

AGENDA MANAGEMENT SHEET

Name of Committee Nuneaton and Bedworth Area Committee

Date of Committee 26 July 2006

Report Title Nuneaton and Bedworth Area Business Plan 2006/07

Summary This report introduces the Area Business Plan for 2006/07

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Would the recommended decision be contrary to the Budget and Policy Framework? No.

Background papers None

CONSULTATION ALREADY UNDERTAKEN:- Details to be specified

- Other Committees
- Local Member(s) Cllr Longden (Chair)
- Other Elected Members
- Cabinet Member
- Chief Executive David Carter , Strategic Director of Performance & Development
- Legal Sarah Duxbury
- Finance
- Other Chief Officers
- District Councils
- Health Authority
- Police
- Other Bodies/Individuals

FINAL DECISION YES

SUGGESTED NEXT STEPS:

Details to be specified

Further consideration by this Committee

To Council

To Cabinet

To an O & S Committee

To an Area Committee

Further Consultation

Agenda No

Nuneaton and Bedworth Area Committee - 26 July 2006

Nuneaton and Bedworth Area Business Plan 2006/07

Report of the Strategic Director of Performance and Development

Recommendation

That the Area Committee approves the Nuneaton and Bedworth Area Business Plan 2006/07.

1 Introduction

- 1.1 Attached at **Appendix A** of this report is the Nuneaton and Bedworth Area Business Plan 2006/07, which sets out the milestone actions and performance targets for County Council Services in the local area.
- 1.2 As in previous years, the plan should be regarded as an extension of the County Council's Corporate Business Plan. Members will be aware that the Corporate Business Plan for this year has been structured around the Local Area Agreement Blocks. This approach has been adopted for the Area Business Plan.
- 1.3 The Corporate Business Plan will be subject to change and development over the coming year and as a result this will influence the content of the Area Business Plan. This reflects the fact that both Plans are living documents, which may need to be reviewed and altered as such changes emerge.
- 1.4 Progress against the targets and actions in the Area Business Plan will be reported to Area Committee at six and twelve month intervals.

DAVID CARTER
Strategic Director of
Performance and
Development
Shire Hall
Warwick

20 June 2006

Warwickshire County Council

Nuneaton and Bedworth Area Business Plan 2006/07

1. Children and Young people

1.1 Ensure that all children and young people “enjoy and achieve”

| Aspirations |
|--|
| Children and young people should be ready for, attend and enjoy school and college, and achieve standards set, both at primary and secondary school and in further education, and achieve personal and social development. |

| Key targets | 2006/7 County | 2006/7 Area |
|--|------------------|-----------------|
| 16-19 year olds – Average point score per student entered for exam | 310.2 | No local target |
| 16 year olds (KS4) - % achieving 5+ A*-C grades (including English and Maths) | 62% | 53% |
| 11 year olds (KS2) –% Achieving level 4 or above in English | 82% | 79.1% |
| 11 year olds (KS2) –% Achieving level 4 or above in Maths | 83% | 79.8% |
| Number of pupils permanently excluded during the year from all schools per 1000 pupils at all maintained schools | 0.95 | No local target |

| WCC Priority | Key Local Actions | Date or Target |
|--|--|----------------|
| Develop the role of the Local Authority as champion of parents and pupils. | No current local action. | |
| Raise standards in secondary, primary and special schools | Senior Children Services team meeting to consider a range of cross cutting initiatives to coordinate provision to meet area’s social and educational needs | December 2007 |
| | Intensive support for those schools where there is identified underperformance particularly in English and mathematics. | March 2007 |
| | Continue to promote the implementation of the Secondary National Strategy in all secondary and special schools. | March 2007 |
| | Provide additional advice and support to improve pupil behaviour and attendance. | March 2007 |
| | Plan the introduction of School Improvement Partners (SIPs) in all mainstream schools and the PRU. | March 2007 |
| | Continue to support and monitor the progress of any school in an LA or Ofsted category of concern. | March 2007 |
| | Promote the improved use of performance data by the introduction of RAISE on-line. | March 2007 |
| | Provide advice and guidance to school on 14-19 curriculum development particularly with the growth of vocational courses and the new Specialised Diploma. | March 2007 |
| | Support schools where girls do less well than they should through the Breakthrough project. | March 2007 |

