

## Appendix 1: Corporate Plan Priority Activities for 2015/16

Corporate Priority and Objective	Priority Activities for 2015/16	Target	DB Lead	HoS Lead
<b>Create a great place for learning and opportunity</b>				
Ensure that every place of learning is rated "Good" or better	Work through the Thurrock Education Alliance and the Thurrock Excellence Network to ensure all schools, education and early years providers are on track to be rated good or outstanding by OFSTED at the end of 2016 or sooner	All education providers to be good or better	Carmel Littleton	Ruth Brock
	Increase the attainment and achievement of children and young people in line with ambition and achievement strategy and education alliance action plan	Target as per corporate scorecard	Carmel Littleton	Ruth Brock
	Narrow the gap between groups to ensure good attainment for all including looked after children (LAC) and other groups vulnerable to underachievement	Improve attainment of LAC and other underperforming groups at all key stages	Carmel Littleton	Ruth Brock
Raise levels of aspiration and attainment so that residents can take advantage of local job opportunities	Work through existing partnerships to provide training, apprenticeship and employment opportunities to Thurrock residents, for example through the housing investment programmes and cultural and creative industries education offer	Improved level of: <ul style="list-style-type: none"> <li>• Apprenticeships</li> <li>• Jobs</li> <li>• Attainment levels</li> </ul>	All	All
	Support local people to acquire the skills required within the key economic sectors of Ports, Transport and Logistics; Creative and Cultural; Manufacturing and Engineering (including Environmental Technology)	Employment	All	All
	Deliver effective careers information, advice and guidance for young people working in effective partnerships across the education and business community	Reduction in number of NEET	Carmel Littleton	Michele Lucas
Support families to give children the best possible start in life	Deliver new responsibilities regarding commissioning of 0-5 health pathway from October 2015 and review after six months for 2016/17		Roger Harris	Debbie Maynard
	Ensure sufficient, good quality early years places are available and are taken up by families, particularly those in most need and the needs of children and young people with SEN are supported in line with the SEN reforms	Number, quality and take up of early years and childcare places; effective implementation of SEN reforms	Carmel Littleton	Ruth Brock, Malcolm Taylor
	Ensure children and families are supported by a timely and effective early offer of help, including the troubled families programme, to minimise statutory intervention and escalation of need	Early help take up; Number of children on CP plans and LAC	Carmel Littleton	Andrew Carter

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<b>Encourage and promote job creation and economic prosperity</b>				
Promote Thurrock and encourage inward investment to enable and sustain growth	Develop and promulgate a clear and positive narrative that will stimulate further growth and promote investment in Thurrock		Steve Cox, David Bull	Karen Wheeler, Andy Millard
	Develop and progress the Local Plan and create a sound and deliverable spatial vision for the growth and future prosperity of the Borough		David Bull	Andy Millard
	Progress the Purfleet Centre regeneration scheme signing the development agreement and commencing phases one to three, including the TV and Film studios		Steve Cox	Matthew Essex
	Consult businesses and partners on future devolution arrangements including a possible Combined Authority with Southend-on-Sea Council and others (subject to legislative changes) and continue to be an influential partner in the South East Local Enterprise Partnership (SELEP) exceeding our share of funding per capita		Steve Cox	
	Sustain the external funding stream from the National Trading Standards Board for port safety work	Reduction of interventions that result in disruption of import/export activities	David Bull	Gavin Dennett
Support business and develop the local skilled workforce they require	Promote employer engagement in skills development and local employment, working with Growth and Business Boards, schools, colleges and health partners, such as the work with Thames Enterprise Park		Steve Cox	Matthew Essex
	Increase NNDR income supporting more businesses to develop and grow by accessing European and other funds for business support activity	NNDR income target Occupancy rate (sq ms) EU funding secured Businesses supported	Steve Cox	Matthew Essex
	Increase the scale and quality of business accommodation in the Borough to support new businesses to grow.	Floor space created	Steve Cox	Matthew Essex
Work with partners to secure improved infrastructure and built environment	Deliver homes, jobs, transport and other key infrastructure to support development in Thurrock, including the six growth hubs outlined within the Economic Development Strategy and the Local Development Framework, working with the private sector and other partners	26,000 jobs and 18,500 homes by 2021	Steve Cox, David Bull	Matthew Essex, Ann Osola, Andy Millard
	Progress the delivery of £100m investment in improved highways, street lighting and railway stations including widening the A13		David Bull	Ann Osola
	Seek the best possible outcome for the community and businesses from the Thames River Crossing decision		David Bull	

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<b>Build pride, responsibility and respect</b>				
Create welcoming, safe, and resilient communities which value fairness	Ensure fair access to services and opportunities, equal life chances, building stronger and cohesive communities by developing our asset based approach and involving residents by supporting the newly established Fairness Commission		Steve Cox	Karen Wheeler
	Ensure that partners are brought together to improve community safety and cohesion through a shared focus on key community safety priorities	Reduced youth offending and re-offending to reduce volume crime; Reduce harm, safeguard vulnerable victims of crime; Preventing violent extremism	Barbara Brownlee, David Bull	Richard Parkin, Gavin Dennett
	Ensure children and young people in need of help or protection are safeguarded and supported to achieve their potential	Effectiveness of safeguarding; Achievement of LAC	Carmel Littleton	Andrew Carter
Work in partnership with communities to help them take responsibility for shaping their quality of life	Lead the creation of Community Hubs to transform relationships and service models between the Council, voluntary sector and communities to strengthen local communities and manage demand complimenting Building Stronger Communities initiatives e.g. Local Area Co-ordinators	Active hubs Volunteering	All	All
	Work with the Department for Work and Pensions (DWP) to deliver the roll out of Universal Credit and other welfare reforms - supporting people back into work, maximising take-up and working to reduce poverty		Roger Harris, Sean Clark	
Empower residents through choice and independence to improve their health and well-being	Implementation of the Care Act 2014 - leading to more people receiving personal budgets, improved advocacy, increased support for carers and better access to advice and information	Delivery of Care Act targets	Roger Harris	Les Billingham
	Review and tackle demand pressures in Adult Social Care to deliver a sustainable local health and social care economy. Produce and implement our Market Position Statement and review our domiciliary care, residential and nursing home contracts.	Staying within budget.	Roger Harris	Les Billingham
	Deliver new HAPPI housing for older people providing 60 dwellings in two schemes in 2015/16 and 2016/17	New Council housing numbers	Barbara Brownlee	Kathryn Adedeji

