

Breckland Corporate Plan Refresh 2020-21

Priority: YOUR PLACE

CA#	“We will...”	Proposed Change by EMT	Rationale
CA01	Use our Market Town Initiative to enable our five market towns to be attractive places that people want to visit with a vibrant economy while still meet the needs of their communities”	Re-word	Minor amendment to wording to strengthen statement.
CA02	Develop delivery plans for each of our five markets towns that will focus on improving partnership working and outcomes for each place	NEW	To reflect new work area agreed by Council in November 2019.
CA03	Work with The Borough of Kings Lynn and West Norfolk, and North Norfolk Councils to mobilise the new waste, grounds maintenance and street cleansing contract that delivers value for money and high quality services	Re-word	To reflect the progress with the waste procurement.
CA04	Grow the ‘Our Breckland Lottery’ to fund community projects and organisations including sports and social groups	Keep as is	
CA05	Deliver a programme of maintenance and replacements to our street lights across the district	Keep as is	
CA06	To deliver substantial and continued growth as proposed through our Local Plan, in conjunction with our key partners	Keep as is	
CA07	Adopt a proactive approach to land management and maintenance of council owned	Re-word	Minor amendment to wording to strengthen statement.

	land to enable the Council to get the best use from its land assets		
CA08	Work together with partners and local communities to improve the quality of public spaces to be cleaner, greener and safer	Keep as is	
CA09	Ensure the district continues to have high levels of safety while continuing to work with our partners to further reduce crime, anti-social behaviour and protect the community and the environment	Keep as is	
CA10	Work with our partners to ensure that key infrastructure such as roads including the A47, rail links, broadband, telecommunications and utilities in the district are improved enabling us to be a location of choice	Re-word	To capture the work around utilities that the organisation has had to undertake.
CA11	Work to prevent and reduce homelessness in the district and continue to work with partners across Norfolk to deliver effective housing solutions that enable vulnerable residents to remain living independently	Re-word	To strengthen the focus around homelessness prevention. Amended Following feedback from OSC.
CA12	Enable the effective planning and delivery of housing solutions to meet local needs and aspirations to ensure that our residents including veterans have access to a range of housing options in the district	Keep as is	
CA13	Develop an Environmental and Climate Strategy that sets out how as an organisation we will respond to climate change but also identifies how we will	NEW	New action to capture the Council's commitment to the Climate Change agenda amended following feedback from OSC.

	empower our communities to take action for themselves		
CA14	Work to deliver an action plan to address Vulnerability in the district	NEW	To reflect the work around vulnerability, subject to Cabinet/Council agreement in February.
CA15	Deliver a Community Grants scheme through Norfolk Community Foundation to empower communities to address local issues	NEW	To capture new work areas agreed by Cabinet
CA16	Fund a Grants scheme to facilitate community events held in commemoration and celebration for the Battle of Britain, and VE and VJ day 75th Anniversaries	NEW	To capture new work areas agreed by Cabinet
CA17	Support the district's long history with the military by funding the Armed Forces Covenant	NEW	To capture new work areas agreed by Cabinet
CA18	Work with Flagship group on key strategic sites where regeneration can improve the local housing provision	NEW	To capture the work with Flagship on the Abbey estate.
Delete	Continue to use our Community Reserve to deliver targeted benefits to our communities based on their needs	Delete	This is a duplication as it is covered by other critical activities.
Delete	Work to ensure that our residents have access to have access to a high quality and diverse leisure, arts and cultural offer	Delete	Arts & Culture elements are picked up through the work of MTI. Leisure needs to still be in the plan but is covered elsewhere so this critical activity is to be deleted as it is a duplication.

Priority: YOUR HEALTH & WELLBEING

CA#	“We will...”	Proposed Change by EMT	Rationale
CA19	Ensure that our public protection services continue to enable our communities to remain healthy and safe through our regulatory activities including food safety, environmental protection and licensing	Keep as is	
CA20	Continue to ensure that our leisure provider delivers a broad range of options targeted at increasing physical activity in our district	Keep as is	
CA21	Engage with NHS Primary Care Commissioning across Norfolk to promote the best health outcomes for Breckland	Re-word	To shift focus on to work with primary care commissioning and Neighbour teams. Amended Following feedback from OSC.
CA22	Maintain our current leisure provision, look to deliver a new Leisure Centre in Attleborough & Swaffham and explore further opportunities across the district	Re-word	To strengthen the work coming forward around Leisure in Attleborough.
CA23	Work with our residents to ensure they are given advice to help maximise their income and manage their debts	Re-word	To reflect that a number of services give debt and income advice not just ARP. Amended Following feedback from OSC
CA24	Commission services to help improve the lives of socially isolated and lonely people across Breckland, including the continuation of the Silver Social Project	NEW	Part of new proposed work around Vulnerability in Breckland. Subject to Cabinet/Council approval in January.
CA25	Continue to work collaboratively with partners to further develop and deliver Early Help solutions that prevent vulnerable people reaching to crisis point	NEW	Part of new proposed work around Vulnerability in Breckland. Subject to Cabinet/Council approval in January.