| WCC Priority | Key Local Actions | Date or Target |
|--|---|--------------------------|
| Raise standards in secondary, primary and special schools (cont) | Continue to offer opportunities for an enriched curriculum in all phases through partnerships with local sports and arts providers. | March 2007 |
| | Deliver a programme of briefings to head teachers to enable them to meet the challenges of Every Child Matters. | March 2007 |
| | Work proactively with schools to deliver outcomes for health and well-being through achievement of the Healthy Schools Status and Transforming School meals. | March 2007 |
| | Continue to work with schools to improve the monitoring of provision for, and attainment of, pupils with special educational needs. | March 2007 |
| | Teenage Pregnancy Coordinator to: <ul style="list-style-type: none"> ▪ Support CPD PHSE Certification Scheme ▪ Audit SRE policies in schools and develop a model of good practice | March 2007 |
| Support the development of Extended Schools | Promote extended services as multi-agency approach through the localised delivery of 'Every Child Matters' in Nuneaton and Bedworth | March 2007 |
| | Continuing the development of pyramid clusters in N&B to enable the delivery and access to the five core offer areas. | March 2007 |
| | To continue the rollout of multi agency and school cohort training through the agreed schedule | March 2007 |
| | Provide specific advice and support in N& B through the work of the newly appointed Extended School Development Officers | Sep 2006-March 2007 |
| Support the development of Children's Centres. | Phase one Children's Centres open and offering the core elements of Early Years Education, Childcare, Family Support, Parenting services and firm links with Health. | April-June 2006 |
| | New builds/refurbishments to support the process at Bedworth Heath Nursery School, Bedworth Heath Leisure and Activity Centre, Newdigate School, Our Lady of the Angels Infant School and Hatters Space Community Centre. | June-July 2006 |
| | Working towards the development of Phase two Children's Centres in line with the Extended services agenda. Target date for opening March 2008. | May-July 2006 |
| | Identification of Phase two sites to be located in top 30% of areas of disadvantage and initial project briefs. | July 2006 |
| | Feasibility for Identified sites: Exhall Grange, Bulkington Village Centre, St Michaels/Poplar ward, Park Lane. | October 2006 |
| | Planning stages and submission to Cabinet. Detailed plans and commencement of projects. | November 2006-March 2007 |

| WCC Priority | Key Local Actions | Date or Target |
|--|---|----------------|
| Support the development of Extended Schools and Children's Centre (cont) | Teenage Pregnancy Coordinator to: <ul style="list-style-type: none"> ▪ Roll out 'What should we tell the children about relationships and sex' – programme for parents ▪ Promote antenatal and postnatal support for young parents with midwives at Children's Centres ▪ Develop a school based health service pilot ▪ Target parents evenings and provide further support to parents re: SRE | March 2007 |
| Deliver the County Youth Offer and promote uptake of opportunities | Youth population 13-19 years olds is 10,599 and the following targets to be met: <ul style="list-style-type: none"> ▪ 25% contact ▪ 15% participation ▪ 953 to have a recorded outcome ▪ 353 to achieve accredited outcome ▪ Reach 9% of BME young people across all aspects of Youth work | March 2007 |
| | Positive About Young People (PAYP) to commission, develop and deliver an effective holiday activity programmes in identified areas | October 2006 |
| | Co-ordinate the development of PAYP's Positive operational Drop in Strategy (PODS): <ul style="list-style-type: none"> ▪ 7 operating PODS in area of High Impact in N&B ▪ 2 commissioned PODS in N&B ▪ 70% participant and parent satisfaction ratings with commissioned programmes and initiatives | March 2007 |
| Reduce exclusion from education. | Behaviour Review and Proposed 'Managed Transfer' system to be put in place for pupils at risk of permanent exclusion. Area Behaviour Management Panels will manage and monitor the process. Draft proposals at final consultation stage - finalise and rollout across N&B | March 2007 |
| | Parenting Contracts/Parenting Orders in place to respond where parenting has been identified as a factor in serious behaviour problems. Parenting Contracts being piloted by ESWS (appropriate cases in primary phase) and PRU (permanently excluded pupils). To be extended to support the managed transfer system - parenting contracts to be offered where appropriate. | March 2007 |
| | Reduce the number of Looked After Children excluded from school. | 0% |
| | PAYP to develop and deliver mentoring programmes offering targeted services for identified young people and parents in Warwickshire: <ul style="list-style-type: none"> ▪ 60 Mentors trained and mentoring 60 young people entering secondary school in N&B | September 2006 |
| | PAYP develop and deliver a transitional Mentoring Programme in 3 Secondary schools plus 6 feeder Primary Schools. | June 2006 |

