

Section 3 – Implementing the Council's Corporate Plan

This section of the report provides a detailed performance up-date against each of the actins in the Council's Corporate Plan which are due for completion by August 2008

Corporate Plan Actions (with a due date before September 08)

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Priority: **1. Delivering Quality Services to Our Customers**

Action Code	Action Title	Head of Service	Lead	RAG	Target Date	Revised Due Date	Completed Date	Latest Status Update
CS1.4	Improved management of the Council's complaints process to ensure that it is easy to access and that we use the information provided by complaints to improve services	Andrew Buckle	Michael Gibbons	Green .	31/03/2007		22/03/2007	Andrew Buckle 30/08/2007 A new complaints management process has been developed, consulted on and also implemented. All the new complaint leaflets and forms have been produced and are now in full circulation.
CS1.2	Increase customer awareness of the level of service they should receive from the council.	Andrew Buckle	Andrew Buckle; Nick Molyneux	Green .	30/04/2007		13/08/2007	Andrew Buckle 31/08/2007 A full suite of standards have been implemented and also marketed. Prior to CPA a range of service pack leaflets were developed which details specific service actions, service levels and also customer standards. The Rossendale web site has also been used to market the respective customer service standards and an internal programme of mystery shopping has taken place. The customer service standards have also been published in the Rossendale Alive Newspaper.

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LDS1.8	Actively promote the electoral process	George Graham	Joanne Smith	Green .	31/05/2007		04/05/2007	Leanne Admin_Dixon 25/10/2007 Local elections in May were promoted via internet, in the local press and on notice boards outside the Town Hall in line with legislation. These informed the electorate and prospective candidates of the election process.
LDS1.3	Work with both young and older people to improve their engagement in the democratic process	George Graham	Champion for Young People#; Human Resource Advisor#; Joanne Smith	Green .	30/11/2007		19/12/2007	Joanne Smith 08/11/2007 All residential properties have received Registration forms and have been given the opportunity to vote by post. This is hoped to encourage people who have difficult getting to their polling station, or people who are anxious about entering a polling station, to use their vote.
LDS1.7	Complete a review of Polling Stations within the Borough	George Graham	Elections Manager#; Joanne Smith	Green .	30/11/2007		22/11/2007	Joanne Smith 08/11/2007 11 representations were made by interested parties and these were used to draw up a new plan or polling districts for the Borough. The report was agreed by Full Council on 7.11.07 and will be published by 31 December 07.
CP1.13	Carry out a series of involvement and engagement projects each year		Miladur Rahman	Green .	31/03/2008		28/05/2008	Miladur Rahman 22/04/2008 BME survey completed by Positive Start. We are currently awaiting the results data from Positive Start. The January joint panel survey is now completed and we are currently producing a report of the findings which will be available in May 08. The new statutory place survey will commence in August 08.
CS1.1	Increase the number of appropriate Council Services that our customers can access through the Council's One Stop	Andrew Buckle	Joanne Hargreaves	Green .	31/03/2008		23/01/2008	Andrew Buckle 09/06/2008 The implementation of the customer relationship management system via the shared services contact centre will determine what Rossendale can do to increase the number of council services that are delivered via the OSS and contact

	Shop and Contact Centre						centre. There has to be a corporate agreement to determine which services will be selected and also costed.
LDS1.4	Work in partnership with young people	George Graham	Champion for Young People#; Human Resource Advisor#	Green .	31/03/2008		<p>Heather Moore 24/08/2007 Mini Mayor competition launched in August. 15 schools have expressed an interest and the closing date for applications is October. Judging will take place during Local Democracy Week and a celebration event will be held thereafter. Democratic Services are leading on the creation of a "Youth Cabinet" and letters have been sent to all secondary schools seeking nominations to serve on the Group.</p> <p>First meeting of Youth Cabinet held on 15th October 2007. Schools that participated were Fearn, Whitworth High School and Haslingden High School. The Leader of the Council and the Chief Executive outlined the services provided by the Council. The Youth Cabinet was then invited by the Deputy Chief Executive to write their views on the "Democracy Wall". The pupils agreed to take the issues back to school and agree what items they would like to consider at the next meeting. The County Council's Member Champion for Young People was invited to serve on the Youth Cabinet as part of the enhanced two tier working approach.</p> <p>On 16th October the doors of the Council Chamber were opened to Years 5 and 6 of Balladen Primary School. A presentation was given on the role of the Council, the Mayor and the Regalia. Children were invited to design posters of what they would like to see in Rossendale and these have been displayed in the Council</p>

