

Building on Success



Did you know...

...that the County Council loans out 1,000,000 library books every year?



We want children and young people to have plenty of chances to succeed in life



Cycling is just one way of getting about that we'll promote



Education will cover a wide range of topics, such as different cultures

Corporate Plan Summary 2005-2009

What's the Plan?

The Corporate Plan is the County Council's blueprint for the future. It explains what we're going to do between 2005 and 2009 to build on our success and make Worcestershire an even better place for all of us.

It tells everyone what our priorities are, it says how we're going to work to achieve our priorities and it explains how we'll know when we've succeeded.

This summary is a guide to the main points in the plan. These are the things that we aspire to – the things that we're determined to achieve, to improve the quality of life for everybody in the county.

The Priorities

Worcestershire's County Councillors have worked with people in all parts of the county to decide on our priorities for 2005 to 2009. They are:

- Improving Community Safety
- Raising Standards in Schools
- Improving Highways, Footways & Transport Services
- Supporting Older People to Live Independent Lives
- Strengthening Worcestershire's Economy
- Enhancing Services to Young People

The County Council's work will be focussed on these priorities. At the same time, we're going to deliver our full range of other services and keep Council Tax as low as possible.

The plan is ambitious. It means that we'll need to work with the six district councils in Worcestershire, and with lots of other partners, to get the job done. Our partners also include the police force, the health service and local businesses, for example.

When we deliver our priorities:

- People will be reassured that Worcestershire is a relatively safe place to live
- Exam results will be better at all levels
- The condition of roads and footways will have improved
- People will have more choice about how they travel
- Older residents will have more help to live in their own homes
- Worcestershire will have a more diverse economy
- Children and young people will have more activities and chances to influence decision-making

That's when we'll know that we've "built on our success".

Did you know...

...that the County Council educates 82,000 children in Worcestershire schools?



Dr George Lord and Rob Sykes, the Leader and Chief Executive of the County Council



We all involve the community in the things we do

Partnership working helps us to deliver services where and when they're needed

The People

“The success we’ve achieved gives us the foundation to build upon,” says **Dr George Lord**, the Leader of Worcestershire County Council.

“Our Corporate Plan shows the link between our past and our future, but there are also new policies to tackle new needs.

“For example, there is a new emphasis on promoting safety in the community and a commitment to helping our young people and our older people. Our plan also reflects the need to keep our Council Tax bill as low as we can without jeopardising services.

“We’ll work hard to provide the vision and the services that are needed to achieve our goals.”

Rob Sykes, the County Council’s Chief Executive, is confident that we have what we need to succeed.

“We have a lot to be proud of,” he explains. “Our drive and our commitment to improve services will ensure that every member of our community feels that we deliver excellence and value for money.”

Of course, George and Rob are just two of the people responsible for making the plan work. Every Councillor and every member of staff has a part to play.

The Principles

There are a few principles that everybody involved in our work must consider.

We all strive to provide **high-quality customer service** and to **treat every individual equally**.

We all **involve the community** in the things we do and we all offer **the very best value for money** that we can.

We **don’t do unnecessary damage to the environment**, and we **work in partnerships** to deliver services with other organisations.

Perhaps most importantly, we all remember that our goal is to deliver value-for-money services when and where they’re needed.

If Worcestershire’s residents are satisfied with their County Council and with their public services, then we know that our plan is working.

Did you know...

...that the County Council maintains 2,500 miles of roads?



Feeling safe in the community is important to everyone



We'll work towards better exam results at all levels



Improving bus services is one part of our plan to keep the county moving

Our Priorities

Improving Community Safety

Worcestershire is a relatively safe place to live, but crime and fear of crime still make people feel unsafe. We'll work with our partners to prevent crime and to reduce people's fear of crime.

By finding 'hot spots' to focus on first, we'll tackle problems with alcohol, drugs and anti-social behaviour. Our environment will be changed to enhance community safety – for example, street lighting will be improved where appropriate. We'll continue to reduce casualties on our roads. We'll help to prevent people becoming victims by working with the police to get involved early when people are in danger of entering the criminal justice system. We're also aware that young people become victims of crime, so we'll tackle the issues in our classrooms as well as in the community.

Raising Standards in Schools

We know exactly how important education is, so we'll work towards better exam results at all levels.

We will improve school attendance, support school 'leaders' and staff and aim to make our schools and equipment fit for the future. Community learning will be expanded for children, young people and families, and we'll help schools to provide a range of 'extended' services. We'll continue to increase the number of childcare and early learning places that are available, and we'll provide children's centres in the areas that need them the most.

Improving Highways, Footways & Transport Services

Keeping Worcestershire on the move is vital to all aspects of life in the county. We'll be taking major steps for the future, tackling issues such as bus services, traffic congestion and people's access to facilities.

The condition of roads and footways will be improved and roadworks will be less disruptive. Alternatives to using cars will be promoted, including walking, cycling and using public transport. We'll help schools and businesses to adopt special travel plans and we'll increase the number of people using buses and other transport services.

Did you know...

