

Sedgemoor District Council Corporate Strategy

We put customers at the heart of everything we do.

As a Council, we are committed to addressing the economic challenges that face our residents and businesses, reducing deprivation in our poorest areas and ensuring we have a clean and sustainable environment in which our residents can grow and prosper.

All of this will support improved health and quality of life in the widest sense for everyone in Sedgemoor.

We are determined to remain a low Council Tax Authority and we aim to achieve this by ensuring all our activities are managed effectively and efficiently, and by minimising our overheads as an organisation. In

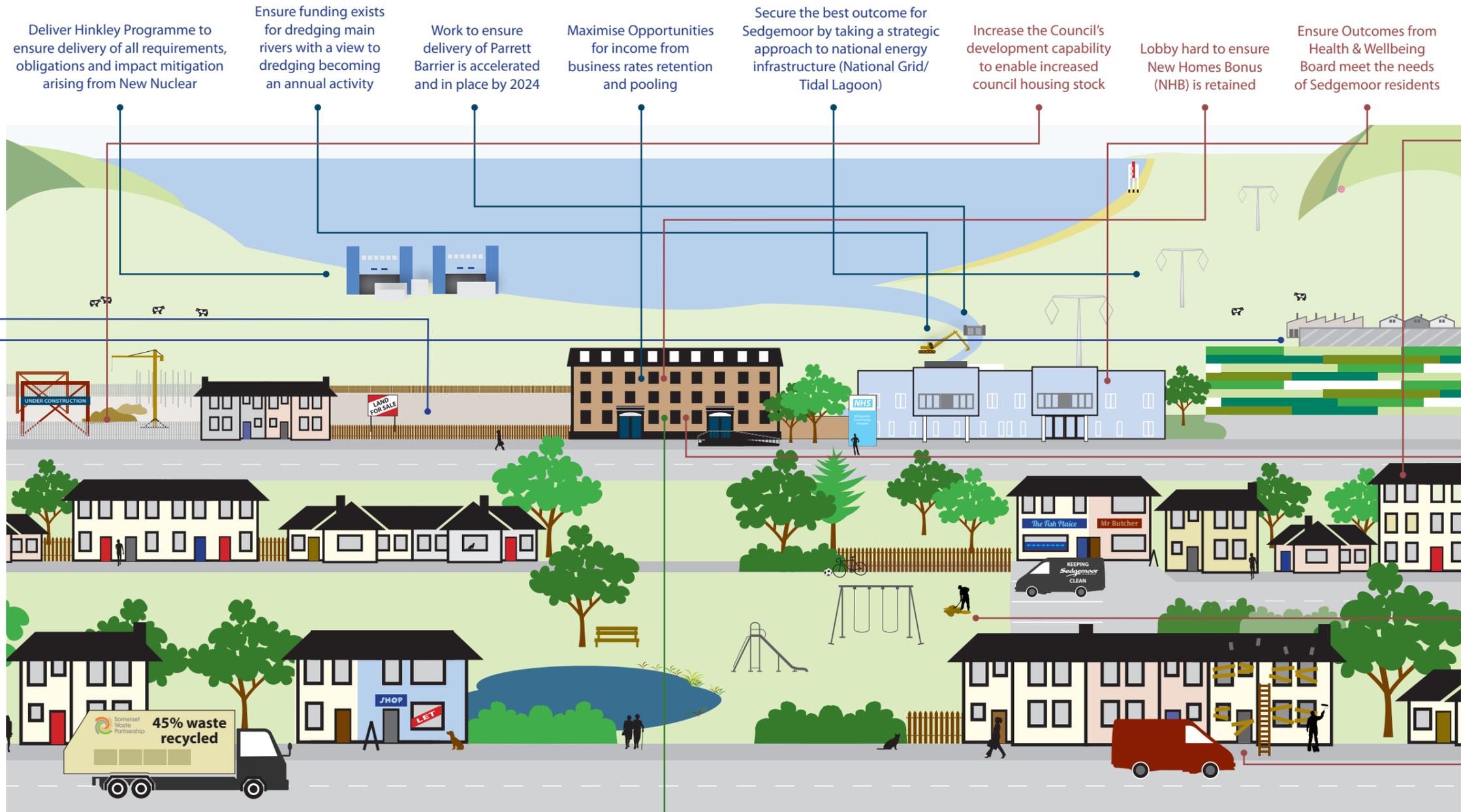
doing so, we aim to keeping standards high and protect the essential services people of the District value.

