

# Council Objectives & Corporate Project Design (2007-08) – draft November 2006 (Policy Council)

## Improve Health & Social Well-being

### Outcomes

- Improved health and Quality of Life
- Improved life expectancy
- Reduced health and social inequalities
- Increased safety of vulnerable adults
- Increased choice and control in accessing health and social care services

### Measures

1. Reduce the gap in premature (under 75) mortality from Cardio Vascular Disease (CVD).
2. Reduce smoking prevalence amongst local population
3. Enforce smokefree environments
4. Reduce the rate of suicide and undetermined injury by 20% by 2010
5. Increase the number of people accessing preventative mental health services
6. Increase uptake of cultural and physical activity opportunities amongst people aged 50+
7. Increase the number of Older People helped to live independently
8. Increase identified cases of adult abuse
9. Increase take up of direct payments
10. Increase access to exercise and leisure opportunities for all residents
11. Increase Adult placements

## Create Sustainable Communities and Neighbourhoods

### Outcomes

- Improved resident perception of the quality of life in **their neighbourhood**
- More effective engagement with local people and neighbourhoods
- Improved community cohesion **in Blackburn with Darwen**
- **Community leadership driving better co-ordination of public services at local level**

### Measures

1. Residents satisfied with their neighbourhood as a place to live
2. Improved performance of identified priority indicators as monitored through the Area Action Plans
3. Number of events in the Parks
4. Resident perception of community cohesion (Belonging to BwD)
5. Residents who feel that they can influence decisions affecting their local area
6. Reduction in the number of fatal and seriously injured road casualties (sub category for Children)

## Improve the Environment and Housing

### Outcomes

- Cleaner and greener borough
- Housing choice, quality, affordability and independence

### Measures

1. Increase land and highways cleanliness
2. Increase levels of recycling and composting
3. Increase the number of parks with Green Flag
4. National standards for air and water quality
5. Reduce Homelessness
6. Increase proportion of vulnerable living in private sector decent homes
7. Have a positive effect upon the reductions required to prevent climate change
8. Maintain current traffic levels and increase public transport use (CPA)
9. Achieve Local Development Framework (CPA)
10. Increase housebuilding on previously developed land (CPA)
11. Affordable Housing Association new homes started
12. Dwellings for sale within the HMR pathfinder
13. A reduction in the number empty private sector properties
14. Improve the convergence with sub-regional and regional house prices
15. The number older private sector properties improved to Decent Homes Standard

## Cut Crime and improve Community Safety

### Outcomes

- Reduced crime levels in the Borough
- Increased confidence through reassurance within neighbourhoods
- Reduction in the impact of drugs and alcohol misuse

### Measures

1. Increase in the number of clients in contact with drug treatment services and an increase in the number retained for more than 12 weeks
2. Increase the number of young people receiving structured treatment for drug use
3. A reduction in the number of violent crimes
4. A reduction in the number of recorded crimes
5. Reduce the % of repeat victims of domestic abuse
6. A reduction in Anti-Social Behaviour problems identified within neighbourhoods
7. Improve the Household Survey results in relation to Crime and Disorder
8. Reduce the Harm caused by Alcohol

## Promote Economic Regeneration

### Outcomes

- Create a competitive & sustainable local economy that generates employment opportunities for local people

### Measures

1. Jobs created and safeguarded within the local economy
2. Disadvantaged residents into employment
3. Businesses adopting innovation & new technology
4. The amount of private sector investment
5. New businesses established
6. Increase employment rates for those on certain categories of state benefit
7. Contribution to the increased skills levels of adults in and outside the workplace
8. Increase Town Centres private sector investment by 10%
9. A Good rated Local Transport Plan, with investment into transport infrastructure to support regeneration and employment access (CPA)
10. Increase business compliance for Trading Standards in all risk categories (CPA)

## Deliver Positive Outcomes for all Children & Young People

### Outcomes

- Improve the health of children & young people
- Improve the safety of children & young people
- Improve the achievements & enjoyment of children & young people
- Improve the positive contribution to society of children & young people
- Improve the economic well-being of children & young people

### Measures

1. Reduce teenage conception
2. Increase the participation of 5-16 year olds in 2hrs of PE in school sport per week to 80%
3. 45 Schools to achieve national Healthy Schools Status
4. Reduce the ratio of children being looked after by the authority per 1000 under 18 population
5. Increase stability of Looked After Children Placements
6. Increase the educational achievement of Looked After Children
7. Improve the performance of under performing groups at GCSE level
8. Increase the rate of attendance in Schools
9. Promote take-up of Beez Cards by under 17's and increase active participation rate
10. Reduce the offending ratio (final warnings and convictions) of looked after children
11. Increase junior attendance at CLS sessions during the summer
12. Increase the rate of year 11 school leavers participating in post-16 learning
13. Reduce the proportion of 16-18 year olds not in employment education and training (NEET) or in jobs without training (JWOT)
14. Reduce the number of Looked after Children placed with Parents
15. Increase the number of adoptions
16. Improve maths and English at Level 4+ for Key Stage 2

## Deliver the Highest Quality Services

### Outcomes

- Improved public perception of the Council
- All services demonstrating value for money
- Recognition as a top performing council, from residents, peers, central government and regulators
- **Effective Community Leadership for successful collaboration with partners on service delivery**

### Measures

1. Achievement of annual (Gershon) efficiency target
2. Increase satisfaction with the Council overall as a service provider
3. CPA classification
4. Improve satisfaction with bdirect service
5. Effective monitoring and achievement of Capita KPI's
6. Satisfactory GONW rating of Local Area Agreement delivery
7. Achievement of IIP for the Council