



proud of our past, ambitious for our future

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our plan relies  
on us working  
well together  
with local people  
and organisations.



# introduction



**Kay Cutts**  
*Leader of  
the Council*

Our new Strategic Plan 2010-2014 sets out our promise to the people of Nottinghamshire; our priorities for the next four years; and how we aim to support the people of our county to be aspirational, independent and to share with us responsibility for the future.

This Plan complements the wider Nottinghamshire Sustainable Community Strategy which is the collective plan that outlines how organisations in the county will work together to promote and deliver a better Nottinghamshire.



**Mick Burrows**  
*Chief Executive*

Our plan is ambitious. It is a plan based on what local people tell us they want, and what they want to see happen. The success of our plan relies on us working well together with local people and organisations. Whilst we face challenging financial times, nevertheless we have opportunities to promote and deliver a better future for Nottinghamshire.

## our vision

**Our vision is for Nottinghamshire to be a county that is safe; economically prosperous; a place where businesses want to invest; and where we are proud of our past and ambitious for our future.**

## our promises and priorities

**We want Nottinghamshire to be a county where people have high aspirations; live as independently as possible and share with us responsibility for the future.**

## Lead Nottinghamshire

We will play a full part in leading Nottinghamshire to be a place where people want to live and feel safe; businesses want to invest and tourists want to visit and stay. These are our goals and we will work together with our partners to achieve them.

Our priorities are:

- to foster aspiration, independence and personal responsibility
- to promote the economic prosperity of Nottinghamshire and safeguard our environment
- to make Nottinghamshire a safer place to live

## Provide good services

We will consult, listen and act on what the public tell us about the services they use. We will work with other organisations to make public sector services in Nottinghamshire as integrated as possible.

We will ensure all our services are good quality and provide value for money.

- to secure good quality, affordable services

## Be an efficient Council

We will be a cost effective and efficient council. Over the coming four years we will reduce our running costs substantially to allow more to be spent on delivery of services.

- to be financially robust and sustainable



# our values

We will be:

## Customer driven

We will deliver high standards of customer care and service; we will listen carefully and will respond positively to what we hear from our customers.

## Prudent and efficient

We will use the Council's resources effectively by reducing bureaucracy and ensuring maximum efficiency.

## Enthusiastic and positive in our approach

We will be realistic, enthusiastic and ambitious.

We will make sound evidence based decisions, acknowledge where we can do better and lead by personal example.

## Considerate and show respect for others

We will treat the public and colleagues with fairness, respect and honesty.

## Constantly strive and encourage others to be creative

We will continually challenge the way we work and strive to find new creative and innovative solutions and ways of working.

We will provide leadership that supports our values and the behaviour we expect from our colleagues.



## Fostering aspiration, independence and personal responsibility

Our priority is to raise the aspirations of local people by enabling them to achieve more both as individuals and as neighbours. We will encourage local people to take responsibility for the way they live and the place in which they live. We are committed to enabling people to live as independently as possible throughout their lives.

### At the end of the 4 year plan we will have:

- Delivered the Putting People First programme. This will mean that more people will have greater choice and control over how they get the support they require to stay healthy and live independently for as long as possible
- Improved the integration and accessibility of services with other agencies
- Worked with other agencies to ensure information, advice and access to services is as easy as possible
- Clearly determined with the voluntary sector our respective roles in providing services to the people of Nottinghamshire
- Enabled local people to make more decisions about their lives and where they live. We will set out the County Council's role as an enabler and adviser in many instances
- Delivered services in ways which promote independence and empower people to make their own decisions about their lives.

### How will we know we have achieved this?

- Reduced the proportion of people admitted to residential nursing care by supporting them at home
- More people managing their own care through personal budgets
- Improved the timescales for the assessment and delivery of services
- Improved educational attainment and skill levels
- Reduced absence and exclusions from schools
- Worked with the voluntary sector to build capacity in our communities and help communities to take responsibility for themselves
- The amount of people who regularly volunteer is as high as elsewhere
- More 16 -18 year olds are in education, employment or training
- More vulnerable adults have access to employment, education or training
- Increased number of citizens who feel they can influence decisions
- Increased opportunities to take part in sporting, leisure and cultural activities.



## Promoting the economic prosperity of Nottinghamshire and safeguard our environment

Successful local businesses and a prosperous economy are key to our future. Our priority is to do all we can to help our local business community thrive and promote Nottinghamshire as a place to invest, do business and to visit and stay. While promoting the economic prosperity of the county we will protect our countryside, our environment; and our heritage and work with partners to promote Nottinghamshire as a tourist destination.