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								Chamber. The Question Time event was scheduled to be held on 18th October. In light of the By Election this is to be rescheduled. Mini Mayor entries have been received. The judging took place on 23rd October. Winner selected and ceremonial event held to congratulate winner. Looking at moving Mini Mayor competition in line with our Mayor. For 2008/09 a Pride in Rossendale programme of events is being devised.
LDS1.14	We will review the way our Neighbourhood Forums operate	George Graham	Heather Moore	Green	31/03/2008		18/10/2007	Heather Moore 31/08/2007 Neighbourhood Forums have been reviewed and a report was considered by the Cabinet in June 2007 agreeing improvements to the way Neighbourhood Forums operate. Each Neighbourhood Forum now has a budget and Democratic Services have developed processes by which applications are received. A Member Working Group of each Neighbourhood Forum has been created who will make recommendations to Neighbourhood Forums on whether to approve or refuse applications. The deadline for the first round of application funding is 31.08.07 and 14 applications have been received. Prior to the Neighbourhood Forum meeting an informal surgery is held so that members of the public can approach their Ward Councillors on an individual basis before the meeting. Refreshments are also provided at the meetings to create an informal atmosphere. Room layouts have also been reviewed where possible. A County Councillor has been co-opted onto each Neighbourhood Forum and a Councillor from Whitworth Town Council

								has been co-opted to serve on Whitworth Neighbourhood Forum.
SSL1.9	Deliver our Neighbourhood Management Project to improve links with the community	Carole Todd	Heidi Finlay; Jason Foster; Julie Jackson; Dave Whiteman	Green .	30/04/2008		30/04/2008	Dave Whiteman 29/05/2008 Neighbourhood Management programme ongoing and subject to the new restructure to be implemented on July 1st 2008. Further development will take place after this time.
SD1.17	Completion of the Planning Service Improvement Plan	Linda Fisher	Linda Fisher	Green .	30/04/2008		30/04/2008	Leanne Admin_Dixon 06/06/2008 The actions for the year have been completed. A new customer focused improvement plan will be delivered for the next Corporate Plan.

Priority: **2. Delivering Regeneration Across the Borough**

Action Code	Action Title	Head of Service	Lead	RAG	Target Date	Revised Due Date	Completed Date	Latest Status Update
ERSH2.13	Implement the revised decent homes assistance scheme.	Jon Sharples	John Molyneux	Green .	31/08/2007		10/03/2008	Steve Jackson 10/03/2008 New Decent Homes Assistance Scheme implemented with Regeneration as sole provider for the new scheme.
ERSH2.15	Increase the supply of affordable housing in the borough	Jon Sharples	Steve Jackson	Green .	31/12/2007		14/02/2008	Steve Jackson 14/02/2008 The Valley Centre Planning Application has been approved which includes a £500,000 affordable housing contribution as a commuted sum. This means that the targets for 2007/08 have been achieved.
ERSH2.14	Implement the Empty Homes Strategy to bring long term empty homes back into use	Jon Sharples	Steve Jackson	Green .	30/06/2008	17/03/2008	10/04/2008	Steve Jackson 10/04/2008 Whilst target has been achieved work still needs to be carried out to strengthen the strategy this will be undertaken through a review of the Affordable Housing Strategy which will be completed in January 2009.

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ERSH2.1 2	Deliver the outputs of the elevate programme	Jon Sharples	Steve Jackson	Green .	31/03/2008		10/04/2008	Steve Jackson 10/04/2008 All projects completed and 100% of budget claimed.
ERSH2.6	Secure funding and programme approval for Rossendale Sustainable Economic Development Plan	Jon Sharples	Jon Sharples	Green .			28/06/2008	Jon Sharples 02/06/2008 This funding stream from NWDA was secured on 2nd January 2008 It provides £4million funding over a three year period from April 2008 and is subject to conditions. The funding approval is at programme level and individual projects within the programme must be compliant with the Sustainable Economic Strategy document and are each subject to individual funding approvals.
ERSH2.2	The development, agreement and implementation of a Economic Regeneration Strategy for the Borough Council	Jon Sharples	Sarah Dunn	Green .	30/06/2008			Jon Sharples 02/06/2008 External consultation exercise carried out to over 1900 businesses, responses collated and the strategy amended. Equality Impact assessment and Biodiversity Impact Assessment completed. The strategy will be taken to the Cabinet Briefing in June 2008.