| WCC Priority | Key Local Actions | Date or Target |
|---|---|----------------|
| Reduce exclusion from education. (cont) | PAYP's Basic of Success Programme to deliver out of school Numeracy, literacy and IT training for identified young people: <ul style="list-style-type: none"> ▪ Monitor and evaluate the programme ▪ Commission a report of the programme interviewing parents, partners, young people and the community ▪ Identify and support 80 families | May 2006 |
| | PAYP to Commission Home Start programme to deliver interactive environments for parents and families: <ul style="list-style-type: none"> ▪ Monitor and evaluate programme ▪ Commission a report of the programme interviewing parents, partners and the community ▪ Establish a programme drawing family play and preventions activities together ▪ Support 112 families in N&B, including 18 new families ▪ Run 242 family play sessions ▪ Engage with 180 children under 5 and 40 children over 5 | March 2007 |

1.2 Ensure that all children stay safe through better integrated services, which will safeguard and protect them from harm

| Aspirations |
|--|
| Children and young people should be safe from maltreatment, accidental injury and death; bullying and discrimination, crime and antisocial behaviour. They should have security, stability and be cared for. |

| WCC Priority | Key Local Actions | Date or Target |
|--|---|----------------|
| Improve the outcomes for vulnerable children, children in need, and looked after children. | All children living away from home have their health needs adequately assessed and met, and have a personal health plan. | March 2007 |
| | Increase the number of Looked After Children entered for exams at key stage 2 &3. | 100% |
| | Implementation of Young Parents guidance and Procedure to ensure that young parents and their carers are supported and their needs are addressed. | March 2007 |
| | Identify young parents out of school/college or places out of county and deliver SRE and support information. | March 2007 |
| Ensure children are protected from emotional, physical and sexual abuse and neglect. | Review and strengthen the private fostering arrangements in Nuneaton and Bedworth and develop services for them. | March 2007 |
| | Deliver domestic violence training for professionals working with young people. | March 2007 |
| Ensure children in Warwickshire feel safe from bullying | Link Anti-Bullying work to safeguarding agenda. Establish reporting & monitoring mechanism to Safeguarding Panels. | March 2007 |
| | On-line reporting system and database for bullying incidents in schools and other education environment, to ensure consistency of reporting and appropriate responses to area issues if identified. Investigate use of RYOGENS system for this purpose. | March 2007 |
| | Multi-agency booklet highlighting good practice and guidance. Currently in draft, for production and launch at multi-agency workshops across N&B and county. | March 2007 |
| Reduce the fear of crime and antisocial behaviour. | 70 young people aged 5-12 years, identified through PAYP YISP programme, at risk of offending/anti social behaviour. | March 2007 |
| | 50 young people aged 13-17 years who are involved in anti-social behaviour supported by PAYP. | March 2007 |
| | PAYP to approve 10 Crimebeat programmes in N&B. | March 2007 |

1.3 Ensure that children and young people are healthy

| Aspirations |
|--|
| Children and young people should be physically, mentally emotionally and sexually healthy, adopting healthy lifestyles and choosing not to take illegal drugs. |

| Key targets | 2006/7 County | 2006/7 Area |
|--------------------------------------|------------------|----------------|
| % Schools with Healthy School Status | 50% | 50% |
| Under 18 Conception Rate | No target | No target |
| School meals standards | 100% met | 100% met |

| WCC Priority | Key Local Actions | Date or Target |
|--|--|----------------|
| Promote healthy lifestyles in schools/education. | Promote personal, social health education, healthy eating, physical activity and emotional wellbeing by increasing the number of schools achieving national healthy school status. | March 2007 |
| | Working in partnership with other agencies enable young people to make informed choices and decision about life styles, in particular with regard to drugs, smoking and alcohol abuse: <ul style="list-style-type: none"> ▪ Every maintained youth centre to deliver programmes for a minimum of 25 young people to promote drug prevention, smoking cessation and alcohol abuse cessation. ▪ Detached youth work teams to deliver support information and advice through planned sessions to 75 young people to promote drug prevention, smoking cessation and alcohol abuse cessation. | March 2007 |
| | Teenage Pregnancy Coordinator to: <ul style="list-style-type: none"> ▪ Increase use of SRE toolkit and review content ▪ Provide briefings to school governors ▪ Increase delivery of 'Straight Talking' programme in schools ▪ Support the puberty programme 'My Mate...' | March 2007 |
| Promote prevention activity to reduce under 18 conceptions in hot spot wards and with vulnerable young people, whilst providing universal provision to national standards. | Develop services to young people through the Health Store. | Ongoing |