### At the end of the 4 year plan we will have:

- Promoted Nottinghamshire as a place to do business and invest
- Developed our infrastructure (roads, public transport, employment sites) to enable long-term growth
- Sought out opportunities to enhance Nottinghamshire as a tourism destination and increased the number of visitors to the county
- Regenerated our market towns and rural areas
- Ensured our environment and historic assests are well managed and our countryside is protected.

### How will we know we have achieved this?

- Most people are satisfied with their local area
- The level of new business growth will be amongst the fastest in the country
- More people will visit Nottinghamshire
- Our market towns and rural areas are physically improved and economically successful
- Reduced level of congestion
- Improved the condition of our roads
- Our public transport is used by more people
- The amount of household waste we generate has not increased significantly
- We have improved reductions in CO<sup>2</sup> emissions including those from our own estate and operations.



## Making Nottinghamshire a safer place to live

It is important that people feel that the county is a safe place to live. Managing safety and having a co-ordinated approach to keeping people and places safe is vital. A greater sense of security helps to create confidence that feeds well-being and growth. Our attention must be on the safety of those groups and communities that are more vulnerable and on reducing crime and disorder.

### At the end of the 4 year plan we will have:

- One 'safeguarding' plan for the authority to improve both our arrangements and outcomes in protecting vulnerable children and adults in their communities
- Delivered prevention in circumstances where lives and communities are put at risk
- An integrated approach to community safety, working with other organisations and holding each other accountable for improvements
- Ensured communities can be proud of their local area so that residents themselves want to keep areas clean, tidy and safe
- A shared approach to ensuring public confidence in the county as a safe place to live in
- A better understanding of what makes people feel safe and use that information to inform and improve our services.

### How will we know we have achieved this?

- External inspectors recognise improvement in our safeguarding services and community safety
- Significant improvement in crime figures and the amount of people who consider crime is a problem particularly in Ashfield, Mansfield and Bassetlaw
- Most targets concerning 'safety' that are shared with partners are achieved
- There is increased public involvement in the development of community safety and safeguarding strategies
- Fewer serious injuries and deaths resulting from road accidents on county roads
- Increased confidence in our ability to respond effectively to emergencies of all kind.



## Securing good quality, affordable services

Our priority is to ensure that the County Council provides good quality, affordable services for the people of Nottinghamshire. This means that we will involve citizens in all aspects of the services through consulting, listening and acting on what they tell us. We will evaluate ourselves against the best and make improvements to reflect this. We will work collaboratively with our partners to ensure key services are delivered well. We need to make decisions to withdraw funding from some services to invest in others that are of greater priority and may require additional resources.



### At the end of the 4 year plan we will have:

- Services organised around the customer
- Quality assured and benchmarked our services against the best and learnt from them to improve our own services
- Undertaken value for money service reviews
- Redirected our resources into our priority service areas by releasing funding from other services
- Invested in new developments which meet emerging customer, community and economic needs
- Clear business cases for service development and investment
- Reviewed existing partnerships and ensured there are effective partnerships both within and beyond the county boundaries.

### How will we know we have achieved this?

- Higher satisfaction ratings amongst customers with the service they have received from Nottinghamshire County Council
- Most people are satisfied with their local area
- Civic participation in the local area has increased
- The council is assessed as performing 'well' or better by its external inspectors
- When compared to others, 50% of our services are considered to be in the top 25% of services nationally with a significant reduction of those in the bottom quarter
- Key services are rated 'highly' by service users
- Adult social care and Children's services are assessed as 'good' or better by external inspectors
- Work we do in partnership is recognised by external inspectors as being exemplary with no area considered as 'causing concern'.

## To be financially robust and sustainable

Our priority is to be cost effective, run as 'one council-one business' and provide value for money in all that we do. We need to reduce our running costs to protect spending on front line services.

The council will need to change the way it operates including business transactions, procurement and organisational design.

### At the end of the 4 year plan we will have:

- Excellent procurement and commissioning so that they offer best value for money
- Taken every suitable opportunity for external funding and sharing resources with our partners
- A workforce that is fit for purpose, skilled and empowered to make decisions and actively contributes to the improvement of services year on year
- Extracted maximum value for money from all of our assets including our buildings and land and from our use of energy and fuel
- Business processes and systems that are good and that maximise the use of new technology
- Our key strategies and policies fully aligned, regularly reviewed and improved
- Improved the speed of our decision making.

### How will we know we have achieved this?

- Increased savings are made through our improved procurement processes
- Efficiency savings are significantly greater than they were in 2010/11
- How we use our resources is assessed as 'good' or better by external inspectors
- The council has retained its 'Investors in People' accreditation
- We will have reduced staff sickness absence to at least the County Council average
- Our management of properties and assets is rated highly.



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### Contacting us

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