

Corporate Plan

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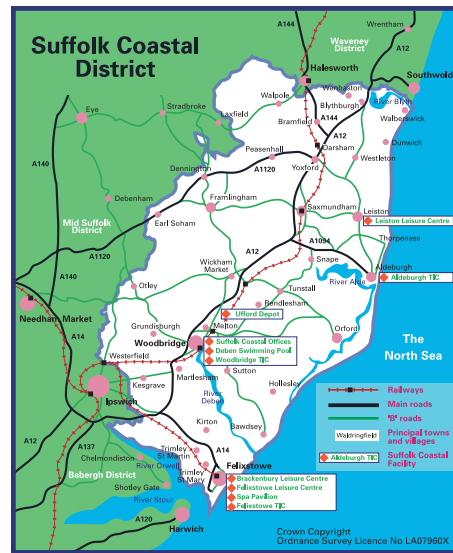
2005-2015



Suffolk Coastal...
where quality of life counts

Quality of life

Vision for the future



Delivering quality

Introduction by
Councillor Ray Herring,
Leader of Suffolk Coastal District Council



The first decade of a new millennium has presented Suffolk Coastal with a period of unprecedented change and challenges. The Council has had to reorganise itself both in the way it takes decisions and the way it runs its services, while receiving extra duties without the funds to provide them. More and greater efficiencies have had to be brought in to tackle the financial pressures caused by external factors beyond our control.

Our district is unique, with one of Europe's premier ports and a bustling holiday resort at Felixstowe, centres of excellence in technology, education and the arts, market towns and villages of character, a long, eroding and challenging coastline and a countryside to die for. We find ourselves facing both opportunities and threats and this Council is preparing to address both.

Our objective is to provide a balance, which takes advantage of economic opportunities and addresses the social challenges of our diverse rural area while at the same time protecting and enhancing our environmental heritage, our countryside, traditional villages and historic market towns.

This document for the first time sets out our vision, our goals and our plans for the future in one publication, so that the community we serve and all our partners can see what this Council is aiming to do. We want everyone to play their part as we strive to deliver our vision – to preserve and improve our district's quality of life and to deliver success.



It is a duty of all councils to aim to improve their area's quality of life but there can be few places other than Suffolk Coastal where the statement 'where quality of life counts' can be taken as fact, rather than as a cliché.

Covering 340 square miles, with a heritage coastline stretching south from the windswept beauty of Walberswick down to the bustling resort of Felixstowe, which is also home to Britain's busiest port, the district takes in over 100 different and often distinct parishes with a total population of 115,000.

Much of the district is nationally recognised for its high landscape quality and is designated as the Suffolk Coast & Heaths Area of Outstanding Natural Beauty. Rural and farming issues continue to play an important role, while at the same time the district is home to the Port of Felixstowe and also BT's Martlesham Heath research and development headquarters, which plays a key part in the Cambridge to Ipswich technological corridor.

The area boasts some of the county's best performing schools – in both the private and public sector, as well as a range of leisure facilities that would surpass the expectations of most outdoor sports enthusiasts – sailing, horse riding and golf are particularly well catered for, along with miles of scenic walks.

There is also a wide range of housing offering the best of old and modern, village and urban. Whether relocating to the area or just visiting, it is a unique experience. To discover more about the area please visit www.suffolkcoastal.gov.uk



Vision for the future

Any doubts about the quality of life in Suffolk Coastal? Then listen to the people who live here – who gave it a 91 per cent rating when asked in a recent MORI opinion survey!

However there is no complacency among those at Suffolk Coastal and its partners about maintaining that satisfaction rating, and meeting the tough expectations of those who live here – quality of life counts for them, and they know what they want!

The Vision for the future of Suffolk Coastal is that, building upon the best of the present, it should be a district where people:

Want to live and to invest
Care for others and the Environment

The Council's goal is to help, with other relevant bodies, to realise this vision by ensuring that Suffolk Coastal is a place where the community continues to enjoy the highest Quality of Life and receive top quality efficient services from the Council.

To achieve this the Council will focus on:

Developing a safe and healthy community with access to leisure opportunities
Protecting and enhancing the environment
Strengthening our economy
Meeting housing needs

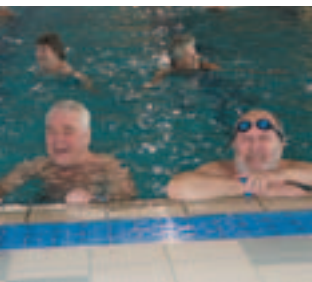
As part of this we will inspire the provision of services that matter most to all our communities, and the tackling of rural issues. We will also consult with our customers, communities and parishes to ensure that we are delivering services that meet the expectations of our residents.