We will take a leading role, or wherever appropriate, work with partners to deliver vital services and to ensure we continue to play our role in tackling the wider issues in Sedgemoor.

To introduce the priority themes:

In order to deliver on our aspirations, we have organised our work into three priority themes:

- Customers & Efficiency
- Growth & Infrastructure
- Housing, Health & Wellbeing



Deliver Hinkley Programme to ensure delivery of all requirements, obligations and impact mitigation arising from New Nuclear

Ensure funding exists for dredging main rivers with a view to dredging becoming an annual activity

Work to ensure delivery of Parrett Barrier is accelerated and in place by 2024

Maximise Opportunities for income from business rates retention and pooling

Secure the best outcome for Sedgemoor by taking a strategic approach to national energy infrastructure (National Grid/ Tidal Lagoon)

Increase the Council's development capability to enable increased council housing stock

Lobby hard to ensure New Homes Bonus (NHB) is retained

Ensure Outcomes from Health & Wellbeing Board meet the needs of Sedgemoor residents

Make best use of council assets, for example, securing appropriate development and capital receipt for Northgate site and Bridgwater Cattle Market

Grow the Economy of Sedgemoor by:

- Ensuring supply of employment land
- Encouraging businesses to locate to Sedgemoor
- Working to increase the skill level of the workforce

Work to ensure the funding and structure of the Somerset Rivers Authority can be sustainable so that it is funded and operated in a way which suits all partners

Work to ensure infrastructure is in place to support growth in the district (including highways delivery and 95% Superfast Broadband achieved)

Position SDC strategically in terms of Devolution/city/county deals to get the best deal for Sedgemoor

Ensure delivery of the Housing Programme with the overall aim being to achieve 1,000 new homes bonuses by increasing the supply when and where it is needed to meet the growing and changing needs of our communities

Support making of bids to the Community Impact Mitigation fund to mitigated Hinkley impacts

Ensure the Councils Core Strategy delivers land availability to enable housing and employment development

Aim to ensure parks and leisure facilities are available for community use to enable people to be more active

Deliver Hinkley housing mitigation initiatives

Ensure delivery of customer access programme to enable digital transactions at lower cost

Close funding gap 2016/17 – 2019/20

Ensure community benefit is delivered from new nuclear and that Sedgemoor received its share of the £128m

Continue to see improvements in our Planning Service

Ensure our economic and other development strategies are aligned with Joint Strategic Needs Assessment Priorities to make sure there is a joined up approach to meeting the needs of our communities

Maintain our current 'Investors In People' Gold status

Make sure we have up to date Service Standards/ Performance Targets which are relevant to our customers

