



Chief Executive's Office Service Plan 2007/8

Leader of the Council: **Paul Bettison**
Chief Executive: **Timothy Wheadon**

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Executive Summary

Key achievements over the past three years (2003/4 to 2006/7):

- Government approval of the Local Area Agreement (LAA)
- Town Centre development agreement finalised
- Local Public Service Agreement approved by Government
- Sustainable Community Strategy adopted
- Chief Executive's Office restructured to deliver on partnerships, scrutiny and regeneration
- Bracknell Forest Partnership restructured, together with associated governance and delivery arrangements
- Developed improved service planning and performance management frameworks
- Favourable crime rates compared to similar boroughs and other Berkshire Unitary Authorities
- Development of the Community Nuisance and Disorder Information System (CADIS)
- Delivery of Anti-Social Behaviour and Domestic Violence Strategies
- Development and launch of Neighbourhood Forums and Action Groups
- 'Take Pride' volunteering campaign launched
- Development of overarching Council Communications and Marketing Strategy
- Successful implementation of internal communications strategy
- Communications to support implementation of Alternate Bin Collection (ABC) scheme
- Communications to support Your Homes housing stock transfer project.

Key targets to be achieved over the next three years (2007/8 to 2010/11):

- Achieving a successful outcome to the 2007 Comprehensive Performance Assessment
- Completing the compulsory purchase orders and other requirements for the regeneration of the town centre, and commence construction
- LAA delivery, and implementing the new LAA arrangements

- Undertake a strategic reassessment of crime and disorder
- Bringing ownership of community safety issues across the Council
- Organisational restructure of Overview and Scrutiny to respond to new legislation and scrutiny of the Bracknell Forest Partnership (BFP)
- Sustainable Community Strategy to be refreshed
- Improving Bracknell Forest Partnership (BFP) to ensure it is fit for purpose to meet new Government requirements
- Implementing the Crime and Disorder Act review actions
- Further development of Neighbourhood Forums and Action groups
- Improving the processes to reduce re-offending by Prolific and other Priority Offenders (PPO)
- Implement the Council's Communications Strategy
- Develop new internal communications strategy for 2007- 2010
- Communications support for the outcome of the stock transfer ballot.

Section One: **Services included in this plan**

1.1 The Chief Executive's Office directly supports the Chief Executive and provides a corporate resource to support Directors and departments on cross-cutting issues. It also has lead responsibility for the following:

Communications and marketing

Including:

- Marketing, advertising and sponsorship
- Corporate communications
- Media relations
- Publications and literature
- Internal communications

Crime and disorder reduction

Including:

- Supporting the Crime and Disorder Reduction Partnership
- Coordinating cross-cutting activity within the Council and with partners

Regeneration

Including:

- Economic development
- Town centre regeneration

Local Area Agreement

Community planning

Including:

- Refreshing the Sustainable Community Strategy

- Development of partnership working
- Support to the Bracknell Forest Partnership
- Voluntary sector support
- Community Cohesion and Engagement, including Neighbourhood Forums and Neighbourhood Action Groups

Performance and Improvement

Including:

- Service Planning
- Performance management and monitoring
- Best Value
- Comprehensive Performance Assessment
- Improving Services
- Policy review and analysis, including the Council's Annual Report
- Town and Parish Councils Liaison Group
- Promoting and monitoring performance across the Council
- Complaints (Stage 3) and Local Government Ombudsman cases
- Resident engagement through the 'Bracknell Forest 1500' citizens panel

Overview and Scrutiny

Including:

- Supporting Members in holding the Executive to account
- Developing the scrutiny process to secure improvements to the Council's and NHS's services