| WCC Priority | Key Local Actions | Date or Target |
|---|--|-----------------------|
| Promote prevention activity to reduce under 18 conceptions in hot spot wards and with vulnerable young people, whilst providing universal provision to national standards. (cont) | Teenage Pregnancy Coordinator actions: <ul style="list-style-type: none"> ▪ Measure services against standards and review Service level Agreements and service specification ▪ Support the implementation of Warwickshire's Condom Protocol ▪ To support, monitor and evaluate the implementation of school nurse led services ▪ To identify needs of and support for GP practices to provide appropriate sexual health services for young people ▪ Increase the availability of on the spot pregnancy testing ▪ Refresher training for frontline staff re confidentiality and sexual health in light of the judicial review | March 2007 |
| Integrate services for children and young people with disabilities. | Local actions reflect the Countywide driver. | March 2007 |
| Improve outcomes for children and young people experiencing mental health difficulties. | Commission a CAMHS service for Looked After Children. | October 2006 |

2. Safer and Stronger Communities

2.1 Reduce crime and the fear of crime through working in partnership to achieve safer communities

| Aspirations |
|--|
| The County Council will give leadership to partnership working at countywide level/ through effective contribution to Crime and Disorder reduction Partnerships (CDRPs) at district level. The aim is to improve the sense of safety in the community, reflected in falling levels of fear of crime. Key steps will be developing an effective LAA for 2007 with partners, and within the County Council to develop our Crime and Disorder Reduction Strategy. |

| Key targets | 2006/7 County | 2006/7 Area |
|---|---------------|--------------|
| Total crime | 40,570 | To be agreed |
| % Residents worried about crime | 52% | To be agreed |
| Young offenders re-offending within 12 months | 37% | To be agreed |

| WCC Priority | Key Local Actions | Date or Target |
|--|---|--|
| Lead on those jointly agreed priorities that need to be tackled at a countywide level, particularly, Antisocial behaviour, Domestic violence & Reducing crime. | Maintain the work of the Arson & Nuisance Vehicle Task Force, to enable a partnership approach in the reduction of anti social behaviour an improvement of public space in N&B. | March 2007 |
| | Attend all Crime and Disorder Reduction Partnership Meetings and support the Chair in addressing the changes required under the Crime and Disorder Act review. | March 2007 |
| | Conduct a review of actions within the CDRP strategy and identify specific actions for WCC services. | Review completed by September 2006 |
| | Develop and deliver a local action plan in Stockingford to reduce crime and improve community safety. | 100% of actions within action plan completed by March 2007 |
| | Develop a new partnership approach to "Build Respect in Communities" (BRIC) and hold 2 stakeholder events with key partners. | June 2006 |
| | Develop an integrated and systematic approach to tackling anti-social behaviour and the causes of anti-social behaviour in Nuneaton and Bedworth. | December 2006 |
| | Develop and pilot an Intensive Family Support project in Nuneaton and Bedworth and seek appropriate funding support. | March 2007 |

| WCC Priority | Key Local Actions | Date or Target |
|---|--|-----------------------|
| Lead on those jointly agreed priorities that need to be tackled at a countywide level, particularly, Antisocial behaviour, Domestic violence & Reducing crime. (cont) | PAYP to commission NB Leisure Trust Youth Contact Teams and others to research and engage with young people who are causing the quality of life within their communities to be adversely affected. PAYP to monitor, evaluate and produce a report. | December 2006 |

