

Chapter 4.
The Council Aims

Aim 1 - Involve, represent and serve all who live or work in Buckinghamshire

As the only democratic body able to represent the whole County, we are ideally placed to be your representative on issues that concern you. We will make sure that what matters to you is at the top of our agenda and tackled through the design and delivery of flexible, consistent services.

This means we will:	We will use these targets to measure our performance:
1a. Involve you and listen to your concerns and needs	Consult you before we take decisions about major issues such as levels of Council Tax and housing growth Involve 30% more young people in decision making by 2008
1b. Deliver services that are equally accessible and meet the differing needs of our communities	Answer your queries promptly, with 80% of enquiries answered at the first point of contact by 2008 Increase customer satisfaction with Council performance, rising from 49% in 2004 to 60% by 2007
1c. Work with other public and private sector organisations to tackle issues that affect our quality of life	Develop a new three year Community Strategy for the County by October 2005 to improve the quality of life Fully achieve the new 'Public Service Agreement' signed with the Government by December 2008
1d. On your behalf, drive up our own performance and that of other public service providers	Achieve "excellent" rating in the Government's Comprehensive Performance Assessment process by 2008 80% of Overview and Scrutiny recommendations to be implemented by an agreed date
1e. Champion the interests of Buckinghamshire regionally, nationally and in Europe	Secure the Council's objectives for sustainable development of the County at regional and sub-regional level

This means we will:	We will use these targets to measure our performance:
	Improve our success rate in being awarded external funding grants, achieving the target of £2m per annum



Involve communities

Aim 2 - Provide efficient and effective services

Our residents rightly expect value for money for every pound we spend on their behalf. We will continue our stringent approach to keeping costs down by reviewing our processes and making savings wherever possible. Our employees will have the right skills and development to help make sure this is achieved.

This means we will:	We will use these targets to measure our performance:
2a. Keep Council Tax levels down by driving out waste and inefficiency	<p>Set our annual Council Tax at or below the average increase of County Councils in the South East</p> <p>Review the efficiency and effectiveness of all services by 2008</p>
2b. Continually improve the way we operate, using technology, innovation and new sources of funding, whilst minimising risk	<p>Maintain the proportion of income raised through Council Tax equivalent to or less than 30% of gross expenditure</p> <p>Generate at least £5 million savings by 2008 by managing resources more effectively and improved purchasing of supplies</p>
2c. Develop, train and value our employees and elected Members to achieve top performance	<p>Meet the employee training and development needs identified at appraisal that are needed to do the job well</p> <p>Give all Members the opportunity to develop their skills by making available a personal development plan</p>
2d. Develop new and effective ways of delivering services direct to our local communities	<p>Work in partnership with others to bring a wider choice and access to services locally by providing an extended range of services in 24 local community areas</p>

Aim 3 - Give children and young people the best possible life chances

Children and young people represent our future. Working with parents, carers and families, we want to provide a safe healthy and supportive environment for them to flourish academically, practically, emotionally and socially.

This means we will:	We will use these targets to measure our performance:
3a. Increase the achievement of all children in all schools	<p>Improve exam results against a basket of GCSE and Key Stage indicators</p> <p>Narrow the gap in educational achievement for under-achieving groups of pupils</p> <p>Provide 21 hours of alternative tuition for children who have been excluded from school</p>
3b. Provide high-quality pre-school education and care so children are ready for school	<p>Satisfy 100% of demand for free early education places for all three year old children</p> <p>Double the number of childcare providers taking part in the Buckinghamshire Quality Assurance Scheme, from 40 to 80 by 2007</p>
3c. Keep all children as safe as possible in their surroundings	<p>Review all child protection cases within 3 months of the child being placed on the register and subsequently every six months</p> <p>Support schools in combating bullying</p> <p>Reduce the number of children killed or seriously injured in each year in road accidents from 32 in 2004 to 25 in 2008 ⁽ⁱ⁾</p>
3d. Support the improvement of the health and well-being of children and young people so that they can make a positive contribution to local communities	<p>Increase the percentage of schools achieving Healthy Schools Level 3 to 80% by 2008</p> <p>Reduce the harm caused by illegal drugs and alcohol (target is being developed as part of PSA2)</p> <p>By 2008, increase participation of young people in organised youth activities by 11%</p>

i Whilst the Council regrets any loss of life or serious injury to our road-users, it is unlikely that we will ever get to a position of nil casualties.

Aim 4 - Improve the quality of life for adults

Working together with partners, we want to protect, support and provide opportunity for adults and older people to enjoy a better quality of life

This means we will:	We will use these targets to measure our performance:
4a. In partnership, help adults and older people to maintain their independence and quality of life	<p>By 2008, an average of 88% of clients will be provided with community based services to help maintain their independence</p> <p>By 2008, 94% of new clients will be supported with community-based services</p> <p>By 2008, increase the percentage of equipment and adaptations delivered within seven working days from 79% to 85%</p>
4b. Assist those who need our support to have greater choice and control of their lives	<p>Increase the percentage of clients who receive an annual review of the care they need to 76%</p> <p>Double the number of people who arrange their own care through the Direct Payments Scheme, from 226 in 2005 to 460 by 2008</p>
4c. Improve access to learning and jobs by encouraging people to develop and improve their knowledge and skills	<p>Support at least 1,550 adults to achieve full level 2 qualifications by 2008</p> <p>Increase the number of adults completing level 2 qualifications in skill shortage areas of care and retail from 200 in 2004 to 1,000 in 2008</p>
4d. Widen access to library services, culture, lifelong learning and healthier lifestyles for all	<p>Achieve level 3 national service standards for our libraries by 2008</p> <p>Support at least 2,200 adults to achieve basic skills qualifications by 2008</p> <p>Increase the percentage of people in rural areas with access to an hourly (bus or train) service within 800m of their home, from 58% in 2005 to 72% 2010</p> <p>Improve public transport to major centres as part of the 2005-2010 Local Transport Plan</p>

Aim 5 - Provide support to help families cope with their responsibilities

Parents, families and carers have the prime responsibility for their children's health, wellbeing and safety. It is for them to ensure that their children grow up to be responsible, independent adults, making a positive contribution to the community. We will use our skills and knowledge to provide support to help families to help themselves.

