

Bracknell Forest Borough Council

Medium Term Objectives

2008-11

Five over-arching priorities:

Priority one: a town centre fit for the 21st century

Priority two: protecting and enhancing our environment

Priority three: promoting health and achievement

Priority four: create a borough where people are safe and feel safe

Priority five: value for money

Priority one: a town centre fit for the 21st century:

1 To build a vibrant Bracknell town centre that residents and businesses are proud of by:

- starting construction of the new retail, commercial, residential and leisure facilities
- delivering 200 new homes in and around Bracknell Town centre
- improving access to the new town centre by providing
 - extensive new parking facilities
 - a major package of junction improvements
 - more buses and bus lanes and a “park and ride” scheme
- constructing and opening a new Bracknell library, Civic Offices and a high quality “Jubilee Gardens”
- ensuring local people gain the skills for employment in the new town centre
- improving perceptions and vibrancy of Bracknell town centre during redevelopment

Priority two: protecting and enhancing our environment:

2 To keep our parks, open spaces and leisure facilities accessible and attractive by:

- Restoring South Hill Park grounds
- Preparing a new cultural strategy, to maintain and improve quality of life in the Borough
- Reviewing management options for leisure sites in order to maintain quality and generate secured investment
- Preparing a new parks and open spaces strategy
- Improving the quality of the countryside and open space by targeted projects and by engaging the voluntary sector

3 To promote sustainable housing and infrastructure development by:

- Producing a Local Development Framework that protects the Green Belt and balances the demand for new housing with the need to protect the wider environment
- Using the planning regime to ensure that all new housing developments are matched by appropriate investment in infrastructure
- Implementing a strategy to mitigate the impact of development on the Thames Basin Heath Special Protection Area
- Implementing the Local Transport Plan
- Transferring the Council's housing stock to Bracknell Forest Homes
- Providing more choice for social housing applicants through the introduction of Choice Based Lettings.
- Increasing the number of affordable houses in the Borough, including directly funding 100 new units

4 Keep Bracknell Forest clean and green by:

- Raising standards of landscape maintenance
- Raising the standard of cleanliness in our byways, pavements and streets
- Keeping satisfaction in the streetscene above 75%
- Increasing recycling rates to 50% through the RE3 initiative
- Establishing a "fast response" team and increasing environmental enforcement activity to reducing the amount of litter in the Borough
- Developing a local climate change strategy by 2009, in line with the Nottingham Declaration
- Improving energy management in Council and school facilities
- Reducing the level of fly tipping in the borough
- Developing our joint waste strategy

Priority three: promoting health and achievement:

5 To improve health and well being within the Borough by:

- Developing and implementing a comprehensive health strategy for the Borough, with partners which identifies clear priorities and actions to address local health inequalities, and to improve health and well-being
- Working with health partners to secure more outpatient and diagnostic facilities in the Borough
- Focusing on prevention, for example by increasing the number of adults participating in at least 30 minutes of moderate exercise per week
- Producing an annual report on public health
- Implementing and monitoring the ban on smoking in public spaces
- Working with the health partners to improve mental health services for children and young people

6 To improve the outcomes for children and families through the Children and Young People's Plan by:

- Ensuring all schools are good schools and continuing to raise standards
- Making sure there are enough good school buildings for an expanding borough, including building replacement for Garth Hill College
- Commissioning a wide range of "extended services", including opportunities in music and sport
- Establishing six new children's centres to give families access to integrated multi-agency services for young children
- Investing in new youth facilities and targeted youth support
- Helping schools manage behaviour and supporting young people at risk of exclusion from education, training or employment opportunities
- Setting up effective integrated services for children and young people with special educational needs and disabilities
- Improving the lives of children in care through better corporate parenting and effective commissioning of placements
- Putting in place new measures to ensure the safety and wellbeing of children and young people

7 Seek to ensure that every resident feels included and able to access the services they need by:

- Appointing an Executive member with specific responsibility for Community Cohesion and related strategies
- Using innovative methods of engaging local residents in decisions that affect them, particularly targeting "hard to reach" groups to listen to their views
- Creating a new customer contact centre in Bracknell that allows people to access all services
- Improving support in schools for minority ethnic communities with English as an additional language needs.
- Implementing a Disability Equality Scheme and Gender Equality Scheme and implementing the Council's Race Equality Scheme
- Increasing access to services by electronic means
- Improving community cohesion through culture and sport

Priority four: create a borough where people are, and feel, safe:

8 To reduce crime and increase people's sense of safety in the Borough by:

- Working with the Crime and Disorder Reduction Partnership to reduce crime by 3% each year by 2011
- Reducing the number of people who fear crime by 10% by 2011
- Expanding the CCTV network coverage in the Borough
- Using "speedwatch" anti-speeding teams to reduce the incidence of speeding
- Reducing the number of people, particularly young people, abusing drugs and alcohol

9 To promote independence and choice for vulnerable adults and older people by:

- Modernising services for vulnerable adults and older people by reducing reliance on residential care and improving access to community based services.
- Increasing the number of people having direct control of the budgets for their care
- Developing a Borough-wide Strategy for Older People
- Improving the Council's star rating for Adult Social Services by 2008
- Providing advice and support to vulnerable people to help maintain them in their own homes

Priority Five: value for money

10 To be accountable and provide excellent value for money by:

- Maintaining Council Tax levels in the lowest quarter of all unitary authorities
- Implementing a four year "efficiency" programme to reduce spending to sustainable levels
- Creating clear accountable governance structures for working in partnership with other organisations in the Borough
- Working effectively with partners to improve the quality of life in the Borough