

Gloucester City Council

Transforming Your City

Welcome to the Gloucester City Council plan for 2014-2017.

Looking back at the tasks we set in 2011 we have made much progress. Particular highlights include the positive economic growth of the City that is helping Gloucester become one of the best small cities in the country, to which the Council has contributed through its range of grants and support. Secondly, the continued progress of regeneration in the Railway Triangle, Greyfriars, Kings Quarter, and the City Centre generally. We have also had a magnificent programme of events laid on by ourselves and our partners which bring people into the City and shows how Gloucester flourishes and thrives. We are currently awaiting government's response to the proposals for transfer of the housing stock to Gloucester City Homes and we have continued to deliver good services despite the need to make over £7million worth of savings which we have successfully done.

But of course much remains to be done and we are determined to continue this work and help Gloucester to go from strength to strength. Many of the themes of this corporate plan were evident last time and we believe it is right this should be so because these are the right things to do. Our plan sets out key objectives, the key actions and our measures of success how we are measuring these. We have included an enhanced focus on day to day performance so that our activities can be better understood and measured.

As always, we welcome comments and suggestions on the Council plan, which will be reviewed year by year throughout its life.

We do believe that it sets out a clear picture of the Council's priorities in the next three years and that it is an effective document pointing the way to Gloucester's future.

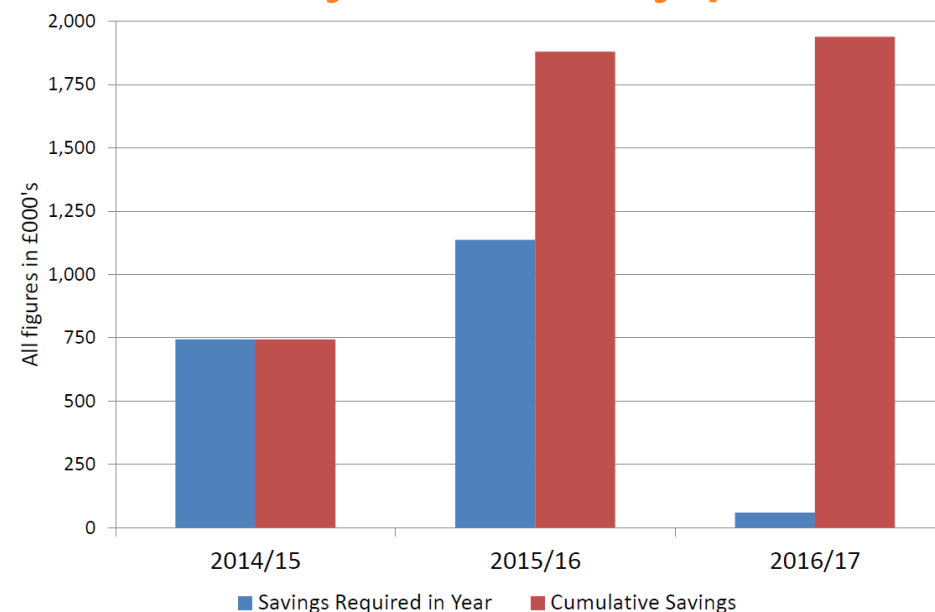


Paul James, Leader



Julian Wain, Chief Executive

Three year money plan



(All figures in £000's)	2014/15	2015/16	2016/17
Savings Required in Year	743	1,137	59
Cumulative Savings	743	1,880	1,939

Council Priorities		
Prosperity	Growing Gloucester's Economy	Growing Gloucester's economy continues to be a priority for the Council. Much of our efforts over the next three years will be to continue the progress made in regenerating the heart of the city and ensuring local people benefit from the investment brought into Gloucester
People	Working with our communities	We want to ensure everyone has the opportunity to make a positive contribution. We will encourage resilience in our communities, equipping them to help themselves to become safer and healthier.
Place	Creating pride in our city and improving our environment	We will develop the cultural offer and maximising the use of assets in the city to grow the tourism economy and generate pride in the city.
Performance	Sound finances and strong performance	With a reduced budget it is even more important than ever to get the most out of the resources we have, and to ensure our financial position is sound.