2.2 Reduce the risk, incidence and effect of fire and non-fire emergencies

| Aspirations |
|---|
| The Council's aspirations are for an effective, well-managed service which discharges its core fire safety function to prevent fires and non-fire emergencies, and takes on an enhanced community role working in partnership with stakeholders. It will continue to reduce risk to the community through the implementation of annual IRMP action plans. |

| Key targets | 2006/7 County | 2006/7 Area |
|---|----------------------|--------------------|
| Number of deliberate fires (per 10,000 population) | 34.99 | 77.5 |
| Number of injuries in accidental dwelling fires (per 100,000) | 3.43 | 4.2 |

| WCC Priority | Key Local Actions | Date or Target |
|--|--|-----------------------|
| Work in partnership with other agencies, to reduce risk in Warwickshire in line with the fire & rescue national framework 2006/08. | Increase smoke alarm ownership and access to Home Fire Safety Checks, by targeting vulnerable groups in N&B. | 750 HFSCs |
| | Support a multi agency approach to RTC reduction, by educating target groups in road safety and promoting good driver behaviour. | March 2007 |
| Reduce the number of deliberate fires, particularly targeting vehicle and property fires. | Reduce criminal damage in the N&B area by developing local initiatives to reduce the incidence of deliberate firesetting. | March 2007 |
| Deliver fire safety education delivered to 100% of primary schools and 75% of secondary schools by March 2007. | Complete educational fire safety visits to all allocated schools in the N&B area. | March 2007 |

3. Healthier Communities and Older People

3.1 Promote the independence well-being and inclusion in the community of all adults

Aspirations

The Council should work in partnership, particularly with the Health Service and voluntary sector to provide a range of services, designed with those that use them, which enable more people to live independently in the community

| Key targets | 2006/7 County | 2006/7 Area |
|--|------------------|----------------|
| Older people helped to live at home per 1000 aged 65 or over | 74 | 89.6 |
| Number of delayed transfers of care per 100,000 aged 65 or over | 32.6 | To be agreed |
| Admissions of supported residents 65 or over to residential/nursing care | 71 | 74.1 |
| Households receiving intensive home care per 1000 aged 65 or over | 9.5 | 10.3 |
| % Users satisfied with the Home Care Service | 63 | 63 |

| WCC Priority | Key Local Actions | Date or Target |
|--|--|---|
| Develop, in partnership, a range of low intensity support to help older people remain independent in the community. | Commence service for people aged 50+ in Nuneaton & Bedworth. | Extra 300 older people helped to live at home by 31.03.07 |
| Develop and implement accommodation strategies, incorporating supporting people, extra care and care homes, with housing associations and district/borough councils. | 1 st draft of strategy with key actions & priorities identified. | Mid-July 2006 |
| | Commence work on Nuneaton & Bedworth accommodation priorities. | Oct 2006 |
| | Review of WCS residential homes & proposals for future use | March 2007 |
| Develop joint commissioning and partnership board arrangements. | No local action. | No local target |
| Optimise the use of direct payments to promote greater service user choice and control. | Care Management Teams will more actively promote the take-up of Direct Payments. | 100% increase in numbers on DP by 31.03.07 |

3.2 Improve health and reduce inequalities across the County through targeting the most disadvantaged

Aspirations

The aspirations of the County Council are to see improvement in people's health and well being, by working in partnership to implement the recommendations of "Choosing Health". This will be achieved by targeting areas of greatest need.

| WCC Priority | Key Local Actions | Date or Target |
|---|--|---|
| Put in place healthy lifestyles projects focused on the area of highest mortality, aiming to reduce deaths from circulatory diseases. | Reduce mortality from all circulatory diseases for people aged under 75 (LPSA2) from baseline 114 deaths per 100,000 population. | 103 deaths per 100,000 population by 31.03.07 |
| | Health displays/promotions in libraries in partnership with PCT and others. | March 2007 |
| Develop WCC as a model employer in relation to promoting health. | Promote the social inclusion of people with learning and physical difficulties. | Ongoing |
| Promote high standards of public health through carrying out monitoring and enforcement activities. | No specific local action. | |

3.3 Provide the community with access and opportunities for learning, personal development and improved quality of life

Aspirations

The County Council can influence well-being through promoting local lifelong learning opportunities, which are easily accessible by all members of the community. This will be supported through the extension of physical and electronic access to cultural services

| WCC Priority | Key Local Actions | Date or Target |
|--|---|---------------------------|
| Provide inspirational community activities to support quality of life for older people, both in their own homes and in care. | Exploring establishment of reading groups in Older People's Residential Facilities. | March 2007 |
| Implement the Museums, Libraries and Archives "Inspiring Learning for All" framework in Libraries, Learning and Cultural services. | Library learning events to use G.L.O. framework for evaluation. | September 2006 |
| Modernise the way that services are delivered to customers in libraries. | Library Service upgrading computerised circulation system in 2007. | Staff training early 2007 |
| | Library service providing new fleet of IT enhanced mobile libraries in 2007. | Contract awarded end 2006 |