Section Two
Where we are now

<p>Where are we now? [Guidance note – in 2/3 paragraphs, clarify the context and issues that face the service and its users. Be proud of accomplishments and sharing your learning. Be honest with assessing and owning the challenges the department faces]</p>	<p>The Chief Executive’s Office has coordinated (and directly delivered) on key corporate and community priorities including promoting the regeneration of Bracknell town centre. In addition, the rapidly changing government agenda on local government, partnerships and plans for “place-making” are key work areas for the Chief Executive’s Office. The challenge for the coming year will be to embrace community safety issues and ensure that they are at the heart of the organisation’s planning and service delivery as well as leading the preparation of the new sustainable community strategy for Bracknell Forest.</p>
<p>How does the service meet with user expectations? [Guidance note – in 2/3 paragraphs outline how the service meets user expectations. Refer to qualitative and quantitative surveys and/or format and informal feedback]</p>	<p>The whole community, for crime and disorder issues</p> <p>[Include O&S Members and Performance Management Group]</p> <p>From best value user satisfaction survey 2006:</p> <ul style="list-style-type: none"> - 46% of residents say they are well informed or very well informed about Council services and benefits. - 42% say they find out about the Council by information provided by the Council - 60% of residents say they prefer receiving information about the Council via Town &

Country newspaper.

From staff survey 2005 (new survey results in two months):

- 59% of staff say they know what is going on in the Council
- 68% of staff say they are kept informed via forest views staff newsletter.

Section 3

Looking forward: what we want to achieve in the next 12 months

Sustainable Community Strategy Priority 5 A town fit for the 21st Century		Corporate Theme 1: Promote the sustainable development of Bracknell Forest	
Key Actions/Outcomes for 2007/08: 1.1 Lead the regeneration of Bracknell Forest Town Centre and in particular to a) conclude a Development Agreement covering the Council's land interest in the town centre and b) finalise plans to create a new Civic Hub, including library and cultural facilities 1.5 Deliver the Council's LAA agreement commitments to support economic development and enterprise Keep Bracknell Town Centre alive during the redevelopment (LAA Outcome 5.01) Support economic development and enterprise (LAA Outcome 8.03)			
Planning – how will we achieve this?			
Detailed delivery plan	By when	By whom	Links to related strategies, policies and plans
Action 1.1.1: Draft and consult on internal regeneration strategy, based on Town Centre workstreams	September 2007	Assistant Chief Executive / KH/CM	Masterplan Local Development Framework

Action 1.1.2: Approve and agree detailed design for Civic Hub	March 2008	Assistant Chief Executive / CM	Civic Hub Technical Brief
Action 1.1.3: Support relocation of town centre users displaced by regeneration plans	Ongoing to 2013	Assistant Chief Executive/ KH	Master plan Local Development Framework
Action 1.1.4: Support development of third party sites	Ongoing to 2013	Assistant Chief Executive / CM/KH	Masterplan Local Development Framework
Action 1.1.5: Ensure Members and Scrutiny Function are involved in the development of the Town Centre	March 2008	Assistant Chief Executive / RB/CM	
Action 1.1.6: Co-ordinate and implement communication strategies for the town centre regeneration, including the vitality of the town before regeneration, internal communications and the council's element of the project e.g. Civic Hub	March 2008	Head of Communications & Marketing	Town Centre Regeneration Communications Strategy Civic Hub internal communications plan
Action 1.1.8: Draft Town Centre management strategy, including Keeping Bracknell Town Centre alive during the redevelopment , ready for consultation,	July 2007	Assistant Chief Executive / CM/KH	Master plan Community Safety Strategy
Action 1.1.9: Develop with BFP a clear statement for carbon reduction in the town centre	July 2007	Assistant Chief Executive / KH	Master plan
Action 1.5.1: Through the BFP, facilitate the LAA commitments to support economic development and enterprise	March 2008	Assistant Chief Executive / RB	Local Area Agreement (LAA)
Action 1.5.2: Undertake research into the economic profile of the borough	May 2007	Assistant Chief Executive / RB	
Action 1.5.3: Compile list of economic development activity already occurring, and subsequently consider launching an Economic Partnership	September 2007	Assistant Chief Executive / RB	
Performance monitoring and target setting - How will we know we have achieved our objectives?			

