



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 data-bbox="450 472 680 699"> <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="703 472 931 699"> <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 data-bbox="450 719 680 952"> <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="703 719 931 952"> <p>We are PARTNERS</p> <p>We will provide strong community leadership and work together to deliver our common ambition.</p> </div>	<p>Creating a fairer Plymouth where everyone does their bit.</p> <div data-bbox="954 472 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 472 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 data-bbox="954 775 1223 1048"> <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 775 1514 1048"> <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>	<p>What we will achieve by this plan.</p> <div data-bbox="1536 472 2002 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 2002 845"> <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 861 2002 1040"> <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 1056 2002 1264"> <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>

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
The Council provides and enables brilliant services that strive to exceed customer expectations.	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.	<ul style="list-style-type: none"> • Implement the Customer Transformation Programme. • Focus performance improvement on top priorities identified by Plymouth residents.
Plymouth's cultural offer provides value to the city.	Increase in visitor numbers coming into the city.	<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.
	Increase the city's national and international standing.	
A Council that uses resources wisely.	Percentage of residents satisfied that the Council provides value for money.	<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 external funding.
	Increase the value of income levied to the Local Authority.	
Pioneering in reducing the city's carbon footprint and leading in environmental and social responsibility	Reduction in city wide carbon emission.	<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.
	Carbon emissions reduction from Corporate estate & schools.	

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.	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 housing needs of the city through the Plymouth Plan. Work with the Plymouth Housing Development Partnership to undertake a Strategic Land Review and develop a new Plan for Homes.
A strong economy creating a range of job opportunities.	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.	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 and child poverty (refresh due 2014). Develop and deliver a skills plan for the city, in line with the future growth agenda.
	Raise the achievements of our most disadvantaged children.	
Plymouth is an attractive place for investment.	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.	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.	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. • Deliver 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.	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.	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. • Become a welcoming city that is diverse, inclusive and that combats hate crime. • 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.	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.
Plymouth's brand is clear, well-known and understood globally.	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.
Government and other agencies have confidence in the Council and partners: Plymouth's voice matters.	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.	Staff Survey – would you talk positively about the Council outside work.	<ul style="list-style-type: none"> • Implement the Organisational Effectiveness Framework. • Implement the Corporate Plan Communication strategy.