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Council Plan 2014-2017



	Priority	Objectives	Key Actions and Projects	Key Measures and Targets
Prosperity	Growing Gloucester's Economy	Attracting investment, nurturing & encouraging enterprise	Develop the local economy and attract inward investment through Economic Development activities and promotion of investment opportunities Continue to support businesses and issue grants to grow local business base	Build on the success of the business grants scheme by maintaining the high start-up rate of new businesses Formally adopt the City Plan Provide at least 25 grants to support local businesses
		A city with skills and job opportunities	Work with private sector and partners to create employment opportunities Work with local colleges and universities to grow local entrepreneurial talent Ensure Gloucester features prominently in the County Strategic Economic Plan	Contribute to the reduction of those not in education and training by reducing NEET rate Work with partners to increase the number of apprenticeships in the city Further develop projects such as the 'Interview Guarantee Scheme', securing at least 120 job opportunities for local people
		A thriving centre and regeneration of the city	Invest £2,000,000 in City Centre Investment Fund Improvement to Southgate Street public realm Continue delivery of key regeneration sites – including the Blackfriars and Kings Quarter Deliver a successful new indoor market Ensure regeneration aligns to the strategy detailed in the City Plan Deliver plan to regenerate bus station	Delivery of the City Centre Investment Fund Project Delivery of the Townscape Heritage Initiative for the Southgate area Regularly monitor City Centre through cleanliness surveys
People	Working with our communities	Listening to our residents	Measure satisfaction with Council Services through the Gov-Metric system to inform and shape services through improved customer feedback & consultation Consult with residents on key areas of decision making	Increase our use of social media communications, increasing Twitter followers to at least 5,000 Undertake 4 key consultations per year Track satisfaction with services through GovMetric
		An active, healthy & safe city for all to enjoy	Increase the % of residents living an active healthy lifestyle Work with partners to reduce crime, the fear of crime and anti social behaviour Work with partners to develop a sports hub for South of the city at Blackbridge	Delivery of the Heart City project Review and adopt the 'Safer Gloucester Plan' Work with partners to increase the % of residents who feel the Council and Police are effectively tackling Anti-Social Behaviour and local crime issues Work with partners to provide a sports hub for the South of the city by 2017 Work with businesses in the City to ensure 90% of restaurants and takeaways achieve a food hygiene rating of 4* or above
		Opportunity for all to achieve their potential	Tackle social inequality with partners through the Local Strategic Partnership (LSP)	120 households successfully helped through the Families First Program Improve Gloucester's overall ranking in the indices of deprivation to >118
		A City where people make a positive contribution	Improve the opportunities for people to volunteer in their communities Work towards reducing social inequality through the use of Asset Based Community Development in our pilot areas	Support 30 public events organised by "Friends of..." and other community groups each year Introduce Community Builders in targeted areas of the city Enable 175,000 volunteer hours through our community grant projects
Place	Creating pride in our city and improving our environment	A greener Gloucester	Continue to decrease Co2 emissions from Council activities Improve household waste recycling rates Maintain satisfaction levels with waste & recycling services	Reduce our CO2 emissions by 10% by 2017 Reduce annual waste sent to landfill to 397kg / household Use Govmetric to continually monitor customer satisfaction with Council services Delivery of the waste and recycling action plan
		A distinctive cultural offer for the city	Work with Partners to deliver a distinctive portfolio of events Invest in the City Museum Invest in a new Tourist Information Centre Rugby World Cup host city Tall Ships Festival Summer Festival Food Festival Seasonal Markets	The value of positive media coverage for the city as a result of our cultural offer A customer satisfaction rating of at least 90% for events run and supported by the Council Achieve at least 120,000 visitors each year to the Tourist Information Centre
		Affordable and decent housing for all	Transfer housing stock under CoCo Plus model Work with developers to ensure the provision of social rented properties on new build sites meets demand in the city Promote and encourage landlords to join the Landlord Accreditation Scheme to ensure good standards of private rented accommodation	Promotion and take up of 'Fit to Rent' scheme for 200 rental properties Ensure new housing developments of 15 units or consist of 40% affordable homes Bring back into use 24 empty homes each year through the Empty Homes Scheme Complete transfer of housing stock by 31/3/15
Performance	Sound finances and strong performance	Delivery of the 5 yr money plan	Ensure Council assets are utilised, maximising potential income Continue to achieve efficiency savings by steering customer to access services through the most efficient routes Ensure the Council has the organisational capacity and capability to meet future demand Annually update and deliver the Five Year Money Plan	Delivery against the Council's 5 Year Money Plan Promoting and increasing the use of self-service and cost-effective interactions with our customers, promoting use of our website and achieving 165,000 visits / month Adopt the Asset Management Plan Adopt the Organisational Development Strategy by 30/9/14 Ensuring annual spending is within approved budgets Adopt and annually update the Five Year Money Plan
		Tracking and Improving Performance	Monitor and improve performance of daily council business	Monthly 'Business as Usual' tracking & improving performance reports will allow us to monitor performance, set targets and seek improvements Inclusion of all service standards in business plans by 2015