

## **Council Plan**

### **Our Vision Local People Matter**

Dudley Council is committed to providing the best quality public services for local people and creating opportunities for local people to succeed. As a council we recognise and value the diversity of backgrounds, skills and needs within the borough. We work hard to respond to these needs and serve the different people of Dudley fairly and efficiently to improve quality of life for everyone.

This document sets out the council vision for the next year and is based around our organisational philosophy.

As Dudley Council we will:

#### **Listen** to what local people say

We will do this by: -

Making it easy to contact us

Working with local community groups and organisations

Involving local people through Area Committees, Area Housing Panels and public meetings

Making sure young people are heard

Using the Citizens Panel to ask for views and opinions

Continuing to work with tenants to develop and implement the Dudley Borough Tenant Participation Agreement to enable tenants to be involved in the management of the Council's housing stock

#### **Respond** to what they tell us

We will do this by: -

Having clear links between our decision making and local opinion

Reviewing services regularly to ensure they deliver what people want in an appropriate way

Acting quickly and confidently in areas where we need to improve

Providing people with the information they ask for

#### Be **accountable** to local people for our performance

We will do this by: -

Stating what we will do clearly

Being open and honest where we don't achieve what we stated or where we make mistakes and how we plan to address them

Letting local people know how well we are doing

#### Provide **value** for money

We will do this by: -

Continuing to be one of the lowest cost council's in the country

Promoting service improvement with all council services at every level

Valuing and providing opportunities for development for all our employees

<p><b>Quality Services Matter</b></p> <p>Providing quality services which are low cost, offer value for money and are responsive to local needs are key priorities for Dudley Council. We want to build on our success and develop a strong reputation for high quality cost effective services.</p> <p><b>Our vision</b> for a borough of quality services is a place where: -</p> <ul style="list-style-type: none"> <li>■ High quality services which are driven by the involvement of local people</li> <li>■ Services are recognised by external bodies as being of good quality and offering value for money</li> <li>■ Council services are managed to promote continuous improvement</li> </ul> <p><b>Actions</b> to achieve the vision: -</p> <ul style="list-style-type: none"> <li>- Opening the new Dudley Council Plus service in Castle Street Dudley</li> <li>- Improving access to services through the use of e-government</li> <li>- Working to achieve £3m worth of efficiency savings</li> </ul> <p><b>Outcomes</b> to include: -</p> <ul style="list-style-type: none"> <li>- Extended hours, one stop shop service by May 2005</li> <li>- Over half of the borough's residents to be within 10 minutes of a council access point</li> <li>- Achieve level two of the Equality Standard</li> </ul>	<p><b>Safety Matters</b></p> <p>Safety is of prime concern to Dudley Council; through working in partnership we have already achieved reductions in burglary and vehicle crime. We want to go further and will continue to work towards our target to reduce over all crime by an additional 20% in the next 3 years.</p> <p><b>Our vision</b> for a safe borough is a place where: -</p> <ul style="list-style-type: none"> <li>■ People feel safe in their home, neighbourhood and town centre</li> <li>■ Children &amp; young people are safe from bullying and anti social behaviour in and outside of school, and have a range of sports, arts and leisure activities open to them</li> <li>■ Treatment is available for those suffering due to drug or alcohol misuse</li> <li>■ Vulnerable older people can feel secure and are able to summon support and assistance in the event of an emergency</li> </ul> <p><b>Actions</b> to achieve the vision: -</p> <ul style="list-style-type: none"> <li>- Improving the security of the physical environment through street lighting and car park safety initiatives</li> <li>- Establishing a Local Safeguarding Children Board and working with schools and youth organisations on bullying policies.</li> <li>- Tackling anti social behaviour occurring out of normal office hours</li> <li>- Provide greater treatment and support to people experiencing drug or alcohol misuse problems</li> <li>- Promote the safety of older people by a range of actions e.g. the bogus callers scheme, the Carer's card scheme, and senior safety week.</li> </ul> <p><b>Outcomes</b> to include: -</p> <ul style="list-style-type: none"> <li>- Reduce vehicle crime in the borough by 5% in 2005/06</li> <li>- Reduce domestic burglary by 5% in 2005/06</li> <li>- Reduce crime and anti social behaviour through the use of 20 or more ASBOs</li> </ul>	<p><b>Regeneration Matters</b></p> <p>Creating a borough which has a successful economy offering well paid jobs is central to the prosperity and quality of life of every resident. As a council we are working to build new opportunities for economic growth in the borough.</p> <p><b>Our vision</b> for a prosperous borough is a place where: -</p> <ul style="list-style-type: none"> <li>■ Town centres are vibrant flourishing places enjoyed by residents and visitors</li> <li>■ Unemployment is low, residents are skilled and sort after with a range of employment and training opportunities in the area</li> <li>■ There is a strong transport infrastructure enabling development within the borough and forging links beyond our boundaries.</li> </ul> <p><b>Actions</b> to achieve the vision: -</p> <ul style="list-style-type: none"> <li>- The development of town centre master plans</li> <li>- Investing in personal job skills through initiatives such as Future Skills Dudley and the Netherton Regeneration Centre</li> <li>- Improving ease of access to Halesowen bus station</li> </ul> <p><b>Outcomes</b> to include: -</p> <ul style="list-style-type: none"> <li>- Improve a further 200 roads and footpaths during 2005/06</li> <li>- Improve traffic management and traffic infrastructure at key location in the borough</li> <li>- Assist over 400 unemployed people into work by 2007</li> </ul>