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<b>Improve health and well-being</b>				
Ensure people stay healthy longer, adding years to life and life to years	Establish a pooled fund for health and social care with Thurrock Clinical Commissioning Group via the Better Care Fund leading to more integrated services for older people and better joint working with the NHS	Delivery of BCF Plan	Roger Harris	
	Implement our Carers Strategy locally through the development of a Shared Lives scheme, expanding respite options and increasing the numbers of carers receiving direct payments	50% increase in carers receiving direct payments	Roger Harris	Les Billingham
	Invest in cycling and walking and create a low emission zone		David Bull	Ann Osola
Reduce inequalities in health and well-being and safeguard the most vulnerable people with timely intervention and care accessed closer to home	Relentless action on the top-two public health priorities from the Thurrock Health and Well-Being Strategy: smoking and obesity, through the implementation of our Tobacco Control Strategy and our Weight Management Strategy	Reduce by half the smoking prevalence of under 20 year olds by 2020  Reduce % of children and adults in Thurrock who are obese, achieving a sustained downward trend by 2016/17	Roger Harris	Debbie Maynard
	Achieve full Homelessness Gold Standard by November 2015 by adopting initiatives such as “No Second Night Out”	Gold Standard Level of homelessness	Barbara Brownlee	Dermot Moloney
	Develop a local Autism Strategy	Strategy signed by all partners	Roger Harris	
Enhance quality of life through improved housing, employment and opportunity	Improve the quality of housing stock through effective engagement with private/social landlords, increasing stock which meets the New Thurrock Standard		Barbara Brownlee	Richard Parkin, Kathryn Adedeji
	Support young people into work by opening specialist housing providing a safe environment and access to local job opportunities	100 local jobs through the HIP	Barbara Brownlee	Kathryn Adedeji

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<b>Promote and protect our clean and green environment</b>				
Enhance access to Thurrock's river frontage, cultural assets and leisure opportunities	Deliver Thurrock's first community based cultural river festival in July 2015 and establish a long term legacy event		Steve Cox	Matthew Essex
	Create a continual pathway along the 18 miles of river front to enable greater access to cultural assets and opportunities for walking and cycling		Steve Cox, David Bull	Matthew Essex, Ann Osola, Andy Millard
	Implement the three headline aims from the Cultural Strategy: Cultural Entitlement, Cultural Enterprise and Creative Place Making including reviewing the role of the Thameside Centre in future provision	An independently evaluated, effective cultural entitlement programme	Carmel Littleton, Steve Cox	Matthew Essex
Promote Thurrock's natural environment and biodiversity	Reduce landfill by improved contractual arrangements for household waste collection and engaging with residents and the community to improve recycling and re-use levels		Mike Heath	
	Introduce a more environmentally-friendly and efficient way to maintain our roads and keep them safe especially in the winter months		David Bull, Mike Heath	Ann Osola
	Implement the provisions of the flytipping protocol agreed between Local Authorities and the Environment Agency in Thurrock	Increase reported fly tips investigated within 3 days	David Bull	Gavin Dennett
Inspire high quality design and standards in our buildings and public space	Build new homes to Lifetime Homes, Sustainable Homes Code 4 Standards and exemplar architectural design with public art at all new housing developments and Council projects, with design standards reinforced through the Local Plan	78 new homes	Barbara Brownlee, David Bull	Kathryn Adedeji, Andy Millard
	Encourage the community to help maintain children's play areas so that they remain safe and enjoyable for families		Mike Heath	

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<b>Well Run Organisation</b>				
Financial and Governance	Develop and deliver contemporary services to support a sustainable Medium Term Financial Strategy and implementation of savings proposals for 2015/16	Savings implemented	All	All
	Develop and agree further savings, new service delivery models, investment opportunities and external funding to enable a balanced budget for 2016/17	External funding secured	All	All
Staff	Deliver an ambitious People Strategy to recruit and retain an engaged, confident and high performing workforce		Jackie Hinchliffe	
	Improve health and attendance through excellent people management, education and health promotion		Jackie Hinchliffe	
	Deliver a programme of leadership and workforce development to support service delivery and develop skills and aspirations of staff		Jackie Hinchliffe	
	Modernise our internal processes and ways of working through digital technology, employee self-service and on-line learning		Jackie Hinchliffe	
Customers	Deliver strategic and modern communications to enhance the profile of the place and Council, inform of service changes, encourage participation and manage expectations at a time of unprecedented change aligning external and internal communications where appropriate		Steve Cox	Karen Wheeler
	Deliver the Transformation Programme, driving channel shift and customer access arrangements to reflect the digital council ambition		Jackie Hinchliffe	