Description of Performance Indicator	How we performed in 2006/07 (Target for 2006/07)	How we will perform in 2007/08	Our targets for		Further information, comments including what factors will impact on the achievement of the targets for 2007/08
			2008/09	2009/10	
Quarterly Indicators					
Risk assessment					
1) Delay in CPO programme 2) reliance on third party decisions and prevailing market conditions 3) Internal capability 4) Member capacity 5) Changing national priorities and government policy					
Further comments					

Sustainable Community Plan Priority 4 Providing decent and affordable housing		Corporate Theme 2: Promote sustainable communities through innovative housing strategies and effective maintenance policies	
Key Actions/ Outcomes for 2007/08:			
1. Implement the outcome of the housing stock options ballot of Council tenants			
Planning – How will we achieve this?			
Detailed delivery plan	By When	By Whom	Links to Related Strategies, Policies and Plans
Develop and implement internal and external communications plan.	March 2008	Head of Communications and Marketing	

PERFORMANCE MONITORING AND TARGET SETTING – How will we know we have achieved our objectives?						
Description of Performance Indicator	How we performed in 2006/07 (Target for 2006/07)	How we will perform in 2007/08	Our targets for		Further information, comments including what factors will impact on the achievement of the targets for 2007/08	
			2008/09	2009/10		
Quarterly Indicators						
Annual Indicators						
Risk Assessment						
FINANCIAL CONTEXT						
Further Comments						

<p>Sustainable Community Plan Priority 7 and 8 Promoting community safety : Improving community engagement</p>	<p>Corporate Theme 3: Help create a safer, stronger community which is socially cohesive</p>
<p>Key Actions/ Outcomes for 2007/08:</p> <p>3.1 Work with partners to reduce the incidence of British Crime Survey Crime within the borough</p> <p>3.2 Seek to reduce the fear of crime in the Borough</p> <p>3.3 Work with the Bracknell Forest Partnership to update the Council’s Community Cohesion Strategy to cover the period 2007 – 2010</p> <p>3.5 Increase the level of community engagement and volunteering activities in the Borough in accordance with the targets set out in the Local Area Agreement</p> <p>Reduce Crime (LAA Outcome 7.04)</p> <p>Reassure the public by reducing the fear of crime (LAA Outcome 7.05)</p> <p>Build ‘Respect’ in communities and reduce anti-social behaviour (LAA Outcome 7.07)</p> <p>Reduce vehicle crime by working with prolific and priority offenders to able a percentage of them to have a period free from any convictions (LAA Outcome 7.01)</p> <p>Increase community safety through working with young people to reduce arson and hoax calls and undertaking a perception survey with targeted intervention (LAA Outcome 7.02)</p> <p>Demonstrate effective community leadership through increasing the level of community engagement and participation in volunteering activities (LAA Outcome 8.01)</p>	
<p>Planning – How will we achieve this?</p>	

Detailed Delivery Plan	By When	By Whom	Links to Related Strategies, Policies and Plans
Action 3.1.1: Restructure the Safer Community Team	June 2007	Assistant Chief Executive / IB	Community Safety Strategy
Action 3.1.2: Ensure that Community Safety issues are addressed in the town centre regeneration, through the production of a strategy	March 2008	Assistant Chief Executive / IB/CM	Masterplan and Community Safety Strategy
Action 3.1.3: Implement and review the Safer Communities Strategy (CPA)	March 2008	Assistant Chief Executive / IB	Safer Communities Strategy 2005-08
Action 3.1.4 Support the development of Neighbourhood Policing arrangements including the use of Police Community Support Officers for reassurance patrolling (Community Plan)	March 2008	Assistant Chief Executive / IB	Bracknell Forest Sustainable Communities Plan Safer Communities Strategy 2005-08
Action 3.1.5; Undertake at least three initiatives each year with Crimestoppers (Community Plan)	March 2008	Assistant Chief Executive / IB	Bracknell Forest Sustainable Communities Plan Safer Communities Strategy 2005-08
Action 3.1.6 Encourage crime deterrent schemes in public car parks such as car valeting and security guards to reduce car crime (Community Plan)	March 2008	Assistant Chief Executive / IB	Bracknell Forest Sustainable Communities Plan Safer Communities Strategy 2005-08
Action 3.1.7: Work with Bracknell Chamber of Commerce to protect business staff from violence (Community Plan)	March 2008	Assistant Chief Executive / IB	Bracknell Forest Sustainable Communities Plan Safer Communities Strategy 2005-08