Delete	Lead and support activities and partnerships to address key local physical and mental health, social care and wellbeing issues	Delete	Replaced by actions relating to Vulnerability (subject to agreement by Cabinet/Council)
Delete	Continue to engage with partners to lead early intervention activities such as the Early Help Hub to support, reduce and prevent complex needs	Delete	Replaced by actions relating to Vulnerability (subject to agreement by Cabinet/Council)
Delete	Proactively address social isolation through initiatives such as the 'Silver Social'	Delete	Replaced by actions relating to Vulnerability (subject to agreement by Cabinet/Council)
Delete	Deliver a targeted programme of Health and Wellbeing activities to improve health outcomes across the district	Delete	Replaced by actions relating to Vulnerability (subject to agreement by Cabinet/Council)
Delete	Ensure that our residents are enabled to live in high quality housing no matter the tenure	Delete	It was felt that this duplicated other housing critical activities in the Your Place priority.
Delete	Enable vulnerable residents to remain living independently in the community by using Disabled Facilities Grants to make adaptations	Delete	It was felt that this is more of a delivery plan action than a critical activity. However, following OSC feedback the phrase "enable vulnerable residents to remain living independently" has been added to CA11.

Priority: YOUR OPPORTUNITY

CA#	"We will..."	Proposed Change by EMT	Rationale
CA26	Proactively work with partners to identify and optimise funding opportunities that will draw resources into our district to support our plans for substantial and continued growth	Keep as is	

CA27	Continue to deliver a clear “open for business” approach across all Council services that promotes and supports business growth	Keep as is	
CA28	Proactively lobby the New Anglia Local Enterprise Partnership to improve skills levels and access to further education in Breckland, supporting the prosperity of both our residents and our businesses	Keep as is	
CA29	Work with partners to address key barriers to employment such as transport, education and skills	Re-word	To highlight some of the work we have already started.
CA30	Develop and deliver a clear strategy for ‘Invest in Breckland’ with a view to supporting the growth of businesses located within the district, whilst also working proactively to attract new inward investment that can bring further prosperity to Breckland	Existing	
CA31	Maximise the benefits that the ‘Cambridge Norwich Tech Corridor’ will bring to business growth	Keep as is	
CA32	Work with our partners to stimulate housing and employment development in our major growth areas, with a particular focus on Thetford, Snetterton and Attleborough	Keep as is	

Internal Priority: OUR COUNCIL

CA#	“We will...”	Proposed Change by EMT	Rationale
CA33	Ensure that our services are digitally enabled, efficient and meet the expectations of our changing community whilst not excluding those that are unable to interact in that way	Existing	
CA34	Ensure that our staff have the skills needed to drive the organisation forward and meet the expectations of our changing communities and how they wish to interact with us	Existing	
CA35	Implement and embed national policies relating to modern slavery and the safeguarding of vulnerable children and adults throughout all aspects of our services	Re-word	To capture our organisational responsibilities around modern slavery.
CA36	Continue to ensure that our regulatory and statutory services remain fully compliant with all current and emerging legislation	Existing	
CA37	Continue to strengthen our commercial approach which will secure our financial position by identifying income generation opportunities and efficiencies through trading and sharing	Existing	
CA38	Maximise the returns generate by the Council’s commercial and operational assets	Existing	
CA39	Continue to maximise grant income brought into the Council	Existing	

CA40	Help shape, influence and respond to emerging national policy to ensure that we maximise the opportunity for Breckland	Re-word	To clarify that this about responding to nation policy changes such as Brexit.
CA41	Ensure the delivery of social value, cost effectiveness and high quality service provision through a robust approach to procurement and contracts management	Re-word	To better reflect the council's strategic commissioning intentions.
CA42	Keep residents, businesses, and partners informed about council services and latest opportunities through clear and effective communications	Existing	
CA43	Deliver the Worksmart 2020 Programme which will enable us to use our Elizabeth House building more effectively to offset its running costs and drive modern effective way of working for our staff	NEW	To reflect new work area agreed by Council.
Delete	Continue to work effectively with all our partners to deliver significant benefits to the communities of Breckland	Delete	Duplication of other critical activities.