



PLYMOUTH
CITY COUNCIL

THE **BRILLIANT** **CO-OPERATIVE** **COUNCIL**

**Creating a fairer Plymouth where
everyone does their bit**

THE BRILLIANT
CO-OPERATIVE COUNCIL

CITY VISION	CO-OPERATIVE VALUES	OBJECTIVES	OUTCOMES
<p>Britain's Ocean City</p> <p>One of Europe's most vibrant, waterfront cities where an outstanding quality of life is enjoyed by everyone.</p>	<p>ONE TEAM serving our city.</p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="450 469 680 699"> <p>We are DEMOCRATIC</p> <p>Plymouth is a place where people can have a say about what is important to them and where they can change what happens in their area.</p> </div> <div data-bbox="703 469 931 699"> <p>We are RESPONSIBLE</p> <p>We take responsibility for our actions, care about their impact on others and expect others will do the same.</p> </div> </div> <div style="display: flex; justify-content: space-between;"> <div data-bbox="450 715 680 954"> <p>We are FAIR</p> <p>We will be honest and open in how we act; treat everyone with respect; we will champion fairness and create opportunities.</p> </div> <div data-bbox="703 715 931 954"> <p>We are PARTNERS</p> <p>We will provide strong community leadership and work together to deliver our common ambition.</p> </div> </div>	<p>Creating a fairer Plymouth where everyone does their bit.</p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="954 469 1223 746"> <p>PIONEERING Plymouth</p> <p>We will be pioneering by designing and delivering better services that are more accountable, flexible and efficient in spite of reducing resources.</p> </div> <div data-bbox="1245 469 1514 746"> <p>GROWING Plymouth</p> <p>We will make our city a great place to live by creating opportunities for better learning and greater investment, with more jobs and homes.</p> </div> </div> <div style="display: flex; justify-content: space-between;"> <div data-bbox="954 762 1223 1050"> <p>CARING Plymouth</p> <p>We will promote a fairer, more equal city by investing in communities, putting citizens at the heart of decision-making, promoting independence and reducing health and social inequality.</p> </div> <div data-bbox="1245 762 1514 1050"> <p>CONFIDENT Plymouth</p> <p>We will work towards creating a more confident city, being proud of what we can offer and growing our reputation nationally and internationally.</p> </div> </div>	<p>What we will achieve by this plan.</p> <div style="display: flex; flex-direction: column; justify-content: space-between;"> <div data-bbox="1536 469 2004 651"> <p>PIONEERING PLYMOUTH</p> <ul style="list-style-type: none"> The Council provides and enables brilliant services that strive to exceed customer expectations. Plymouth's cultural offer provides value to the city. A Council that uses resources wisely. Pioneering in reducing the city's carbon footprint and leading in environmental and social responsibility. </div> <div data-bbox="1536 667 2004 849"> <p>GROWING PLYMOUTH</p> <ul style="list-style-type: none"> More decent homes to support the population. A strong economy creating a range of job opportunities. A top performing education system from early years to continuous learning opportunities. Plymouth is an attractive place for investment. </div> <div data-bbox="1536 865 2004 1046"> <p>CARING PLYMOUTH</p> <ul style="list-style-type: none"> We will prioritise prevention. We will help people take control of their lives and communities. Children, young people and adults are safe and confident in their communities. People are treated with dignity and respect. </div> <div data-bbox="1536 1062 2004 1265"> <p>CONFIDENT PLYMOUTH</p> <ul style="list-style-type: none"> Citizens enjoy living and working in Plymouth. Plymouth's brand is clear, well-known and understood globally. Government and other agencies have confidence in the Council and partners: Plymouth's voice matters. Our employees are ambassadors for the city and the Council and they are proud of the difference we make. </div> </div>

Pioneering Plymouth

We will be pioneering by designing and delivering better services that are more accountable, flexible and efficient in spite of reducing resources.

Outcome	Measures	Key Actions
<p>The Council provides and enables brilliant services that strive to exceed customer expectations. SMT Lead(s): Andrew Stephens</p>	<p>80% of customer contacts with the Council will be managed through the single point of contact, with 80% of enquiries dealt with at first point of contact.</p>	<ul style="list-style-type: none"> • Implement the Customer Transformation Programme. • Focus performance improvement on top priorities identified by Plymouth residents.
	<p>Provide fully transactional services on the web – through a “Citizen Portal” with a target of the national average and 2% (from 3% to 25%) by volume.</p>	
<p>Plymouth’s cultural offer provides value to the city. SMT Lead(s): David Draffan</p>	<p>Increase in visitor numbers coming into the city.</p>	<ul style="list-style-type: none"> • Support the Culture Board in delivery of the Vital Spark’s vision. • Support the development of Mayflower 2020. • Maximise the city’s unique heritage offer to drive visitor numbers.
	<p>Increase the city’s national and international standing.</p>	
<p>A Council that uses resources wisely. SMT Lead(s): Malcolm Coe</p>	<p>Percentage of residents satisfied that the Council provides value for money.</p>	<ul style="list-style-type: none"> • Align the five year Medium Term Financial Plan to the Corporate Plan and deliver the Council’s Transformation Programme. • Maximise Plymouth’s opportunities to secure EU funding.
	<p>Increase the value of income levied to the Local Authority.</p>	
<p>Pioneering in reducing the city’s carbon footprint and leading in environmental and social responsibility SMT Lead(s): Malcolm Coe</p>	<p>Reduction in city wide carbon emission.</p>	<ul style="list-style-type: none"> • Create a low carbon city by working with residents, the public and private sector to establish Plymouth Energy Community. • Deliver the Council’s Carbon Management Plan.
	<p>Carbon emissions reduction from Corporate estate & schools.</p>	

Growing Plymouth

We will make our city a great place to live by creating opportunities for better learning and greater investment, with more jobs and homes.