Priority: **3. Keeping the Borough Clean and Green**

Action Code	Action Title	Head of Service	Lead	RAG	Target Date	Revised Due Date	Completed Date	Latest Status Update
SSL3.18	Achieve 1 Green Flag Award	Carole Todd	Jason Foster	Green .	31/03/2008		31/08/08	Samantha Wardley 10/06/2008 A visit was carried out on the 23rd May 2008. From the assessment it was identified that there is still a lot of development work required before we achieve the high standard of the green

								flag. We are still awaiting official feedback which is expected July 2008.
SSL3.21	Deliver the RBC contribution to implementation of the crime and disorder reduction strategy	Carole Todd	Trish Ellins	Green .	31/03/2008			Trish Ellins 02/06/2008 Achieved. PSA1 target of a 17.5% reduction exceeded. Final reduction 33%.
SSL3.20	We will organise and lead on 15 community clean-ups each year	Carole Todd	Dave Whiteman	Green .	31/03/2008		31/03/2008	Dave Whiteman 29/05/2008 Further Community Clean ups have taken place bringing total to 35 for the year 1/4/2007 - 31/3/2008
SSL3.14	We will develop a basket of measures and targets relating to carbon emissions by 2008	Carole Todd	Philip Mepham	Green .	31/03/2008			Philip Mepham 22/04/2008 The final definitions of National Indicators have been published. NI 185 and 186 refer to CO2 emissions. These will be discussed at Lancashire Climate Change group on 23rd April so that a common interpretation is adopted. Many measures have been included in the Environmental Strategy Action Plan for 2008/9.

Priority: **4. Promoting Rossendale as a Cracking Place to Live and Visit**

Action Code	Action Title	Head of Service	Lead	RAG	Target Date	Revised Due Date	Completed Date	Latest Status Update
CS4.5	Implementation of LGA reputation campaign.	Andrew Buckle	Nick Molyneux; Carole Todd	Amber .	31/01/2008	31/12/2009		Andrew Buckle 09/06/2008 The Green flag status has published its plans and they are out for consultation. In addition a single environment number will be required and a business processing activity will be required to undertake this analysis along with a technical feasibility study. Following this an implementation

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								plan will be developed.
CP4.4	Hold 4 celebration events for the next three years.			Green .	31/03/2008		18/01/2008	Miladur Rahman 18/01/2008 All 4 celebration events have been successfully delivered.
LDS4.2	To deliver the community leadership action plan and policy	George Graham	Heather Moore	Green .	31/03/2008		17/01/2008	Heather Moore 24/08/2007 A programme of Ward Walks has been developed and this will be linked to the NEAT Team work. Member development packs for planning and licensing have been prepared and circulated. Copies of these are also available in the Members' Library at Hardman Mill. A resource pack for schools is being developed in partnership with the Communications Team. A letter will be sent to all schools informing them that civic presentations can be given. The resource pack is available on the Council's website and will be further developed as part of the democracy offer in 2008/09. Role descriptions are in place for Portfolio Holders. Meetings are held with Portfolio Holders/Shadow Portfolio Holders. Youth Cabinet has been established and first meeting held in October. The "Know your Councillor" guide has been printed and this provides information on how citizens can engage with the Council. An A3 Know Your Councillor Ward Map has been published. All the above actions positively contribute to the Children and Young Peoples' Strategy and the Member Champion for young people has been involved in the development of activities for Local Democracy Week. To support members on outside bodies a feedback mechanism has been developed so that Members can feed items raised at