Action 3.1.8: Use preventative and rehabilitative initiatives to reduce offending by Prolific and other Priority Offenders. (Community Plan)	March 2008	Assistant Chief Executive / IB	Bracknell Forest Sustainable Communities Plan Safer Communities Strategy 2005-08
Action 3.1.9: Work with partners to reduce vehicle crime and provide diversionary activities	Ongoing	Assistant Chief Executive / IB	Safer Communities Strategy 2005-08
Action 3.1.10: Implement the Domestic Violence Strategy to comply with BVPI 225	March 2008	Assistant Chief Executive / IB	Safer Communities Strategy 2005-08
Action 3.2.1: Undertake University based research into fear of crime	March 2008	Assistant Chief Executive / IB	
Action 3.2.2: Host a conference on negative perceptions of crime and alcohol misuse	May 2007	Assistant Chief Executive / IB	Safer Communities Strategy 2005-08
Action 3.3.1 Community Cohesion – as per Corporate Services Dept Service Plan – Chief Executive's Office to advise and assist	Per Corporate Services Dept Service Plan	Director of Corporate Services (DCS) / BC/FH	Community Cohesion Strategy
Action 3.3.2: Ensure Community Cohesion questions are included in consultations and use as part of an evidence base for prioritising interventions to promote community cohesion	March 2008, ongoing	Assistant Chief Executive	Community Cohesion Strategy
Action 3.3.3: Prepare annual report for Community Cohesion Strategy	July 2007	Director of Corporate Services (DCS) / BC/FH	Community Cohesion Strategy
Action 3.5.1: Community Engagement – as per Corporate Services Dept Service Plan – Chief Executive's Office to advise and assist	Per Corporate Services Dept Service Plan	DCS / CS/FH	

Action 3.5.2: Monitor Voluntary Sector grants on a quarterly basis	On-going	Assistant Chief Executive / FH	
Action 3.5.3: Produce plan to secure delivery of LAA target on volunteering and engagement, specifically: <ul style="list-style-type: none"> • Special Constables and school governors • Informal volunteering rates • Helping residents to influence decisions 	May 2007	Assistant Chief Executive / RB/CS	

PERFORMANCE MONITORING AND TARGET SETTING – How will we know we have achieved our objectives?						
Description of Performance Indicator	How we performed in 2006/07 (Target for 2006/07)	How we will perform in 2007/08	Our targets for		Further information, comments including what factors will impact on the achievement of the targets for 2007/08	
			2008/09	2009/10		
Quarterly Indicators						
BVPI 2 (a)	The level (if any) of the Equality Standard for Local Government to which the authority conforms					Anticipate that changes to the Equalities legislation will increase the number and scope of criteria to be met from 2006/07. Thereby making it more difficult to achieve the higher levels of the equality standards. (Highest level is 5) All of Us – community cohesion strategy These targets indicate BFBC will achieve top quartile performance (>2) by 2008.
BVPI 2 (b)	The duty to promote race equality checklist score					Currently reviewing complaints and comments system to establish baseline data on the number of complaints which refer to or which raise race discrimination issues. Performance will be dependent upon any changes in the equalities legislation. All of us – community cohesion strategy These targets indicate BFBC will achieve top quartile (>63%) performance by 2008.
BFPI 35(a)	By when (mm, yy) will a full review of the community strategy be completed?		March 2008 (draft for consultation)			

BFPI 35 b)	If such a review was scheduled for this year, was it completed on time?					
BV126	Domestic burglaries per year, per 1,000 households in the LA area			6.1		
BV 128	The number of vehicle crimes per year, per 1,000 population in the LA area			9.25		
BV 127 (a) (Amended 05/06)	Violent crime per year, per 1000 population in Bracknell Forest			15.02		
BV 127 (b) (Amended 05/06)	Robberies per year per 1000 population in Bracknell Forest			0.38		
BV 174 (Council)	The number of racial incidents reported and recorded by Bracknell Forest per 100,000 population			22		
BV 175 (Council)	The percentage of racial incidents reported to Bracknell Forest that resulted in further action.			100.00%		
CC03	Key priorities for improving an area					

CC07	Local concentration of deprivation					
BFPI 015	Number of equality impact assessments completed in the department					
BFPI 170	The number of racial incidents reported by the Chief Executives Office using the BVPI 174 definition					
BFPI 175	The number of racial incidents reported by the Chief Executives Office using the BVPI 174 definition, that resulted in further action by the department					
Annual indicators						
CC04	Percentage of people who feel that they can influence decisions affecting their local area			32.9%		
BFPI 020	Percentage of PIs that are qualified		Less than 2%	Less than 2%	Less than 2%	
BFPI 025	Percentage of BVPIs that are in the bottom quartile	-	Less than 10%	Less than 10%	Less than 10%	