The core values that underpin the Council's conduct and work are:

Responding to community and customers' needs
Valuing all people
Ensuring wise use of resources
Acting with integrity at all times
Being accountable

The Council has adopted the following strapline:

Suffolk Coastal...
where quality of life counts



Our priorities



Serving Our Community

Our key objective is to ensure that we are meeting the requirements of our residents. To facilitate this we are focusing on the following priorities:

Developing a safe and healthy community with access to leisure opportunities

We will protect and promote the well-being of the community in terms of its health, safety, leisure and cultural opportunities.

We will do this by:

- Increasing the opportunities for everyone to gain access to leisure and cultural activities
- Reducing crime and the fear of crime and antisocial behaviour
- Continuing to provide a healthy and safe environment for the community

Protecting and enhancing the environment

We will protect, improve and use our environment in a way that not only benefits the people who live, work and visit the area, but also leaves a rich and diverse legacy for future generations.

We will do this by:

- Protecting and enhancing both the natural and built environment of the district
- Ensuring the principles of protecting and enhancing the environment are promoted widely and guide Suffolk Coastal in its decision making



Our priorities

Strengthening our economy

We will stimulate a prosperous economy in order to improve the quality of life for the community.

We will do this by:

- Improving prosperity for the district
- Promoting the importance of our market towns
- Increasing the value of tourism

Meeting housing needs

We will encourage the improved provision of, and access to, appropriate housing to meet existing and future needs.

We will do this by:

- Achieving a balanced supply of appropriate housing throughout the district to meet the varied needs
- Reducing the number of homeless people in the district

Underpinning these four priorities we will ensure that we are **inspiring the provision of services that matter most to our rural communities.**

We will also ensure that we **consult with our communities on the services that we provide and continue to provide support to our parish councils within the district.**



We are going to achieve our key priorities through:

Effective leadership

- Keeping the community informed about their district and encouraging involvement in the decisions that affect their quality of life
- Building partnership structures that deliver, and improving ways of joint working to further the Council's strategic aims
- Leading the development of a shared district vision and facilitating the implementation of the vision and action plan
- Raising the profile of rural issues and encouraging others to take responsibility for taking actions which will benefit rural communities
- Increasing support for the agendas and initiatives of parish councils
- Enabling young people to participate in their local community

Funding for future success

- Ensuring that the Council's finances are managed prudently and our resources are spent effectively
- Securing extra funding to improve services identified as corporate priorities

Developing our people

- Having staff and members who are equipped with the skills to achieve the Council's aims
- Ensuring that the Council's people are deployed effectively
- Having high standards of ethical and professional behaviour that comply with statutory and constitutional requirements

Improving customer satisfaction and optimising organisational performance

- Increasing public participation in the democratic process through improving awareness of the Council's work
- Meeting defined levels of customer satisfaction
- Ensuring the Council meets equality standards
- Improving the effectiveness of our key processes
- Ensuring that benefit entitlement is paid accurately and on time

Trust

Working in partnership



We believe that working in partnership with other public and private sector groups alongside the local communities is vital to enhancing the quality of life for our residents.

We work with many partnerships and a comprehensive list can be found on the back of this document but amongst the most important of these is the **Suffolk Coastal Local Strategic Partnership**. This group contains representatives from:

- Suffolk County Council
- Suffolk Police
- Suffolk Coastal Primary Care Trust
- Suffolk Acre
- The Employment Service
- Suffolk Development Agency
- Citizens Advice Bureaux
- Town and Parish Councils
- Large and Small businesses
- Sports Clubs
- Voluntary Groups
- Registered Social Landlords

The Council and the Partnership share the same vision for the district and many of the same objectives. The Partnership is focusing its efforts on five key issues:

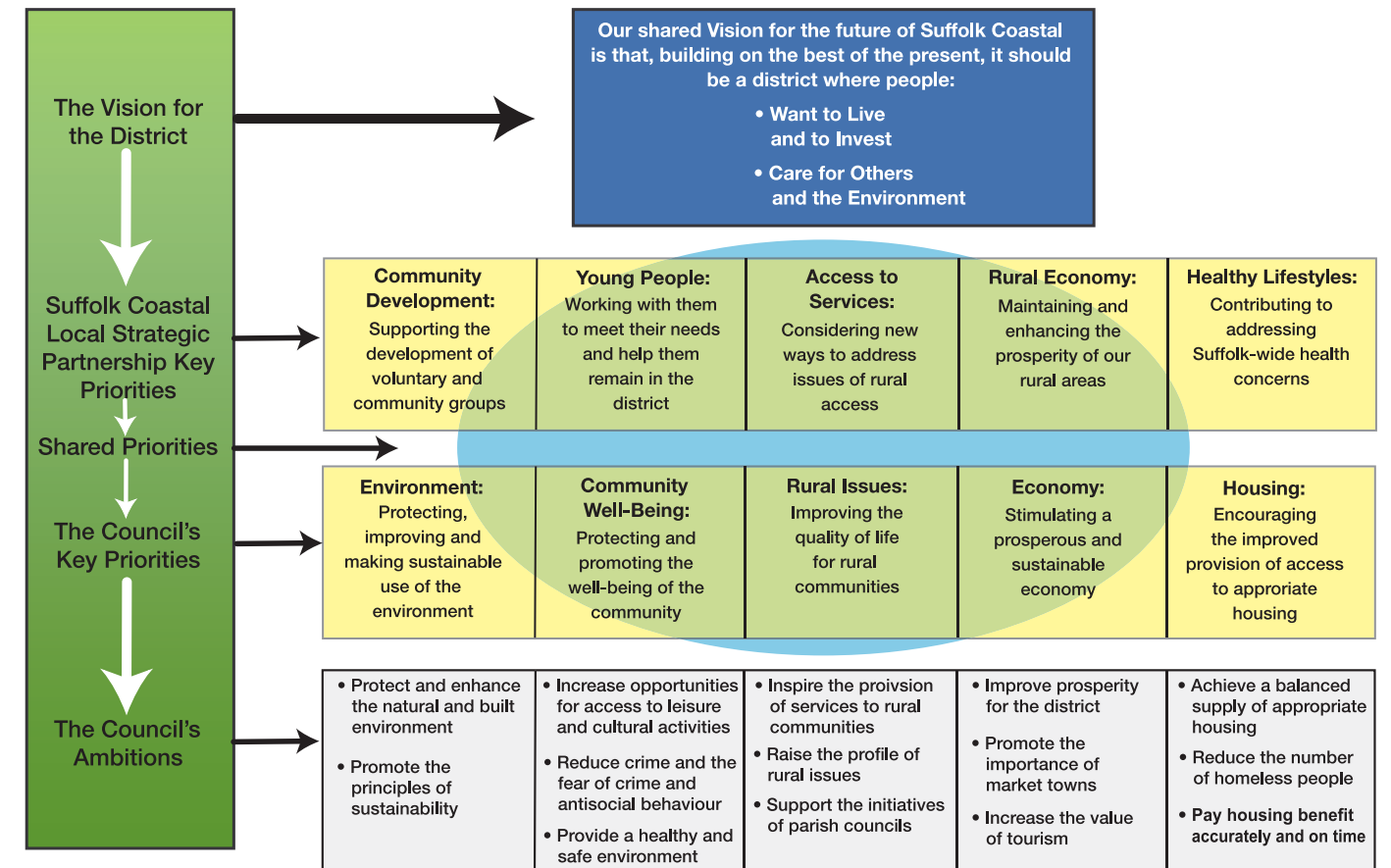
Young People – Working with them to meet their needs and helping them remain in the district

Community Development – Supporting the development of voluntary and community groups who contribute so much to the life of the district

Access to Services – Considering new ways to address the problems arising in rural parts of the district from the decline in local provision of services and the limitations of current public transport provision

Healthy Lifestyles – Contributing to addressing the Suffolk-wide concern about the incidence and consequence of smoking, limited exercise and obesity

Rural Economy – Exploring how to maintain and enhance the prosperity of our rural areas.



Additionally, individual organisations within the Local Strategic Partnership are also focusing on the following issues that are considered important by the key organisations serving the Suffolk Coastal community:

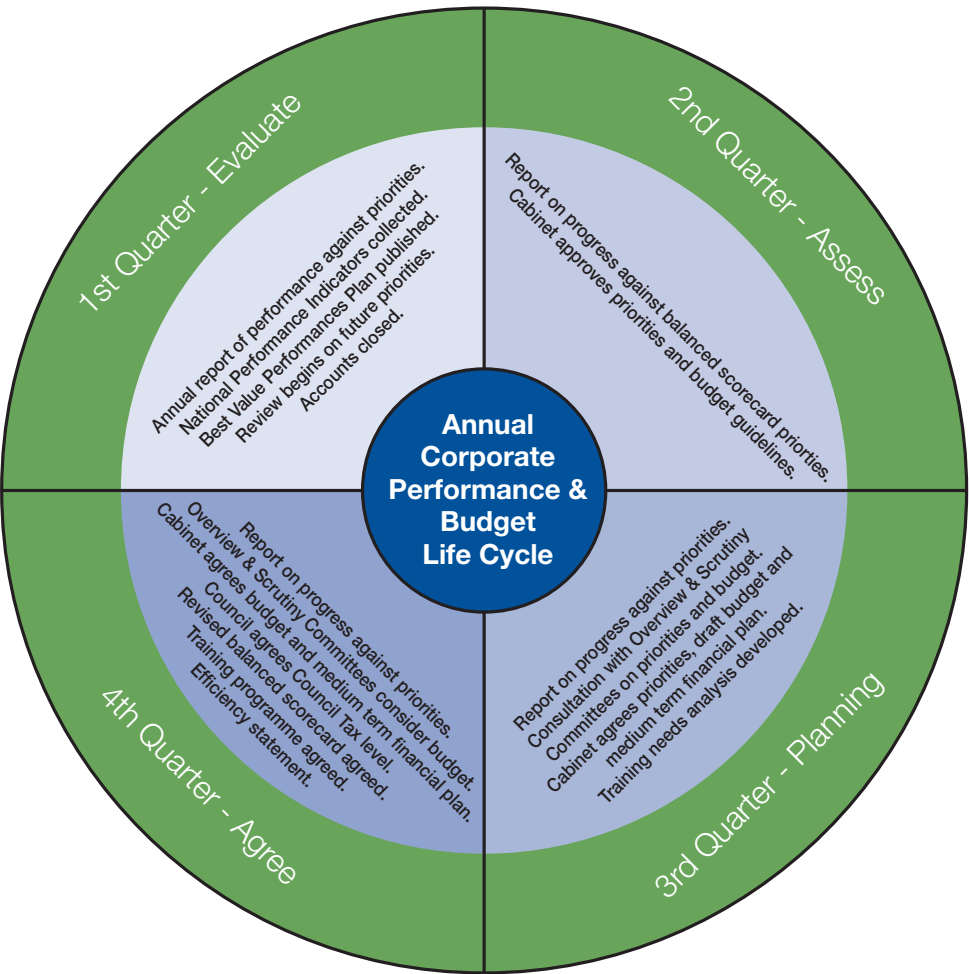
- Feeling safe/being safe from crime
- Affordable housing
- Providing support for vulnerable adults and young people
- Estuary and coastal management
- Developing the tourism, maritime and high technology industries
- Older people living in their own homes/communities
- Tackling regeneration in parts of Felixstowe

Meeting the challenges

To help Suffolk Coastal successfully meet the challenges of the 21st Century a Balanced Scorecard has been drawn up to help it prioritise over the coming years.

This Balanced Scorecard for Suffolk Coastal is being successfully rolled down the organisation, with strategic, corporate, team and personal scorecards being drawn up and agreed, backed up with a new competency framework based on helping the Balanced Scorecard aims to be achieved.

Suffolk Coastal's Balanced Scorecard



The purpose of our annual Corporate Performance and Budget Life Cycle is to provide a timetable to work to, allowing us to:

- continually **evaluate** our previous performance against our priorities and budgets,
- **assess** what our future priorities will be,
- put a robust and realistic **plan** in place to deliver future priorities,
- consult and **agree** that we are delivering the services that meet the needs of our residents.

We will publish a Best Value Performance Plan on an annual basis that will describe how we have performed in delivering our objectives, and detail our future plans for the year ahead.



www.suffolkcoastal.gov.uk

Some of Suffolk Coastal's Partnerships and Active Partners

All the district's town and parish councils
Anglian Water
Central Government Departments
Community Rail Partnership
DC Leisure
East of England Development Agency
East of England Tourist Board
English Nature
Environment Agency
Greenprint Forum
Greenways Countryside Project
Harwich Haven Authority
National Farmers Union
National Trust
Norfolk County Services Ltd
Port of Felixstowe
Royal Yachting Association
Suffolk Accessible Government Partnership
Suffolk Association of Local Councils
Suffolk Biodiversity Partnership
Suffolk Coastal Crime and Disorder Reduction Partnership
Suffolk Coastal Local Strategic Partnership
Suffolk Coastal Services Ltd
Suffolk Coast and Heaths AONB Partnership
Suffolk Coastal Primary Care Trust
Suffolk Constabulary
Suffolk County Council and the county's district and borough councils
Suffolk Development Agency
Suffolk Heritage Housing Association
Suffolk Strategic Partnership
Suffolk Tourism Partnership
Suffolk Waste Management Group
Suffolk Wildlife Trust
Supporting People Commissioning Body
Wickham Market Partnership
Woodbridge Town Trust

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