...that the County Council helps 8,620 vulnerable older people to remain in their own homes each year?



We'll help older people to stay healthy, active and independent



Skilled job opportunities will be available in the county



We'll make sure that young people don't miss out on chances to succeed

Our Priorities

Supporting Older People to Live Independent Lives

The increasing number of older people in Worcestershire will be helped to live at home, rather than being moved into residential homes, nursing homes or hospitals. We'll provide the services that help older people to stay healthy, active and independent as long as possible.

There will be flexible day care opportunities in the community and direct payment schemes will be promoted. We'll work with housing organisations to improve accommodation for people with specific needs, and we'll expand support for older people with disabilities or ill health. We'll also continue to help the carers of older people throughout the county.

Strengthening Worcestershire's Economy

Our county needs an economy for the future, so we will work with our partners to boost high-tech industries and make sure that we have a broad mix of skills and job opportunities.

We'll make Worcestershire a place for businesses to succeed and for residents' skills to grow. We'll help high-tech businesses in the Central Technology Belt and we'll support Bromsgrove Technology Park to develop. We'll aim to create a single organisation to promote tourism. Also, we'll help Worcester City to become a key location for the region and support the development of Kidderminster's former British Sugar site. All of this work will help to manage the changes to our economy, such as the closure of MG Rover.

Enhancing Services to Young People

We want young people in Worcestershire to have plenty of chances to succeed in life, through schools, training, leisure facilities, special youth schemes and a wide range of other services.

We'll continue to expand the number of places where young people can meet safely. We'll provide more things to do and we'll give young people a say when decisions are made. We'll support families to help young people at home, and we'll improve the opportunities for young people who are looked after by the Council. Overall, we'll join all of our services together to make sure that young people don't miss out.

Did you know...

...that the County Council deals with 300,000 tonnes of household waste per year?



The hard work of our staff is essential, so we'll keep them informed



We'll continue to improve the performance of our staff



We want everyone to be able to use our services; online, over the phone or face-to-face

How we'll do these things

There are very detailed plans in place for achieving each of our priorities, linking this overall plan to the work of every member of staff.

At the same time, the County Council as a whole has a clear way of working. This explains what our role in the community is. The main points are...

- **Providing community leadership**
We reflect, promote and listen to the needs of our communities and help residents to help themselves.
- **'Proactive intervention'**
We identify 'hot spots' and try to prevent problems before they happen.
- **Improving access to services**
We want everyone to be able to use our services directly or through improved technology.
- **Engaging with customers & communities**
We plan to boost public consultation and communication so residents are more involved with County Councillors and the County Council.
- **Working in partnership**
We provide many of our services in partnership with other organisations, to make them as effective and efficient as possible.
- **Strong performance management**
We will continue to strengthen the way we measure the performance of staff and services.
- **Strong governance**
We work with integrity and we live up to our responsibilities to the county and its residents.
- **Engaging with our staff**
We know that the hard work of our staff is essential if we are to deliver on our promises, so we keep each employee informed and listen to their needs.

By working in this way and focusing on our main priorities, we'll make Worcestershire an even better place for people to live, work and travel in... and we'll all do it together.

Building on Success

Corporate Plan Summary 2005-2009

This booklet is an easy-to-read summary of our Corporate Plan.

The Corporate Plan sets out our priorities between 2005 and 2009. It explains what areas of work we'll be concentrating on, how we'll work as a Council and how we'll measure our work to make sure that we're doing it well.

In this summary booklet, you can read more about our plans for...

- Improving Community Safety
- Raising Standards in Schools
- Improving Highways, Footways & Transport Services
- Supporting Older People to Live Independent Lives
- Strengthening Worcestershire's Economy
- Enhancing Services to Young People

...and how we're going to deliver our full range of other services, work with our partners and keep Council Tax as low as possible while we do these things.

More information about our Corporate Plan 2005 – 2009, including the full version that looks at its context, an assessment of the risks involved and the resources that we'll need to deliver it, can be found at...

You can let us know your thoughts by calling 01905 766150, emailing via our website or writing to Improvement Unit, Worcestershire County Council, County Hall, Spetchley Road, Worcester WR5 2NP.

We're looking forward to hearing from you!

www.worcestershire.gov.uk/corporateplan

...where you can also tell us what you think about what we're doing and why we're doing it.



worcestershire
county council

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اذا كنت بحاجة الى مزيد من المعلومات حولنا، يرجى الاتصال بنا على الرقم 01905 25121

如果你在白話這份文件方面需要幫助的話，請致電 01905 25121。

आप हमें हमारे बारे में अधिक जानकारी के लिए कॉल करने के लिए 01905 25121 पर कॉल करें।

Se con questo documento avete bisogno di aiuto pregasi telefonare a 01905 25121

Jesteli potrzebujesz pomocy w zrozumieniu tego dokumentu, zadzwoń pod nr tel: 01905 25121

Worcestershire County Council
County Hall
Spetchley Road
Worcester
WR5 2NP

Tel :: 01905 763763
Fax :: 01905 763000
www.worcestershire.gov.uk

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