

PROPOSED JOINT CORPORATE PLAN 2010-13 FOR HEREFORDSHIRE COUNCIL AND NHS HEREFORDSHIRE

OUR VISION

Herefordshire will be a place where people, organisations and businesses, working together within an outstanding natural environment, will bring about sustainable prosperity and well-being for all

The Council and NHS Herefordshire, working together to deliver efficient, excellent services and improved outcomes for the people of Herefordshire, will take action to tackle the following major challenges for the county:

- Low pay, low skills and the need for better infrastructure
- Avoidable ill-health and accidents
- Safeguarding vulnerable children and adults, including the increasing number of people aged over 85
- Improving access to affordable housing and key services, especially for those living in rural areas
- Doing all we can to combat climate change locally and deal with its impact
- Reducing inequalities by improving people's life-chances
- At a time of severe constraints on public spending and people's incomes, and growing demand for public services, ensuring excellence and value for money

OUR PRIORITY THEMES

Economic development and enterprise	Healthier communities and older people	Children and young people	Safer communities	Stronger communities	The environment	Organisational improvement and greater efficiency
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OUR STRATEGIC OBJECTIVES

1. Improve infrastructure and learning and employment opportunities, enabling business growth and sustainable prosperity for all	2. Improve people's health and well-being, and reduce health inequalities, enabling people to be independent and active and to contribute to their local communities	3. Maximise the health, safety, education, economic well-being, achievements and contribution of every child	4. Make Herefordshire an even safer place to live, work and visit	5. Stronger, vibrant, more inclusive communities in which people enjoy a good quality of life and feel they have influence over their lives and decisions that affect them	6. The protection and enhancement of Herefordshire's distinctive environment, and tackling climate change	7. Being recognised as top-performing organisations that deliver value for money and ensure excellent services
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LONG TERM OUTCOMES

1.1. Higher quality, better paid jobs and reduced unemployment	2.1. People have longer, healthier lives, with reduced inequalities between different groups and localities	3.1. Children and young people are healthy and have healthy life-styles, with less obesity and substance mis-use, and better dental and sexual health	4.1. Reduced levels of crime	5.1. Cohesive communities in which people feel accepted, confident and empowered, regardless of race, disability, gender, sexual orientation, age, religion or belief	6.1. Reduced waste and increased recycling	7.1. The highest standards of leadership, governance and integrity
1.2. Increased participation in learning and higher levels of skills and achievement	2.2. Older people living fulfilled lives as active members of their communities	3.2. Children and young people are safe, secure and have stability	4.2. Reduced levels of anti-social behaviour	5.2. Communities and individuals participating in local decisions and influencing them	6.2. Reduced CO ² emissions and successful adaptation to unavoidable impacts of climate change	7.2. Demonstrable value for money
1.3. More and higher-spending visitors to the county	2.3. Vulnerable people able to live safely and independently in their own homes	3.3. Children and young people achieve educational, personal, social and physical standards	4.3. Reduced harm from drugs and alcohol	5.3. Affordable housing appropriate to people's needs and less homelessness, with support for vulnerable people to live independently	6.3. Increased biodiversity	7.3. Streamlined, efficient operations, including the integrated delivery of services across the boundaries of different organisations
1.4. Improved quality & availability of business accommodation and employment land	2.4. Enhanced emotional well-being, with fewer suicides	3.4. Children and young people engage in further education, employment or training on leaving school	4.4. Communities to have enhanced resilience and recovery from emergencies through effective partnership planning and co-ordination	5.4. Fair access to the services residents need, including high quality sporting, cultural and recreational facilities and activities	6.4. Natural resources are conserved and landscape character maintained, with sustainable land management	7.4. High levels of customer and citizen satisfaction
1.5. Better roads, reduced traffic congestion, with more people walking, cycling or using public transport	2.5. Personalised health and social care services, which offer people much greater choice and influence over their care	3.5. Children and young people engage in positive behaviour inside and out of school	4.5. Fewer accidents and injuries	5.5. People are able to participate in, the life of their communities	6.5. Investment in high quality streets, public spaces and the built environment	7.5. A highly skilled, highly motivated workforce that works in effective partnership with other organisations
	2.6. Improved dental health	3.6. Improved services for children, young people and their families through the work of Herefordshire's Children's Trust	4.6. People feel as safe as they would like to be			7.6. Highly rated under Comprehensive Area Assessment and World Class Commissioning, and recognised as exemplars regionally and nationally