4. Economic Development and Enterprise

4.1 Improve levels of prosperity for the whole of Warwickshire with priority to the most disadvantaged neighbourhoods

| Aspirations |
|--|
| We will need to create an environment in which businesses are able to innovate, create and sustain jobs; residents are encouraged to learn, acquire skills and competencies, and enhance their employability. Those experiencing deprivation and disadvantage are given targeted help. We will focus on innovation and enterprise, to secure a competitive edge, and drive local regeneration. |

| Key targets | 2006/7 County | 2006/7 Area |
|--|------------------|----------------|
| New VAT registrations per 10,000 working age residents | 60 | 38 |
| VAT registered business stocks | +1.5% | +1.8% |

| WCC Priority | Key Local Actions | Date or Target |
|--|---|----------------------------------|
| Implement the Regeneration and Competitiveness Strategy 2006-2010. | Report annually on the achievement of the approved action plan as they affect the Nuneaton area. | August 2007 and successive years |
| Develop town centre and industrial estates projects. | Rollout BIDS concept in Bayton Road to a vote in 2007/08. | May 2007 |
| | Deliver the first phase of the Nuneaton Town Centre Master Plan. | March 2007 |
| Develop local neighbourhood initiatives. | Deliver the new Camp Hill village centre and progress contract for Phase 3 housing subject to financial feasibility. | March 2007 |
| | Secure longer term external funding for Building Sustainable Neighbourhoods, within the context of its contribution to WCC's localism agenda. | February 2007 |
| | Resolve the future of the HUB business resource centre. | December 2006 |

4.2 Improve the employment potential of Warwickshire's residents and increase sustainable employment opportunities

Aspirations

A move toward higher value enterprises and diversification of businesses are priorities for the County. Additionally the move toward an increasingly knowledge based economy will result in an increased need for skills and competencies. WCC seek to increase the number of economically active residents, raise the overall skills base, and improve employability skills for those in the most disadvantaged areas and groups.

| Key targets | 2006/7 County | 2006/7 Area |
|--|------------------|----------------|
| % People of working age in employment | 80% | 76% |
| Proportion of the working age population claiming key benefits | 10.2% | 14.8% |
| % Positive destinations for 16+ school leavers | 93.9% | 92.3% |

| WCC Priority | Key Local Actions | Date or Target |
|--|------------------------|----------------|
| Develop a countywide Employment and Skills Strategy. | Nothing area specific. | |
| Develop plans with partners for "themed" Major Employment Sites. | N&B area not affected. | |

5. Environment

5.1 Implement environmental sustainability

Aspirations

WCC is prepared to lead on issues raised by global warming such as CO2 emissions, having adopted a Climate Change strategy in May. We aim for the County Council itself to be seen as a model of good practice in environmental sustainability and to demonstrate this through the achievement of the ISO14001 environmental standard for the authority. The disposal/processing of waste is a bigger issue than our aim to minimise household waste and increase rates of recycling and composting, and the recently adopted Warwickshire Waste Strategy, charts the way forward.

| Key targets | 2006/7 County | 2006/7 Area |
|---|------------------|----------------|
| % Change in tonnage of household waste sent to landfill (CHI) | | To be agreed |
| % Change in the number of kilograms of household waste collected per head of population | 0% | To be agreed |

| WCC Priority | Key Local Actions | Date or Target |
|--|---|---|
| Improve WCC's environmental performance by implementation of the corporate ISO 14001 action programme. | Co-ordinate the environmental performance of the County Council's activities through the phased roll-out of the ISO14001 environmental management system and achieve external certification: <ul style="list-style-type: none"> - Environment and Economy - Performance & Development, Resources, and Community Protection - Children, Young People and Families, and Adult, Health and Community Services | April 2006 May 2007 March 2008 |
| Agree and implement a Climate Change Strategy for Warwickshire with Warwickshire Strategic Partners. | Reporting and review mechanism will be established in 2006. All parties will be invited to contribute to the review process. | Agree July 2006 Implementation ongoing |
| Implement Warwickshire Municipal Waste Management Strategy. | <p>Nuneaton Recycling Centre Identify and acquire land for a new Household Waste Recycling Centre to serve Nuneaton and Bedworth and produce a detailed plan for the development.</p> <p>Sites for Waste Treatment Facilities Identify suitable sites across the County for waste treatment facilities.</p> | March 2007 |
| Deliver the LPSA waste target. | Will be considered in 2007/08. | |