Risk ASSESSMENT

Fluctuation in crime levels; Under reporting of offences; Inter-agency capacity of resources and skills to achieve Community Safety objectives;
Capacity of partner agencies to resource and deliver prevention in the relevant areas due to unforeseen core business pressures

FINANCIAL CONTEXT**Further Comments**

Sustainable Community Plan Priority 3 Improving health and well-being		Corporate Theme 4: Increase participation in and enjoyment of art, culture, sport and recreation	
Key Actions/ Outcomes for 2007/08:			
4.4 Improve access to Leisure facilities and in particular to a) develop opportunities for vulnerable groups to access 'mainstream' facilities			
Planning – How will we achieve this?			
Detailed Delivery Plan	By When	By Whom	Links to Related Strategies, Policies and Plans
Action 4.1.1: In collaboration with the Youth Service and BRP, identify options for youth provision and inclusion in the town centre	December 2007	Assistant Chief Executive / CM	Masterplan Children's and Young People's Plan

PERFORMANCE MONITORING AND TARGET SETTING – How will we know we have achieved our objectives?					
Description of Performance Indicator	How we performed in 2006/07 (Target for 2006/07)	How we will perform in 2007/08	Our targets for		Further information, comments including what factors will impact on the achievement of the targets for 2007/08
			2008/09	2009/10	
Quarterly Indicators					
Annual Indicators					
Risk ASSESSMENT reliance on third party decisions and prevailing market conditions					
Further Comments					

Sustainable Community Plan Priority 3 Improving health and well being		Corporate Theme 5 Protect and improve public health in the Borough	
Key Actions/ Outcomes for 2007/08:			
5.1 Develop an overarching 'health strategy' for the Borough involving all Council departments and other partners and in particular to a) review options with the Berkshire East Primary Care Trust to increase provision of health facilities in the borough			
Planning – How will we achieve this?			
Detailed delivery plan	By When	By Whom	Links to Related Strategies, Policies and Plans
Action 5.1.1: Consult partners and deliver a health and well-being strategy for the Borough	December 2007	Assistant Chief Executive	Community Strategy
Action 5.1.2: Review options with the Berkshire East Primary Care Trust to increase provision of health facilities in the borough	March 2008	Assistant Chief Executive/ CM	Health and Well-Being Strategy Town Centre Masterplan
Action 5.1.3: Contribute input from Overview and Scrutiny to the annual 'Healthcheck' declarations by the 4 NHS Trusts	March 2008	Assistant Chief Executive/ RB	
Action 5.1.4: Support Overview and Scrutiny Working Groups on: Healthcare Funding; Patient Focus; Health Strategy; and Extended Schools/Childrens Centres	March 2008	Assistant Chief Executive/ RB	
Action 5.1.5 : Support health scrutiny members (both BFBC and Joint East Berkshire) in making an effective contribution to debate about and consultation on local health provision	March 2008	Assistant Chief Executive/ RB	

PERFORMANCE MONITORING AND TARGET SETTING – How will we know we have achieved our objectives?					
Description of Performance Indicator	How we performed in 2006/07 (Target for 2006/07)	How we will perform in 2007/08	Our targets for		Further information, comments including what factors will impact on the achievement of the targets for 2007/08
			2008/09	2009/10	
Risk ASSESSMENT Third party decisions					
Further Comments					

Sustainable Community Plan Priority 3 Improving health and well being		Corporate Theme 8 Improve services for vulnerable adults and older people			
Key Actions/ Outcomes for 2007/08: 8.16 Finalise and begin implementation of a comprehensive council wide strategy for older people					
Planning – How will we achieve this?					
Detailed Delivery Plan		By When	By Whom	Links to Related Strategies, Policies and Plans	
Action 8.16.1: Prepare draft Older People’s Strategy		October 2007	Assistant Chief Executive		
PERFORMANCE MONITORING AND TARGET SETTING – How will we know we have achieved our objectives?					
Description of Performance Indicator	How we performed in 2006/07 (Target for 2006/07)	How we will perform in 2007/08	Our targets for		Further information, comments including what factors will impact on the achievement of the targets for 2007/08
			2008/09	2009/10	
Quarterly Indicators					
Annual Indicators					
Risk ASSESSMENT					
1.					