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<p><b>Environment Matters</b></p> <p>The quality of the environment within the borough is very important to the council. Ensuring the borough is a clean and healthy place to be we believe to be essential for the well being of those who both live and work in the area. Our responsibility for maintaining cultural facilities across the borough gives the council the capacity to create valuable and attractive local environments.</p> <p><b>Our vision</b> for Dudley's environment is simple, we aim to create a borough where: -</p> <ul style="list-style-type: none"> <li>■ The environment is clean and looked after through a pro-active approach to litter, air quality and environmental degradation</li> <li>■ The parks are valued for being safe, attractive recreational spaces</li> <li>■ Environmental sustainability and recycling are seen as key priorities for the well being of citizens and their surroundings</li> <li>■ Council tenants and vulnerable households in the private sector are able to live in homes of a decent standard</li> </ul> <p><b>Actions</b> to achieve the vision: -</p> <ul style="list-style-type: none"> <li>- Improve the removal of abandoned cars and fly tips</li> <li>- Large scale park improvement programme including supporting the Friends of Parks Groups</li> <li>- Increase recycling through the provision of a borough wide household recycling scheme</li> </ul> <p><b>Outcomes</b> to include: -</p> <ul style="list-style-type: none"> <li>- Maximise air quality in the borough</li> <li>- Improved satisfaction with parks</li> <li>- Increased recycling of all household waste by achieve 18%</li> </ul>	<p><b>Caring Matters</b></p> <p>Securing the safety and care of vulnerable people across the borough is a key responsibility of the council. As a council we will work to safeguard children effectively and protect vulnerable adults through robust partnerships.</p> <p><b>Our vision</b> for a caring borough is a place where : -</p> <ul style="list-style-type: none"> <li>■ Poverty and social exclusion are being positively tackled and reduced</li> <li>■ Vulnerable children and adults are cared for appropriately</li> <li>■ People are healthy and active and have a range of leisure opportunities available</li> <li>■ Older people are provided with the necessary support to enable them to maintain their independence for as long as possible</li> </ul> <p><b>Actions</b> to achieve the vision: -</p> <ul style="list-style-type: none"> <li>- Completing benefit checks to ensure older residents have the financial means to participate in socially inclusive activities</li> <li>- Investment in nursing care for vulnerable older people whilst also helping individuals to live at home through Direct Payments</li> <li>- Improved sports and recreation opportunities, such as supervised activities for children and new facilities at leisure centres</li> <li>- Develop a range of initiatives to help prevent people becoming homeless</li> <li>- Work with internal and external partners to develop housing support for vulnerable people</li> </ul> <p><b>Outcomes</b> to include: -</p> <ul style="list-style-type: none"> <li>- Increase in the numbers of people taking part in council sponsored recreation activities</li> <li>- Maximise the number of older people enabled to remain living in their own homes</li> <li>- A modernised Homeless Family Centre in Lye with the average stay reduced from eight to six weeks</li> </ul>	<p><b>Learning Matters</b></p> <p>The council is committed to supporting learners of all ages and backgrounds across the borough and providing opportunities to obtain the skills needed to achieve. These opportunities are diverse ranging from the music tuition programmes to the provision of homework clubs at libraries.</p> <p><b>Our vision</b> is for a learning borough where: -</p> <ul style="list-style-type: none"> <li>■ Pupil attainment at all levels is high and improving, with pupils attending and enjoying school</li> <li>■ Resources are used efficiently throughout school provision</li> <li>■ Learning and achievement are valued with residents of all ages, backgrounds and abilities being given opportunities to learn</li> </ul> <p><b>Actions</b> to achieve the vision: -</p> <ul style="list-style-type: none"> <li>- Improve educational achievement amongst looked after children</li> <li>- Delivery of Behaviour &amp; Attendance Strategy to encourage pupils to attend school and enjoy learning</li> <li>- Creation of training and learning facilities for the unemployed e.g. the Building Essential Skills for Construction Trades (BEST) programme</li> </ul> <p><b>Outcomes</b> to include: -</p> <ul style="list-style-type: none"> <li>- Improve the number of young people leaving care with at least 1 GCSE</li> <li>- Promote attendance and reduce truancy</li> <li>- Increase in the number of adults participating in training</li> </ul>
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**Improvement Priorities** – to be decided