5.2 Improve accessibility to jobs and services and maintain and improve the efficiency of the transport network

Aspirations

One of the shared priorities between Central and Local Government is 'meeting transport needs more effectively' in particular delivering accessibility, better air quality, tackling congestion and making roads safer. Our Local Transport Plan sets out actions to achieve these objectives. In addition to this, major schemes within the plan, which focus on the maintenance and improvement of Warwickshire's highway network, have to be delivered.

| Key targets | 2006/7 County | 2006/7 Area |
|---|------------------|----------------|
| % users who are satisfied with local bus services | | |
| Satisfaction score with Road maintenance a) Footways & Pavements b) Rural Road Surfaces | No target | No target |
| % Reduction for all killed/seriously injured casualties compared to the average 2001-04 base. | 10% | |

| WCC Priority | Key Local Actions | Date or Target |
|---|--|----------------|
| Implement strategies and programmes identified in the Local Transport Plan (LTP). | Agree Phase 3 of the Nuneaton Development Project. | March 2007 |
| Deliver road maintenance work to improve conditions for pedestrians and other road users. | Area Maintenance Schemes are provided within the Highway Maintenance Plan for each Area, which have been presented to Area Committees in May: <ul style="list-style-type: none"> • Surface dressing planned 15.4km • Structural maintenance 1.9km • Footway construction 48.4km | March 2007 |

6. Development and Resources

6.1 Refocus the way we deliver services to our customers and effectively manage change

Aspirations

Warwickshire's aspirations are for our services to be designed around customers and their needs. Our aim is seamless service provision for the customer. New ways of working will include improving how services are delivered, with the public and partners, and reshaping the organisation to effectively deliver this change agenda.

| WCC Priority | Local Actions | Date or Target |
|---|--|----------------|
| Develop and implement a corporate access strategy. | Local actions to be developed as part of the Customer Access Strategy. | Ongoing |
| Develop the Customer Service Centre to maximise the number of public enquiries satisfied in one phone call. | Local actions to be developed as part of the Customer Access Strategy. | Ongoing |

6.2 Improve the public perception of the Council

Aspirations

WCC aims to improve public perception of all local public services, recognising that the public is interested in public service provision, rather than in which agency provides it. In addition, the Council is seen by some as remote and distant, so we need to take proactive steps to make sure we communicate with the public, and are able to articulate the needs of the people of Warwickshire, providing community leadership. Warwickshire also wants to be seen as a national player amongst local authorities.

| Key targets | 2006/7 County | 2006/7 Area |
|---|---------------|-------------|
| % Residents satisfied with the way the County Council runs things (CHI) | 58% | |

| WCC Priority | Local Actions | Date or Target |
|--|---|----------------|
| Improve WCC's visibility on the streets and in neighbourhoods of Warwickshire through better signage and more consistent branding. | Local actions to be developed as part of the Corporate Communications Strategy. | Ongoing |
| Raise the media profile of the County Council nationally and locally. | Local actions to be developed as part of the Corporate Communications Strategy. | Ongoing |

6.3 Provide effective community leadership and public engagement through partnership working

Aspirations

In Warwickshire the County Council role of providing the community leadership to take forward the LAA, has been acknowledged by partners. The work to set up the existing Warwickshire Strategic Partnership, and to produce the Warwickshire Strategic Partnership Plan (2005-2008) will form the starting point for the development of Warwickshire's LAA. Key to this is the establishment of an effective partnership so that the resources of relevant agencies can be directed to meeting the needs of local people. In order to support this aspiration the County Council will develop the organisation towards a culture focused on the public and where working in partnership is seen as the key.

| WCC Priority | Local Actions | Date or Target |
|---|---|----------------|
| Develop and implement the Warwickshire Local Area Agreement by March 2007. | Local actions to be developed as part of the Local Area Agreement. | March 2007 |
| Continue to strengthen the Council's relationship with the Voluntary and Community Sectors and with town and parish councils. | Local actions to be developed as part of the Voluntary and Community Sector Strategy and Action Plan. | March 2007 |