Further Comments

Sustainable Community Plan Priority Protecting and enhancing the environment		Corporate Theme 9: Create and maintain a quality environment			
Key Actions/ Outcomes for 2007/08:					
9.2 Improve waste management and recycling in the borough by:					
a. <i>Developing a joint waste strategy for RE3 with Wokingham and Reading councils;</i>					
b. <i>Increasing recycling rates in the borough.</i>					
Planning – How will we achieve this?					
Detailed Delivery Plan		By When		By Whom	Links to Related Strategies, Policies and Plans
Action 9.2.1: Revise RE3 Communications Strategy with Wokingham and Reading Councils		July 2007		Head of Communications & Marketing	
PERFORMANCE MONITORING AND TARGET SETTING – How will we know we have achieved our objectives?					
Description of Performance Indicator	How we performed in 2006/07 (Target for 2006/07)	How we will perform in 2007/08	Our targets for		Further information, comments including what factors will impact on the achievement of the targets for 2007/08
			2008/09	2009/10	
Quarterly Indicators					
Annual Indicators					

Risk ASSESSMENT
Further Comments

Sustainable Community Plan Priority None applicable	Corporate Theme 11: Improve efficiency, effectiveness and access to services
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Key Actions/ Outcomes for 2007/08:

11.3 Implement the Council’s Risk Management Strategy and Business Continuity Plan

11.10 Implement the outcomes of the Council-wide efficiency review and the Support Services Review

11.15 Implement the Council’s Equality schemes for Gender and Disability

11.16 Review the Council’s Race Equality Scheme

11.17 Address issues of community cohesion by: a) working with partners to establish a BME forum and b) using the forum to assess unmet needs

Planning – How will we achieve this?			
Detailed Delivery Plan	By When	By Whom	Links to Related Strategies, Policies and Plans
Action 11.0.1: Support and facilitate the work of the Berkshire Improvement Partnership	On-going	Assistant Chief Executive /RB	
Action 11.0.2: Undertake value for money self-assessment for Comprehensive performance Assessment (CPA)	July 2007	Assistant Chief Executive/RB	
Action 11.0.3: Undertake Direction of travel self-assessment (CPA)	Sept 2007	Assistant Chief Executive/RB	
Action 11.0.4: Manage annual CPA	October 2007	Assistant Chief Executive/RB	

Action 11.0.5: Undertake timely monitoring and assessment/comparison of performance information, highlighting changes in performance appropriately	Ongoing on a quarterly basis	Assistant Chief Executive/RB	
Action 11.0.6: Prepare and publish an Annual Report	June 2007	Assistant Chief Executive/RB	Annual Report (Best Value Performance Plan)
Action 11.0.7: Act as a resource to the Council and its services to undertake research – with emphasis on future developments, new legislation and guidance	Ongoing	Assistant Chief Executive/RB	
Action 11.0.8: Investigate, specify and – subject to resources – implement a performance management system for the whole Council	March 2007	Assistant Chief Executive/RB	
Action 11.0.9: Provide support and assistance and co-ordinate any Beacon Council applications	According to Beacon timetable	Assistant Chief Executive /RB	
Action 11.0.10: Seek out and participate in relevant performance benchmarking groups	Ongoing	Assistant Chief Executive /RB	
Action 11.10.1: Advise new Council Executive on prioritising current and future Corporate Themes and outcomes	October 2007	Assistant Chief Executive /RB	
Action 11.10.2: Refresh approach to QOR and CPOR reports (as part of this develop plans for a transition from performance monitoring to more of a performance management approach)	June 2007	Assistant Chief Executive /RB	
Action 11.15.1 (Equality schemes): – as per Corporate Services Dept Service Plan – Chief Executive's Office to advise and assist	Per Corporate Services Dept Service Plan	DCS / FH	
Action 11.16.1(Race equality): – as per Corporate Services Dept Service Plan – Chief Executive's Office to advise and assist	Per Corporate Services Dept Service Plan	DCS / BC/FH	
Action 11.17.1 (Community Cohesion): – as per Corporate Services Dept Service Plan – Chief Executive's Office to advise and assist	Per Corporate Services Dept Service Plan	DCS / FH	