Outcome	Measures	Key Actions
More decent homes to support the population. SMT Lead(s): Paul Barnard	Increase the number of homes completed (net).	<ul style="list-style-type: none"> Accelerate housing supply and deliver a range and mix of well-designed greener homes that will meet the full housing needs of the city through the Plymouth Plan. Work with the Plymouth Housing Delivery Partnership to undertake a Strategic Land Review and develop a new Plan for Homes.
A strong economy creating a range of job opportunities. SMT Lead(s): David Draffan	Increase the number of jobs created.	<ul style="list-style-type: none"> Maximise economic resources available to the city working with the LEP and Growth Board through a refresh of the Local Economic Strategy. Deliver the 2000 new jobs identified in the Plan for Jobs and to consider additional projects. Deliver the 4000 new jobs identified in the visitor plan through improving the city's events and marketing.
A top performing education system from early years to continuous learning opportunities. SMT Lead(s): Judith Harwood	Maintain the number of schools and settings judged by Ofsted as good or better (top quartile nationally).	<ul style="list-style-type: none"> Deliver the Children and Young People's Plan with particular emphasis on early intervention, child poverty and skills (refresh due 2014).
	Raise the achievements of our most disadvantaged children.	
Plymouth is an attractive place for investment. SMT Lead(s): Anthony Payne	Increase in the quality and availability of employment land and premises.	<p>Increase levels of investment into Plymouth through:</p> <ul style="list-style-type: none"> Creation of the Plymouth Plan A City Deal for Plymouth targeting investment in the Marine Sector The creative use of assets through a new strategic property and assets strategy.

Caring Plymouth

We will promote a fairer, more equal city by investing in communities, putting citizens at the heart of decision-making, promoting independence and reducing health and social inequality.

Outcome	Measures	Key Actions
We will prioritise prevention. SMT Lead(s): Alison Botham /Dave Simpkins	Increase access to early help and support.	<ul style="list-style-type: none"> • Deliver the Early Intervention and Prevention Plan. • Deliver the Child Poverty Plan. • Deliver the Health and Wellbeing Plan. • Deliver the Housing Plan.
	Increase the number of adults and families able to stay in their own home and communities.	
We will help people take control of their lives and communities. SMT Lead(s): Kevin Elliston/Dave Simpkins/ Stuart Palmer	Improve life expectancy particularly in those areas where it is the lowest / lower than the average.	<ul style="list-style-type: none"> • Deliver the Health and Wellbeing Plan and embed transformation of commissioning, choice and control in Adult Social Care. • Develop and implement the Civil Society Policy. • Review and develop arrangements for neighbourhood working.
	Percentage of residents who believe they can influence decisions affecting their local area.	
Children, young people and adults are safe and confident in their communities. SMT Lead(s): Alison Botham,/Dave Simpkins/Stuart Palmer	Reduce the gap between the worst 10 neighbourhoods and city average rate per 1000 population for overall crime.	<ul style="list-style-type: none"> • Deliver the Community Safety Plan. • Ensure there is a relentless focus on safeguarding through the implementation of the Corporate Safeguarding Improvement Plan, Plymouth Safeguarding Children Board and Plymouth Safeguarding Adults Board plans.
	Children's Safeguarding timing of Core Assessments.	
People are treated with dignity and respect. SMT Lead(s): Dave Simpkins/Stuart Palmer	Percentage of residents who believe Plymouth is a place where people from different backgrounds get on well together.	<ul style="list-style-type: none"> • Deliver the Civil Society Policy. • Deliver Welcoming Plymouth. • Deliver the Hate Crime Plan. • Implement the findings of the Fairness Commission. • Deliver the Quality Improvement Plan with service providers.
	Increase the number of service providers who are awarded a quality mark.	

Confident Plymouth

We will work towards creating a more confident city, being proud of what we can offer and building on growing our reputation nationally and internationally.

Outcome	Measures	Key Actions
Citizens enjoy living and working in Plymouth. SMT Lead(s): Giles Perritt	Percentage of residents who are satisfied with Plymouth as a place to live.	<ul style="list-style-type: none"> Deliver residents' priorities: <ul style="list-style-type: none"> A Plan for Jobs, to get our young people back to work Encourage more homes to be available to rent or buy Continue to deliver the new deal for older people's care Bring down crime and keep Plymouth safe Reduce problems with potholes through increased investment in capital repair works.
	Improve public satisfaction of the condition of the highway network (roads and pavements).	
Plymouth's brand is clear, well-known and understood globally. SMT Lead(s): Giles Perritt	Attract more people to live, work and visit the city from both the UK and overseas.	<ul style="list-style-type: none"> Britain's Ocean City branding will be rolled out. Support the development of Mayflower 2020. Create and deliver the Plymouth Plan.
Government and other agencies have confidence in the Council and partners: Plymouth's voice matters. SMT Lead(s): Giles Perritt	An increase in the amount of external funding and support from Government and other agencies.	<ul style="list-style-type: none"> Negotiate and deliver the City Deal for Plymouth. Develop a proactive approach to lobbying Government, working with the LEP and neighbouring authorities.
Our employees are ambassadors for the city and the Council and proud of the difference we make. SMT Lead(s): Mark Grimley	Employee awareness of city and Council vision.	<ul style="list-style-type: none"> Implement the Organisational Effectiveness Framework. Implement the Corporate Plan Communication strategy.
	Staff Survey – would you talk positively about the Council outside work.	