

Priority One: a town centre fit for the 21st century

MTO 1: to build a vibrant Bracknell town centre that residents are proud of by:

- ensuring local people gain the skills for employment in the town centre
- improving perceptions and vibrancy of Bracknell town centre in the run-up to the redevelopment
- Actively encouraging and agreeing with town centre landowners, new proposals to deliver regeneration as soon as possible

Priority Two: protecting and enhancing our environment

MTO 2: To keep our parks, open spaces and leisure facilities accessible and attractive by:

- Restoring South Hill Park grounds
- Increase the amount of countryside and open space available for residents
- Implement the cultural strategy, to maintain and improve the quality of life in the Borough
- Review and update the Parks and Open Spaces strategy

MTO 3: To promote sustainable housing and infrastructure development by:

- Producing a Local Development Framework that protects the character of the borough and balances the demand for new housing with the need to protect the wider environment
- Implementing a strategy to mitigate the impact of development on the Thames Basin Heath Special Protection Area
- Updating and implementing the Local Transport Plan
- Providing more choice for social housing applicants through the introduction of Choice Based Lettings
- Implement the Housing Strategy to provide the right homes for the diverse housing needs of the community in Bracknell Forest
- Enable the development of 250 new homes

MTO 4: Keep Bracknell Forest clean and green by:

- Maintaining standards of landscape maintenance
- Keeping satisfaction in the streetscene above 75%
- Increasing recycling rates to 50% through the RE3 initiative
- Improving energy management in Council and school facilities and encouraging better energy management throughout the borough.

- Implement the local climate change action plan, in line with the Nottingham Declaration

Priority Three: promoting health and achievement

MTO 5: To improve health and well being within the Borough by:

- Developing and implementing a comprehensive health strategy for the Borough with partners, which identifies clear priorities and actions to address local health inequalities, and to improve health and well-being
- Working with health partners to secure more outpatient, diagnostic, and secondary health facilities in the borough
- Focusing on prevention, for example by increasing the number of adults participating in at least 30 minutes of moderate exercise per week
- Working with health partners to improve mental health services for children and young people
- Enabling more people to remain in their own homes through the use of Telecare
- Producing an annual Joint Strategic Needs Analysis to influence LAA and outcomes for Borough residents

MTO 6: To improve the outcomes for children and families through the Children and Young Peoples Plan by:

- Ensuring all schools are good schools and continuing to raise standards
- Making sure there are enough good school buildings for an expanding borough, including building a replacement for Garth Hill College and Edgbarrow School sixth form
- Continue to support a wide range of 'extended services', including opportunities in music and sport
- Establishing six new children's centres to give families access to integrated multi-agency services for young children
- Investing in new Youth facilities, and targeted youth support
- Helping schools manage behaviour and supporting young people at risk of exclusion from education, training or employment opportunities
- Setting up effective integrated services for children and young people with special educational needs and disabilities
- Improving the lives of children in care through better corporate parenting and effective commissioning of placements
- Taking all appropriate measures to ensure the safety and wellbeing of children and young people
- Implementing the Primary Capital Strategy and developing facilities in secondary and special schools
- Increasing the range of support available for parents by implementing the actions set out in the Parenting Strategy, 'Strong Foundations'

MTO 7: Seek to ensure that every resident feels included and able to access the services they need by

- Using innovative methods of engaging local residents in decisions that affect them, particularly targeting 'hard to reach' groups to listen to their views
- Continue to develop the customer contact centre in Bracknell that allows people to access all services
- Improving support in schools for minority ethnic communities with English as an additional language
- Implementing a Disability Equality Scheme, Gender Equality Scheme and Race Equality Scheme
- Increasing access to services by electronic means
- Implementing the Community Cohesion strategy to give people a sense of belonging and identity as members of their community
- Working within the Bracknell Forest Partnership to show continuous improvement in equalities and diversity in the Council and its services, and work towards attaining the 'Achieving' level of the Equality Framework
- Supporting the voluntary and community sector to increase levels of volunteering
- Implementing the Bracknell Forest Partnership Community Engagement Strategy, to engage with residents to shape service provision and develop communities
- Develop a single Equality Scheme
- Develop joined up support to vulnerable families where children and young people are at risk of poor outcomes (in line with the "Think Family" initiative).

Priority Four: create a borough where people are, and feel, safe:

MTO 8: To reduce crime and increase people's sense of safety in the Borough by:

- Working with the Crime and Disorder Reduction Partnership to reduce crime by 3% each year by 2011
- Reducing the number of people who fear crime by 10% by 2011
- Reconfiguring the CCTV network coverage in the Borough
- Reducing the number of people, particularly young people, abusing drugs and alcohol
- Implement the strategy against violent extremism
- Publish an e-safety strategy and action plan to protect vulnerable people from the dangers imposed by the Internet
- Implement Automatic Number Plate recognition
- Increase awareness of "safeguarding adults" issues for vulnerable people and the wider public
- Work with and support all partners to resolve the issues of greatest concern to residents, from the 2009 neighbourhood survey

MTO 9: To promote independence and choice for vulnerable adults and older people by:

- Modernising services for vulnerable adults and older people by reducing reliance on residential care and improving access to community based services

- Providing advice and support to vulnerable people to help maintain them in their own homes
- Providing support for carers through working with statutory and voluntary partners
- Reducing fuel poverty by increasing the energy efficiency of homes
- Implementing the Borough-wide Strategy for Older People
- Implementing the Council's approach to personalisation by supporting all people who are eligible for support from the Council, to have and use, an individual budget, and to support the development of community based opportunities

Priority Five: value for money:

MTO 10: To be accountable and provide excellent value for money by:

- Maintaining Council Tax levels in the lowest quarter of all unitary authorities
- Implementing a four year 'efficiency' programme to reduce spending to sustainable levels
- Working effectively with partners to improve the quality of life in the Borough
- Implementing the priority areas of the Service Efficiency Strategy to deliver savings and improve service operation
- Ensuring all council services provide value for money and make effective use of resources
- Ensure staff are in place with the right skills and capacity to deliver service outcomes and maximise service efficiency
- Ensuring all Members have the appropriate skills and knowledge to carry out their role through implementing the Member Development Strategy
- Maintain clear accountable governance structures for working in partnership with other organisations in the Borough
- Supporting Members in providing effective Overview & Scrutiny
- Develop and implement an Accommodation Strategy which incorporates flexible working to reduce accommodation requirements and improve customer access, service delivery and efficiency
- Develop a mobile and flexible working strategy to improve service delivery and efficiency across the Council
- Adopt transformational business processes to support new ways of working
- Work with partners to review the Sustainable Community Strategy

Priority Six: sustain economic prosperity:

MTO 11: To promote the Borough's economic activity and potential by

- Working with partners to publish an economic assessment for Bracknell Forest

- Contributing to the objectives of the Berkshire Economic Strategy Board
- Working closely with partners to implement a programme of local action to support the local economy

MTO 12: To promote workforce skills

- Contribute to the development of an appropriately skilled workforce through Adult and Community Learning
- Work with partners under the Future Jobs Fund to support young people into employment
- Work with partners to reduce the number of young people not in education employment or training

MTO 13: To limit the impact of the recession

- Maintain invoice payment performance
- Promote the take-up of benefits, allowances and concessions provided by the Council