Action 11.17.2 : Produce statement assessing the community cohesion and inclusion aspects of the town centre regeneration	September 2007	Assistant Chief Executive /CM	
11.18.1; Produce and implement annual departmental communications and marketing forward plans	March 2008	Head of Communications & Marketing	
11.18.2: Produce Town & Country every quarter	March 2008	Head of Communications & Marketing	
11.18.3: Answer media enquiries according to the Council's media protocols	March 2008	Head of Communications & Marketing	
11.18.4: Produce forest views staff newsletter every month	March 2008	Head of Communications & Marketing	
11.18.5: Conduct staff attitude survey 2007	May 2007	Head of Communications & Marketing	
11.18.6: Review internal communications strategy as a result of the staff survey	September 2007	Head of Communications & Marketing	
11.18.7: Carry out internal and external communications campaigns according to the Council's priorities	March 2008	Head of Communications & Marketing	

PERFORMANCE MONITORING AND TARGET SETTING – How will we know we have achieved our objectives?					
Description of Performance Indicator	How we performed in 2006/07 (Target for 2006/07)	How we will perform in 2007/08	Our targets for		Further information, comments including what factors will impact on the achievement of the targets for 2007/08
			2008/09	2009/10	
Quarterly Indicators					
Risk ASSESSMENT					
FINANCIAL CONTEXT					
Further Comments					

Sustainable Community Plan Priority None applicable	Corporate Theme 12: Improve Corporate Governance and Partnership Working		
Key Actions/ Outcomes for 2007/08: 12.1 Undertake a review of the Council’s practices against best practice of Corporate Governance and partnership arrangements and implement any consequent amendments 12.2 Ensure effective implementation of the Local Government and Public Involvement in Health Act in particular by establishing a new Public Services Scrutiny Board 12.4 Lead and co-ordinate the refresh of the Local Area Agreement between the Government and Bracknell Forest Partnership 12.5 Lead and co-ordinate the refresh of the Sustainable Community Strategy			
Planning – How will we achieve this?			
Detailed Delivery Plan	By When	By Whom	Links to Related Strategies, Policies and Plans
Action 12.0.1: Develop, re-shape and continue to support and facilitate the Neighbourhood Forums and Action Groups	On-Going	DCS/FH	
Action 12.0.2: Provide training opportunities for Overview and Scrutiny Members to enhance their effectiveness	January 2008	Assistant Chief Executive /RB	

Action 12.0.3: Support members to develop a work programme for Overview and Scrutiny	June 2007	Assistant Chief Executive /RB	
Action 12.1.1: Review and update BFP governance arrangements in light of changing Government agenda	January 2008	Assistant Chief Executive /RB/CS	Local Area Agreement Community Strategy
Action 12.1.2: Develop the LAA performance framework, specifically roll out integrated performance management framework to all key BFP partnerships (CYPP, H&SC, LSP, Crime and Disorder) and put plans in place for similar version for departments	March 2008	Assistant Chief Executive /RB/CS	Local Area Agreement Community Strategy
Action 12.1.3: Implement Action Plan to improve the BFP's internal and external communications	December 2007	Assistant Chief Executive /RB/CS	
Action 12.1.4: Produce Annual Report of Overview and Scrutiny	February 2008	Assistant Chief Executive /RB	
Action 12.2.1: Ensure effective implementation of the Local Government and Public Involvement in Health Act in particular by establishing a new Public Services Scrutiny Board	December 2007	Assistant Chief Executive /RB	
Action 12.2.2: Restructure O&S to accommodate requirements of the Police and Justice Act (and secure necessary changes to Council's Constitution)	December 2007	Assistant Chief Executive /RB	
Action 12.2.3: Establish scrutiny arrangements for the Bracknell Forest Partnership	October 2008	Assistant Chief Executive /RB	

Action 12.4.1: Lead and co-ordinate the refresh of the Local Area Agreement between the Government and Bracknell Forest Partnership	March 2008	Assistant Chief Executive /RB/CS	
Action 12.4.2: Produce six monthly progress review of LAA for Government Office for the South East (GOSE)	November 2007	Assistant Chief Executive /RB/CS	
Action 12.5.1: Draft the refresh of the Sustainable Community Strategy	March 2008	Assistant Chief Executive /RB	
Action 12.5.2; Produce proposals on a set of voluntary (and benchmarked) quality of Life performance indicators	August 2008	Assistant Chief Executive /RB/BC	