							outside organisations back to the Council. Heads of Service have been assigned to outside bodies and will act as a point of contact for members to provide support and information.
LDS4.3	To undertake regular Ward Walks with councillors	George Graham	Heather Moore	Green .	31/03/2008		17/01/2008 Heather Moore 31/08/2007 A programme of ward walks has been developed. These will be undertaken with Ward Members, a member of the Executive Team and a member of the NEAT Team.
SSL4.7	Deliver the RBC contribution to implementation of the crime and disorder reduction strategy	Carole Todd	Trish Ellins	Green .	31/03/2008		02/06/2008 Trish Ellins 02/06/2008 Achieved. PSA1 target of a 17.5% reduction exceeded. Final reduction 33%
ERSH4.3	Monitor tourism contract to ensure it increases the number of business partnerships with improved tourist offerings and increases the number of people visiting the borough	Jon Sharples	Sarah Dunn	Green .	30/07/2008		Jon Sharples 02/06/2008 The "How's Business Survey" has been completed and will be taken to the Tourism Steering Group on the 2nd June 2008. A 5 - year business case has been approved by Arts Council and ACE Capital have agreed to release £420k. Project activity and budget plan have been developed. A steering group for each district will be setup with key members attending; two audits (artwork and pathways) of the trail are being undertaken. Accessibility of the 33 mile trail is focused on families, public transport and amenities. Re-branding of the website which will include audio guides and rich media footage with Bacup being recognized as the source of the River Irwell.

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Priority: **5. Improving Health and Wellbeing Across the Borough**

Action Code	Action Title	Head of Service	Lead	RAG	Target Date	Revised Due Date	Completed Date	Latest Status Update
CS5.4	Run two benefit take-up campaigns each year targeted at the over 60s.	Andrew Buckle	Capita#; Nick Molyneux	Green .	30/11/2007		30/11/2007	Andrew Buckle 09/06/2008 Additional customer profiling information is now being used to target benefits take up campaign.
SSL5.6	We will provide assistance and guidance on the implementation of the smoke-free indoor environment legislation	Carole Todd	Philip Mepham	Green .	31/12/2007		09/08/2007	Philip Mepham 09/08/2007 Implementation of legislation completed. Compliance level very good.
CP5.5	Work with partners to develop a coherent approach to the issue of financial exclusion in the borough			Green .	31/12/2007		31/03/2008	Miladur Rahman 22/04/2008 This has been identified as a key outcome in the Rossendale Partnership Sustainable Community Strategy 2008-18. Actions to deliver this will be identified within the Rossendale Partnership three year delivery plan
ERSH5.3	Develop and implement an improvement plan for the Homelessness Service	Jon Sharples	Steve Jackson	Green .	31/01/2008		04/06/2007	04/09/2007 A Homelessness Service Improvement Plan was completed on 4th June 2007 and is now currently being delivered by the Housing Options Team. The Service Improvement Plan takes into consideration Audit Commission Recommendations from the Strategic Housing Teams Inspection in December 2006, the Homelessness Strategy Action Plan, KLOE Action Plan targets, GVH own Impact Needs Requirement Assessment, Customer Service Standards targets and the Service Level Agreement targets and standards as

							per the Stock Transfer Agreement. Attached to the Documents section is the current Service Improvement plan for the HOT Team.
SSL5.2	Produce 3 year action plan linked to East Lancs Alcohol Strategy aimed at reducing the harm caused by alcohol	Carole Todd	Trish Ellins; Philip Mepham	Green .	31/03/2008	07/04/2008	Philip Mepham 08/03/2008 Strategy to be launched on 31 March
SSL5.5	Development of Healthy Workplace network with implementation of a programme of advice and information for businesses and their employees	Carole Todd	Philip Mepham	Green .	31/03/2008	31/03/2008	Philip Mepham 22/04/2008 Pursuing purchase of PDA and software to undertake surveys within businesses more quickly and efficiently and enabling analysis of information to be performed quickly.
CP5.1	Performance management of Leisure trust activities through the next three-year business plan			Green .	31/03/2008	09/06/2008	Miladur Rahman 09/06/2008 Performance targets for RLT are set and monthly meetings are now established to monitor RLT performance. Currently RBC is reviewing RLT complaints process and a report with recommendations will be produced shortly. We will also be working to ensure that the recommendations from last years internal audit report are completed.
ERSH5.4	Develop and implement a Supported Housing Strategy to provide improved choice for vulnerable groups	Jon Sharples	Steve Jackson	Green .	31/03/2008	10/04/2008	Steve Jackson 10/04/2008 Supported Housing Strategy was approved by Cabinet in March 2008
CP5.4	Implement the community cohesion		Chair of Community	Green .	30/04/2008	28/05/2008	Miladur Rahman 22/04/2008 Good progress being made in delivering the