Review and simplify our approach to Performance Management Governance

Customers & Efficiency	Aim	Outcome	Equality Objective 04/2016
ENSURE DELIVERY OF CUSTOMER ACCESS PROGRAMME Transforming the way in which our customers interact with us and access our services, with a view to digital transactions playing a bigger role		Digital transactions at lower cost	To ensure that services are accessible for all
Position SDC strategically in terms of Devolution/city/county deals Ensure council is informed on unfolding devolution deal and agrees strategic approach		Business case illustrates greatest value added	
Close funding gap 2016/17 – 2019/20		No funding gap	
Ensure community benefit is delivered from new nuclear		Sedgemoor received its share of £128m for Somerset	
Continue to see improvements in Planning Service		% major and minor applications determined within target improved	
Ensure our economic and other development strategies are aligned with Joint Strategic Needs Assessment Priorities To bring the Joint Strategic Needs Assessment to Council and ensure all new reports consider health & wellbeing priorities when agreed by Council		Joined up approach to meeting the needs of our communities	
Maintain IIP Gold status		Gold Re-accreditation achieved	
Service Standard/Performance Target approach developed for Whole Business Developing the role of ATPIG to lead enhancement of service standards/performance targets		Achievable Service Standards for all services published and monitored 1. To agree ATPIG to have lead on monitoring service standards 2. To agree programme of service standard review by ATPIG	
Review and Simplification of Performance Management Governance Simplified Framework and governance		Performance management aligned to managerial structures and that the MSP approach also joins up.	
Housing, Health & Wellbeing	Aim	Outcome	
ENSURE DELIVERY OF HOUSING PROGRAMME		1000 new homes bonuses delivered	Continue to build and establish consultative/ engagement opportunities with local groups and organisations that support communities
Lobby hard to ensure New Homes Bonus (NHB) is retained		NHB retained	
Sustainable Leisure facilities available to enable people to be more active		Ensure that Parks and Leisure Facilities are available for community use	
Increase Homes in Sedgemoor's Development Capability		Increased Housing Stock	
Ensure Core Strategy Delivers land Availability		No developers turned away	
Ensure Outcomes from Health & Wellbeing Board Meet the needs of Sedgemoor residents		Health & Wellbeing Issues for Sedgemoor Addressed	
Deliver CIM Bids		Community Impact Mitigation Initiatives delivered	
Deliver Hinkley Housing S106 Initiatives		Housing Initiatives to mitigation Hinkley C impacts delivered	
Growth & Infrastructure	Aim	Outcome	Equality Objective 04/2016
ENSURE DELIVERY OF HINKLEY PROGRAMME		Delivery of all requirements, obligations and impact mitigation arising from New Nuclear. All services ready to be deployed within 6 weeks' notice	To work with partners to encourage greater transparency
Make Best Use of Council Assets Secure appropriate development and capital receipt for Northgate site and Bridgwater Cattle Market		Northgate site regenerated Cattle Market Housing Scheme delivered and capital receipt received	
Ensure funding exists for dredging Main Rivers Will be enabled by SRA provided that sustainable and transparent funding mechanism in place		Dredging becomes an annual activity	
Work to ensure delivery of Parrett Barrier is accelerated Establishment of project, technical assessments, and securing resources (bidding for Growth Deal 3 to HoSW LEP)		Barrier built by 2024	
Grow the Economy of Sedgemoor by: <ul style="list-style-type: none"> • Ensuring supply of employment land • Encouraging businesses to locate to Sedgemoor • Working to increase the skill level of the workforce Local plan review will support this as will developing inward investment capacity and capability, promoting local labour agreements and working with partner organisations (such as job centre plus and College).		Increased demand and skills	
Work to ensure the funding and structure of the Somerset Rivers Authority can be sustainable Case for transparent and independent funding through direct precept. Close liaison with other Somerset Local Authorities, Drainage Boards, Environment Agency and Government.		SRA funded transparently and sustainably, in a way which suits all partners.	
Strategic Approach to National Energy Infrastructure (National Grid/Tidal Lagoon)		Secure the best outcome for Sedgemoor	
Maximise Opportunities for income from business rates retention and pooling		Strong and positive 'open for business' approach to local plan land allocation and Development Management achieved, combined with proactive inward investment activity being routine	
Work to ensure infrastructure is in place to support growth Close liaison with SCC Highways (cooperative, supportive and challenging) achieved and our capacity developed. Broadband – resources from Community Development Fund earmarked for Connecting Devon & Somerset Project Somerset extension.		Highways delivery and 95% Superfast Broadband achieved	

Development of Charter

Sedgemoor District Council is committed to improving customer service and standards overall. The development of a customer charter is one of the ways to improve the experience customers have when they access our services and information.

The new charter will tell our customers what standard of service they can expect from the council. It will be used alongside the Council's Corporate Strategy to create a new, high and consistent standard of customer service that we will strive to achieve no matter what service is being delivered, by whom or from where.

Risk

Sedgemoor District Council recognises the importance of effective identification, evaluation and management of all key strategic and operational risks. Risk Management is seen as a key element of the Council's approach to Corporate Governance.

Risk Management covers the whole spectrum of risks and not just associated with finance, health and safety, business continuity and insurance. It also includes risks associated with service provision, reputation and compliance with legislation.

Risk Management is not about being 'risk averse' – it is about being 'risk aware'. Risk is ever present and some acceptance risk is inevitable if the Council is to achieve its priorities. By being 'risk aware' and understanding its risk appetite the Council is in a better position to avoid threats and take advantage of opportunities.

Performance Management

Sedgemoor District Council aims to be a customer-focused and performance-led organisation that delivers good public services, good value for money and effective leadership.

We are committed to continuous improvement in the way we work and the services we provide. To help achieve our priorities, we manage and measure our performance regularly. The performance management process helps us demonstrate how well we are doing and identify opportunities for improvement. This is particularly important in the current climate, where funding has been reduced, but expectations are rising.

The Council's Management Team receive monthly reports on progress, while four times a year we compile a Corporate Performance Report that is presented to our Executive Committee and which can be downloaded from the Council's website: www.sedgemoor.gov.uk/priorities.