



Corporate Plan

2023-2027

Summary of Aims, Objectives, Priority Actions, Influencing Priorities
and Priority Outcomes

VISION

Achieving Excellence in the delivery of high quality services that meet the needs and aspirations of our communities

Aim 1:

Our objectives for 2023-2027 are:

- Increased supply of good quality homes
- Develop a positive relationship with communities
 - Effective relationship with strategic partners
- Effective support of community safety arrangements including CCTV
- Provision of sports facilities and leisure opportunities focused upon improving health
- Enhance the distinctive culture, creativity and heritage of the district
- Improve residents' access to benefits and financial support



Help create a safer and healthier environment for our communities to live and work

In order to meet these objectives we will...

- ✓ Develop a strategy for further development of social, affordable and specialist housing
- ✓ Develop a Private Sector Housing Strategy to improve conditions for homeowners and private tenants
- ✓ Implement the Empty Properties Strategy (with added focus on commercial property)
- ✓ Refresh the Council's Communications Strategy, including the use of social media, to ensure that there is a more effective dialogue with residents
- ✓ Review relationships to empower community and volunteer organisations
- ✓ Develop and implement a plan to enhance regional and local strategic partnerships
- ✓ Develop a programme of shared projects with High Peak BC to continue the benefits of the strategic alliance
- ✓ Implement improvements to the CCTV system
- ✓ Develop and implement a plan to ensure safe places involving a range of solutions
- ✓ Deliver the Leisure Facilities Transformation plan focused on improving the health and wellbeing of residents
- ✓ Implement the Move More Staffordshire Moorlands Strategy
- ✓ Develop and implement an Arts, Culture & Heritage Strategy
- ✓ Implement improvements to the Nicholson Institute
- ✓ Implement a Cost of Living response plan
- ✓ Review the Debt Recovery Policy to ensure recognition of vulnerable people

Working with and supporting our partners we will seek to influence positive outcomes around...

- ❖ Reducing crime, the fear of crime and anti-social behaviour
- ❖ Ensuring effective health provision

Our key priorities will be...

- An increased supply of quality affordable housing
- Improved health
- Improved community safety

Aim 2:

Use resources effectively and provide value for money

Our objectives for 2023-2027 are:

- Effective use of financial and other resources to ensure value for money
- Ensure our services are easily available to all our residents in the appropriate channels and provided “right first time”
- A high performing and well-motivated workforce
- Effective procurement with a focus on local business
 - Effective use of ICT
- More effective use of Council assets
- Strong and effective democratic processes



In order to meet these objectives we will...

- ✓ Implement the Council's Efficiency Programme
- ✓ Review processes and implement a plan to ensure successful bidding for external grant funding
- ✓ Implement the Access to Services Strategy to ensure that Council services are accessible to all
- ✓ Transfer of Local Land Charges Register to HM Land Registry
- ✓ Implement the Organisational Development Strategy to ensure that our workforce is developed effectively
- ✓ Implement the Procurement Strategy with a focus on spending money locally
- ✓ Implement the Digital Strategy to enhance and support the delivery of services
- ✓ Refresh and implement the Asset Management Framework and Plan
- ✓ Develop enhanced partnerships with town and parish councils
- ✓ Implement the scrutiny and constitution review and increase member participation
- ✓ Implement an enhanced community leadership scheme

Working with and supporting our partners we will seek to influence positive outcomes around...

- ❖ Champion and lobby government for the devolution of powers and funding to local authorities

Our key priorities will be...

- Providing value for money council services
- High levels of resident and customer satisfaction

Aim 3:

Help create a strong economy by supporting further regeneration of towns and villages

Our objectives for 2023-2027 are:

- Encourage business growth including start-ups and enterprises
- Flourishing town centres that support the local economy
 - Encourage and develop tourism
- High quality development and building control with an “open for business” approach
 - Maintain and deliver an effective Local Plan

In order to meet these objectives we will...

- ✓ Refresh and implement the Council's Growth Strategy to bring about the regeneration of towns and rural communities
- ✓ Develop a masterplan for bringing redundant mills back into use
- ✓ Support the development of Cornhill (housing, industry and transport)
- ✓ Deliver the UKSPF Local Investment Plan
- ✓ Investigate the options for the development of business premises for medium sized enterprises
- ✓ Implement the Tourism Strategy to maximise the positive impact to our communities
- ✓ Implement plans to improve the public market operations
- ✓ Deliver the Leek Levelling Up Fund Programme
- ✓ Commence review of the Local Plan

Working with and supporting our partners we will seek to influence positive outcomes around...

- ❖ Improved provision of public transport which connect our market towns and villages for services, shopping and leisure.
- ❖ Improved access and traffic flows to our town centres

Our key priorities will be...

- Sustainable towns and rural communities
- Increased economic growth
- Increased tourism



Aim 4:

Protect and improve the environment

Our objectives for 2023-2027 are:

- Effective recycling and waste management
- Meeting the challenges of climate change
- Provision of high quality public amenities, clean streets and environmental health
- Provision of quality parks and open spaces
- Car parking arrangements that meet the needs of residents, businesses and visitors

In order to meet these objectives we will...

- ✓ Review the Council's waste and recycling arrangements to increase recycling and to respond to the emerging new national strategy
- ✓ Implement the Climate Change Strategy and Action Plans of response to a declared climate emergency
- ✓ Develop plans to ensure effective use of Biodiversity Net Gain
- ✓ Develop and implement an EV Charging Strategy
- ✓ Develop and implement a plan to ensure high quality public amenities
- ✓ Develop a Parks & Open Spaces Strategy
- ✓ Develop and implement a Plan for Nature
- ✓ Implement the Parking Strategy to ensure that our car parks meet the needs of residents and visitors

Working with and supporting our partners we will seek to influence positive outcomes around...

- ❖ Ensure that there is collective action on climate change

Our key priorities will be...

- High recycling rates
- Reduced carbon emissions



