being in areas of greatest need.

HOUSING



We Will

- Influence housing provision to ensure that there is sufficient housing available in the district of the right size, type and quality.
- Bring more empty homes back into use.
- Ensure that new housing is sustainable and fuel efficient.
- Support the delivery of energy efficiency in existing homes.
- Deal with disrepair in the private sector by encouraging owners to improve their properties.
- Ensure that we understand the reasons for homelessness and adopt measures to assist those affected and prevent where possible.
- Ensure that when new housing is built that the right infrastructure is in place to create great places to live.

PLACE AND COMMUNITIES



We Will

- Enhance the identity and brand for Ashfield; so it is cherished by those who live here, desirable to those who visit, and enabling to those who bring jobs and investment.
- Raise the profile of Ashfield as a place where people want to visit and spend their time enjoying themselves.
- Enable thriving, prosperous and self-sufficient communities where people shape their own futures.
- Create a greener Ashfield, reducing the impact of what we do on the environment, minimising waste and recycling more.
- Ensure the foundations for a good quality of life are in place; reducing crime and anti-social behaviour and facilitating cleaner and more attractive neighbourhoods.
- Supporting young people to be optimistic and ambitious about their futures.
- Work with our partners to ensure we deliver services centred on the needs of people and places, rather than existing teams, agencies or institutions.