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	action plan within the council and LSP activities		Cohesion Working Group#					actions in the Cohesion plan. Currently in the process the updating the plan. The importance of community cohesion has been identified as one of the key cross cutting issues in Rosendale's Sustainable Community Strategy.
CP5.2	Deliver the action plan arising from the Council's White Paper on the future of leisure facilities			Green .	30/04/2008	31/08/2008		Miladur Rahman 10/06/2008 A review of the timescales is being undertaken by the newly appointed principal partnership officer

Priority: **6. A Well Managed Council**

Action Code	Action Title	Head of Service	Lead	RAG	Target Date	Revised Due Date	Completed Date	Latest Status Update
HR8.5	Introduce employee engagement strategy aimed at improving staff morale	Liz Murphy	Human Resource Advisor#	Amber .	30/11/2007			Liz Murphy 10/06/2008 Employee engagement strategy drafted due to begin consultation following organisational review Sept 2008
FS6.12	Consider a review of the Council's Financial Procedure Rules	Phil Seddon	Phil Seddon	Amber .	31/03/2008	25/06/2008		Phil Seddon 07/03/2008 No significant change. Contract procedure rules being considered in light of ELeP joint working
LDS7.3	We will promote the role of mayor as civic leader	George Graham	Elaine Craven; Heather Moore	Green .	31/03/2008		17/01/2008	Heather Moore 30/08/2007 A feature on the Mayor has been included in the "know your councillor" guide. An item was also included in the Rossendale Alive newsletter letting people know that they can book the Mayor for events. Lancashire Local have also featured comments from the Mayor about Rossendale. The Mini Mayor promotes the

							role of Mayor as Civic Leader. A Working Group is being established to develop a Civic Protocol for the Borough. The local media regularly publish events attended by the Mayor. Further work will continue in 2008/09 to promote civic pride.
LDS7.4	To increase the % of electors who can identify their ward councillors	George Graham	Heather Moore	Green	31/03/2008	31/03/2008	Heather Moore 30/08/2007 The publication of "know your councillor" was circulated in September. A question has been included in the next citizens panel survey asking if people can identify at least one ward councillor. In the June edition of Rossendale Alive a feature was included of councillors photographs and contact details stating which ward they represented. Through the new arrangements for neighbourhood forum funding, anyone wishing to obtain funding has to contact one of their ward councillors who has to "champion" the application. The website is regularly maintained to ensure Members' contact details are up to date. An A3 "know your Councillor" poster has been published. A question will be asked in the Place Survey.
LDS7.10	We will continue to support councillors by delivering the Member Development Strategy	George Graham	Heather Moore	Green	31/03/2008	09/04/2008	Heather Moore 30/08/2007 The Member Learning and Development Strategy 2007/08 and Implementation Plan were agreed by Council in June 2007. The Member Development Working Group will oversee its implementation. An annual schedule of training has been agreed. Personal Development Plans are being offered to all new Elected Members. 7.10 Member Development Charter is being maintained through the implementation of the Member Development Strategy. As at 17.01.08 34

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SD7.1	To support the deliver the community leadership action plan and policy/To develop the role of members of DC Committee	Linda Fisher	Linda Fisher	Green .	31/03/2008		20/05/2008	<p>out of 36 personal development plans are in place. The Member Development Strategy is overseen by the Member Development Working Group.</p> <p>Leanne Admin_Dixon 02/06/2008 Training on Development Control has been provided to members of the DC Committee. Training packs have been provided to Members. Briefings have been held before particular meetings.</p>
LDS7.12	Maintain accreditation under the North West Charter for Member Development	George Graham	Heather Moore	Green .	31/03/2008		17/01/2008	<p>Heather Moore 31/08/2007 The Member Learning and Development Strategy was agreed by Full Council in June 2007. An annual training programme has been developed. The Member Learning and Development Quarterly Programme informs Members of external training opportunities and a process is now in place for dealing with requests for training. The NW Charter will be reviewed in 2009 and planning is taking place to strive for level II of the Charter when we are reviewed in 2009. The Council needs to demonstrate that the Member Development is impacting on the community and the plan for achieving Level II will be managed by the Member Development Working Group. This will be an agenda item for discussion at the Member Development Working Group on 10.3.08</p>
HR8.2	Develop an organisational development plan to meet the changing needs of the Council	Liz Murphy	Human Resource Advisor#	Amber .	31/05/2008			<p>Liz Murphy 21/01/2008 Evaluated last years training Currently considering next years training needs</p>