

DRAFT

Shepway District Council Corporate Plan 2017 – 2020

Investing for the next generation ~ delivering more of what matters

STRATEGIC OBJECTIVES	More Homes Provide and enable the right amount, type and range of housing	More Jobs Work with businesses to provide jobs in a vibrant local economy	Appearance Matters Provide an attractive and clean environment	Health Matters Keep our communities healthy and safe	Achieving Stability Achieve financial stability through a commercial and collaborative approach	Delivering Excellence Deliver excellent customer service through commitment of staff and members
To deliver these objectives we will:						
OUR PRIORITIES	<ul style="list-style-type: none"> • Deliver homes that meet the needs of our changing population • Accelerate supply of housing • Prevent homelessness through early intervention • Create a new Garden Town at Otterpool Park • Improve private sector housing conditions • Bring empty homes back into use • Plan for strategic growth in the district 	<ul style="list-style-type: none"> • Support local employers to flourish • Identify key sites for future employment opportunities • Encourage appropriate development and promotion of commercial premises • Support partners to deliver dynamic and diverse high streets • Explore opportunities to support the nuclear industry • Enable appropriate infrastructure to enhance connectivity 	<ul style="list-style-type: none"> • Keep the district clean and tackle environmental issues • Maintain and improve natural and historic assets • Maintain a high quality environment through active enforcement • Work with partners to boost the appearance of the district • Prepare a new recycling, waste and street cleansing contract for the district • Provide clean and well maintained public spaces • Protect and manage the coastal sites in an environmentally sustainable way 	<ul style="list-style-type: none"> • Promote healthy lifestyles within our communities • Reduce the impact of anti-social behaviour • Support the South Kent Coast Health & Wellbeing Board and Local Children’s Partnership Group • Ensure access to high quality open space • Provide a new district leisure facility • Ensure the best use of our community assets to support community and voluntary sector organisations • Help reduce health inequalities through our services and partnership working 	<ul style="list-style-type: none"> • Ensure strong financial discipline • Explore alternative income streams including commercial opportunities • Develop an investment strategy for the longer term benefits of the district • Explore opportunities including working collaboratively to achieve efficiencies, reduce costs and improve resilience • Optimise the financial benefit from major developments in the shorter and medium term • Identify ‘Invest to Save’ opportunities 	<ul style="list-style-type: none"> • Focus on the customer in delivering excellence • Create a ‘Digital by default’ approach to services • Keep all councillors, staff and customers informed • Retain and recruit staff to deliver the new ways of working and challenges ahead • Motivate and enable staff to maintain and enhance performance • Sustain and develop a flexible and responsive workforce • Recognise and reward the value of staff