PERFORMANCE MONITORING AND TARGET SETTING – How will we know we have achieved our objectives?					
Description of Performance Indicator	How we performed in 2006/07 (Target for 2006/07)	How we will perform in 2007/08	Our targets for		Further information, comments including what factors will impact on the achievement of the targets for 2007/08
			2008/09	2009/10	
Quarterly Indicators					
Risk ASSESSMENT Member capacity					
Further Comments					

ANNEX A: RELATED STRATEGIES, POLICIES AND PLANS

Plan	Purpose	Date first published or to be published (where drafts exist)	Review cycle and revision dates	Legislation	Monitoring or Inspection Agency	Lead officer or informed contact	Links
"All Of Us" – Strategy for Promoting Community Cohesion (Implementation Plan including Race Equality Scheme)	To develop a broader framework to encompass, extend and harmonise the Council's approach to Fair Access that will ensure equal access to services, information and opportunities within the Borough.	2002	To be reviewed every three years, next review 2007/08. Implementation plan reviewed annually.	Disability Discrimination Act 1995 Race Relations Amendment Act 2000	Audit Commission, Commission for Race Equality	Belinda Clack Tel.:01344 352910	
Sustainable Community Plan	To promote and improve the economic, social and environmental well-being of the community and so contribute to the achievement of sustainable development in the UK.	2002	Annually reviewed by BFP. To be updated 2005.	Local Government Act 2000	ODPM	Claire Sharp Tel: 01344 352203	Web page
Corporate Plan (Best Value Performance Plan)	To provide information to decision makers and influences on the performance of the local authority, future action plans and targets for performance.	1999	Annual by 30 June 2005	Local Government Act 1999	ODPM	Morag Dowds Tel.:01344 353060	Web page
Community Safety Strategy 2005-08	Aims to reduce fear of crime and to create a safer environment for local people	1998	Renewed Every 3 years, reviewed annually	Crime & Disorder Act 1998	GOSE	Community Safety Manager SS&H	Web page Community Safety Strategy
Town Centre Strategy	Umbrella document agreed in Feb 2002 to deal with management and planning issues of issues relating to the Town Centre Development	2002	Ongoing assessment will be revised in liaison with other town centre partners	PPG 6	N/A	Kelly Hillman Tel: 01344 353036	Web page
Town Centre Masterplan	To provide a strategic land use and design framework for the	2002	Ongoing with a detailed review	Planning Acts	N/A	Chris Mansfield	Web page

Plan	Purpose	Date first published or to be published (where drafts exist)	Review cycle and revision dates	Legislation	Monitoring or Inspection Agency	Lead officer or informed contact	Links
	regeneration of Bracknell town centre		scheduled for December 2007			Tel: 01344 352256	
Community Engagement Strategy	To focus the Council's corporate approach to involving communities in decision making processes and communities to determine local solutions to local issues by local people	2004	Three year development programme. Implementation plan is agreed and will be subject to annual review.			Claire Sharp 01344 352203	
Comprehensive Performance Assessment Improvement Plan		2002	Delivery 2003/04. Update following subsequent CPA inspections	Strong Local Govt Public Services white paper	Audit Commission	Morag Dowds Tel.:01344 353060	Copy of plan and intranet page
Corporate Communications Strategy	To facilitate a consistent framework for internal and external communication in such a way that will build on, enhance and maintain the Borough Council's reputation, consolidate key messages and act as guardian of the organisation's brand.	2002	June 2005	N/A	N/A	Louise Jones 01344 352136	
Economic Development Strategy 2000-2001	All local authorities undertaking economic development activity are required to prepare an annual strategy. Typically these will detail past achievements and forward objectives	2000	To be incorporated, where appropriate, into the community strategy and proposed regeneration strategy	No longer legal requirement	N/A	Victor Nicholls 01344 345604	
Internal Communications Strategy	To facilitate a consistent framework for internal communication in such a way that will build on, enhance and maintain the Borough Council's	2004	Reviewed annually.	N/A	N/A	Louise Jones 01344 352136	

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	reputation, consolidate key messages and act as guardian of the organisation's brand						