This means we will:	We will use these targets to measure our performance:
5a. With partner agencies, provide support for children and families with specific needs	<p>By 2007, 100% of children who have been looked after for 6 months will have permanency plans</p> <p>By 2008, 65% of Initial Assessments will be completed with 7 working days of referral</p> <p>By 2008 reduce re-registrations on the child protection register to 11%</p>
5b. Increase support for carers	Increase support for carers and families including opportunities for respite care
5c. Support families to achieve independence and well-being	<p>Development of Family Centres</p> <p>Providing parenting groups and classes</p> <p>Supporting parents in later life</p>



Children at play

Aim 6 - Build with you safer, stronger and healthier communities

Local surroundings have a key impact on our quality of life. We want to make people feel safe and valued in their communities and encourage activities which develop and stimulate a sense of well-being for all.

This means we will:	We will use these targets to measure our performance:
6a. Work with others to help reduce crime and the fear of crime	<p>Reduce vehicle crime by 3% by 2008</p> <p>Reduce the number of domestic burglaries per annum by 12% by 2008</p> <p>Increase the reporting of domestic violence and reduction in repeat offending</p> <p>Produce and implement an anti-social behaviour action plan to reduce crime and the fear of crime in targeted communities</p>
6b. Lead the development of safer environments for local people, improve road safety and reduce traffic accidents	<p>Improve the average time taken to repair a street-lighting fault by 7% by 2008</p> <p>Reduce fly tipping and abandoned vehicles</p> <p>Direct Police Community Support Officers to areas of greatest need</p> <p>Reduce the number of people killed or seriously injured in road traffic collisions annually from 401 in 2004 to 260 in 2010. ⁽ⁱⁱ⁾</p>
6c. Identify and remove barriers, both real and perceived, to Council services and foster strong relationships with our diverse communities	<p>Achieve the measures identified by our Best Value Review of Social Inclusion</p> <p>By 2007 achieve level 3 of the Equality Standard regarding equal access to services and fair employment</p> <p>Make 100% of Council buildings accessible to people with a disability by 2007</p>
6d. Support the voluntary and community sectors to maximise their effectiveness in local communities	<p>Identify communities where voluntary sector capacity needs to be enhanced and implement actions to support this</p>

ii Whilst the Council regrets any loss of life or serious injury to our road-users, it is unlikely that we will ever get to a position of nil casualties.

This means we will:	We will use these targets to measure our performance:
	<p>Develop and implement codes of practice on funding, volunteering and consultation by 2008</p> <p>Develop and deliver a support service providing training and advice to voluntary organisations by 2007</p>

Aim 7 - Maintain a vibrant economy whilst protecting the environment

While promoting the economic vitality of the County, we will defend and protect our precious countryside and rural nature. Managing congestion, reducing journey times taking innovative approaches to the disposal of waste will be an important part in achieving this aim.

The Government is also imposing significant growth on the County over the next twenty years, which we are reluctantly having to accept. Using our position, we will campaign for policies that are right for local communities and fight those we believe will have a very adverse effect.

This means we will:	We will use these targets to measure our performance:
7a. Promote our economy and encourage appropriate investment from industry and commerce	Support the rural economy and encourage new business growth into Buckinghamshire Increase job opportunities
7b. Campaign for policies on housing and growth that are right for Buckinghamshire. Any growth should be conditional on the Government fully funding the supporting infrastructure and services.	Increase our success in defending local planning policies at a national level Support partners to achieve 60% of new housing development on previously developed land Increase our success rate when bidding for additional funding for infrastructure investment
7c. To support the motorist by reducing journey times and managing congestion, promoting the free and efficient movement of people and goods	Increase the number of passenger journeys on buses Reduce car use on the school journey by 4,500 car journeys per day by 2008 Maintain the proportion of journeys into urban areas by car below the regional average of 68% Keep traffic moving by improving journey time reliability
7d. Continue to improve our roads and pavements	Carry out major maintenance to the road network to sustain our position in the top 25% of county councils nationally Reduce the percentage of footways requiring structural maintenance from 58.5% in 2005 to 15% in 2010

This means we will:	We will use these targets to measure our performance:
	Increase the percentage of dangerous potholes made safe within 24 hours of reporting from 96% in 2005 to 99% in 2008
7e. Encourage waste reduction and recycling and explore new and innovative methods of disposal	<p>Increase the percentage of waste that is recycled and composted from 29% in 2005 to 38% in 2008</p> <p>Contain increased costs of landfill tax by reducing the amount of waste going to landfill from 71% in 2005 to 62% by 2008</p>
7f. Protect the rural nature of Buckinghamshire, including the Green Belt and AONB and Colne Valley Park	Improve our success in opposing any exceptions to Green Belt policy
7g. Promote the quiet and responsible enjoyment of our countryside and environment	<p>By 2008, increase numbers of country park visitors to 548,000</p> <p>By 2008, ensure that 79% of our rights of way are 'easy to use', using national criteria.</p>



Overview and Scrutiny road safety visit

