

CUMBRIA COUNTY COUNCIL

CORPORATE STRATEGY REVIEW:

2002/05

**Executive Summary for
Consultation
December 2001**



COUNTY COUNCIL

INTRODUCTION

The Corporate Strategy sets out the strategic direction for the County Council in 2002/05 & beyond. It highlights clear priorities that the organisation as a whole will be working towards in partnership with local communities and key public, private and voluntary sector bodies.

It does not set out the detail of everything that the Council does. It also does not contain the detail of how we will achieve our overall objectives and priorities. It should be considered as a blueprint for action. However, it will drive performance, service and financial planning in the organisation. These Plans will detail what the Council does, and how the Council will deliver its corporate priorities and meet its statutory duties.

This document provides an executive summary of the full Corporate Strategy. Copies are available electronically on the Council's website at <http://www.cumbria.gov.uk> or paper copies may be obtained from Louise Farish in the Policy & Performance Team on 01228 606349. The Strategy can be provided in alternative formats on request.

CUMBRIA COUNTY COUNCIL'S PURPOSE AND CORE VALUES

A good Council is in tune with its local community and takes on a leadership role on its behalf. This means making sure that its influence, budget and other assets are used efficiently and effectively to ensure local priorities are met. Our Purpose and underpinning Core Values are set out below.

Purpose

Cumbria County Council will work with and on behalf of the people of Cumbria to ensure the delivery of efficient and effective public services.

As a democratically elected body we are committed to promoting the economic, social and environmental well-being of Cumbria.

Core Values

- ❖ Community Leadership
- ❖ Partnership Working
- ❖ Community Involvement
- ❖ Public Accountability
- ❖ Fairness
- ❖ Performance Management and Best Value
- ❖ Social Inclusion

CUMBRIA COUNTY COUNCIL'S KEY CORPORATE POLICIES

The Council has agreed the following Key Corporate Policies which provide a focus to our work and that will influence the way in which the wide range of resources at our disposal are utilised. They are underpinned by our Statement of Purpose and Core Values - from them will flow our more specific objectives and targets.

- ❖ Improve Council services - Put the public first
- ❖ Regenerate and diversify the economic base
- ❖ Renew our most deprived communities
- ❖ Increase educational standards and skills levels
- ❖ Support elderly and vulnerable people
- ❖ Protect and sustain the environment
- ❖ Improve the safety and quality of people's lives

PRIORITIES WITHIN KEY CORPORATE POLICIES

The final section of the Corporate Strategy contains details of each of the County Council's seven Key Corporate Policies. Under each one there is a context that provides a rationale for having the Policy. This is followed by a description of our Top Priority and a number of other Key Priorities (with examples of Key Actions and desired Outcomes) – these are summarised below.

IMPROVE COUNCIL SERVICES - PUTTING PEOPLE FIRST

Top Priority:

We will explore how Public Private Partnerships can improve the Council's services

Key Priorities:

1. Work closely with the voluntary sector to help us achieve our joint aims.
We will do this by listening to their needs and providing additional support
2. Review the way the public can participate in our business to ensure that the public have better access to the Council
3. Work with both rural and urban communities to try to ensure a full range of services is retained
4. Work towards ensuring, whenever possible, that people with similar needs receive the same level of service no matter where they live
5. Work to ensure that the Cumbria County Council is amongst the best performing authorities in the Country

REGENERATE AND DIVERSIFY THE ECONOMIC BASE

Top Priority:

Work towards the regeneration of Cumbria's economy post Foot & Mouth Disease

Key Priorities:

1. The achievement of Rural Action Zone status for Cumbria
2. Attract sustainable Inward Investment
3. Offer Land and Premises
4. Secure effective ICT infrastructure giving Cumbrian businesses competitive advantage
5. Increase the value of tourism to the economy of Cumbria
6. Improve communications by road and rail

RENEW OUR MOST DEPRIVED COMMUNITIES

Top Priority:

Achieve the New Vision for West Cumbria and Furness

Key Priorities:

1. Seek more appropriate allocation of resources by the Council and its partners to reflect the needs of disadvantaged communities
2. Support Neighbourhood Renewal through close cooperation with the Local Strategic Partnerships
3. Optimise effective spend of EU programmes targeting Cumbria sub-regional disadvantage
4. Support community enterprise initiatives

INCREASED EDUCATIONAL STANDARDS & SKILL LEVELS

Top Priority:

To promote the development of post 16 education and training, including Higher Education

Key Priorities:

1. Encourage provision of a broad education with increased amounts of sport, art and other activities available in schools, whilst continuing to work to raise educational standards of all young people
2. Support small rural schools and expand their role in the community
3. As finance becomes available, extend early years education to younger 3 year olds and help parents to secure childcare and a wide range of services for the under-fives
4. Improve services for young people aged 13 to 19 in conjunction with other agencies
5. Encourage schools and other relevant agencies to address the issue of surplus places

SUPPORT ELDERLY AND VULNERABLE PEOPLE

Top Priority:

Review of services for older adults

Key Priorities:

1. Integrated Assessment
2. Develop and support Fostering Services
3. Integrated Services
4. Optimise Direct Payments
5. Improvements in securing Adoption
6. Electronic systems for making better use of information

PROTECT AND SUSTAIN THE ENVIRONMENT

Top Priority:

We will develop and implement a new Waste Management Strategy

Key Priorities:

1. Use the Structure Plan to encourage sustainable development
2. We will build on innovative locally based and accessible transport solutions
3. The Council will review its landscape policy in the light of Foot and Mouth
4. We will promote the sustainability of Cumbria's unique environment
5. We will improve the sustainability of Cumbria's communities

IMPROVE THE SAFETY AND QUALITY OF PEOPLE'S LIVES

Top Priority:

Improve and make safe the journeys and approaches to schools

Key Priorities:

1. Enhance existing measures to improve road safety
2. Work with local partnerships to deliver leadership, co-ordination, and resources, where needed, to reduce crime and the fear of crime
3. Protect and enhance the County's physical environment in order to promote community well-being
4. Improve the safety of Cumbria's inhabitants within their homes and workplaces by providing a modern fire service and promoting fire prevention initiatives
5. Develop a response to the County's Cultural Strategy which will enable all the County's inhabitants to understand and celebrate their cultural diversity and history
6. Continue to use, and increase the use of, new technologies to improve access to information services provided by the Council