

Appendix B

THE FIVE PRIORITY THEMES

PROSPERITY THEME

STRATEGIC AIM

To improve the economic, social and environmental well-being of Warwick District by pursuing a balanced and sustainable growth agenda that delivers improvements in each of these areas whilst protecting those things that make the Warwick District special

PRIORITIES

- Ensuring there are sufficient suitable and deliverable sites to accommodate growth
- Removing barriers to 'good' development and sustainable growth
- Ensuring the right infrastructure is available, at the right time, to encourage and support growth
- Ensuring effective promotion of the district to attract growth
- Helping to create the right environment for unemployed people to move into work
- Helping to uplift skills across the workforce
- Retaining the increased spending power created by economic development within the district to the benefit of the whole community
- Harnessing the economic benefits of growth (e.g. increased Council Tax base, increased business rates, new homes bonus etc.) to supplement Council resources and ensure high quality service delivery is maintained
- Making better use of public sector assets to increase financial returns
- Incentivising growth of existing businesses and attracting inward investment

WHAT WE WILL DO

- We will adopt Local Development Orders where appropriate
- We will explore the creation of a local "Enterprise Zone" type offer
- We will use public land/assets to stimulate growth
- We will use joint ventures to deliver growth
- We will develop effective promotional materials
- We will use our spending power to develop and implement local labour agreements
- We will use our cultural activities and events management to support growth
- We will promote the development of high quality retail offers in our town centres
- We will co-ordinate the promotion of tourism activities to attract visitors to spend within the district

- We will explore the development of a package of financial (or other) incentives to attract business to the district
- We will ensure a co-ordinated approach to inward investment

HEALTH & WELLBEING THEME

STRATEGIC AIM

To enable and encourage the people of Warwick District to have an equal access to a healthy life and sense of wellbeing, ensuring that our actions are aligned with the Warwickshire Health & Wellbeing Board's Strategy.

OUR PRIORITIES

To make every contact count (MECC) in recognising that the Council has many opportunities to impact on people's mental and physical health and wellbeing by:

- Increasing opportunities for everyone to engage in sport, the arts and cultural activities
- Supporting independent living and decent housing for all
- Reducing obesity, particularly in children, and improving health outcomes generally by encouraging the availability and choices for healthy eating
- Reducing exposure to tobacco smoke
- Discouraging drug and alcohol misuse
- Promoting and engaging in robust equality and disability policy

WHAT WE WILL DO

- We will promote the effective management of safety and health at work
- We will protect the population from infectious disease by carrying out food safety interventions and working with other stakeholders to control diseases
- We will introduce a new leisure centre programme to offer range of activities for all (including GP referral scheme)
- We will continue our partnership with Sky Blues in the Community to increase participation in sport & the arts in Warwick West
- We will implement our new Arts Strategy, Indoor Sports Strategy, and Playing Pitch Strategy

- We will draw-up options for future delivery of cultural services in the district to secure on-going quality local provision

SUSTAINABILITY THEME

STRATEGIC AIM

To minimise our use of natural resources and CO2 emissions, improve the energy and water efficiency of our buildings and operations and source as much of our energy as possible from renewable sources. We will also act as a lead in the community on climate change and energy efficiency issues.

OUR PRIORITIES

- Using our procurement processes to minimise energy use and CO2 emissions
- Ensuring our services adapt and have greater resilience to the impacts of climate change
- Promoting community leadership by supporting and encouraging community and business-led initiatives to reduce energy use and to secure more renewable and low carbon energy
- Maintaining a visible commitment to tackling climate change by retaining our commitments to the Nottingham Declaration and the 10:10 campaign
- Ensuring climate change impacts will be taken into account in decision making, policy development and significant operational initiatives

WHAT WE WILL DO

- We will ensure that we have accurate and up to date information about our own use of natural resources, energy use and environmental emissions
- We will ensure that our plans for Adaptation to Climate Change are kept up to date
- We will work with third party/voluntary organisations (e.g. Act on Energy) where this is effective in the delivery of energy efficiency projects across the district
- We will develop proposals for our overall approach to sustainability, potential renewable energy and energy efficiency by the end of 2013/2014

- We will promote sustainable transport options through council policies, to the wider community and to our own staff.

HOUSING THEME

STRATEGIC AIM

To address the housing needs of those who wish to live and work in Warwick District

OUR PRIORITIES

- Improving the standard of new and existing housing in order to build healthy, safe and strong communities
- Increasing the supply of housing to meet housing need
- Increasing the range of housing options available to maintain independent living and prevent homelessness
- Meeting the housing and support needs of vulnerable people
- Engaging with our communities to understand and respond to their views

WHAT WE WILL DO

- We will continue to meet Decent Homes Standard in the Council housing stock and monitor the Decent Homes Standard in Registered Providers Stock
- We will engage with the private sector promote good practice in housing management and improve the quality of housing
- We will take steps to ensure that the most efficient use is made of the District's available housing stock
 - We will work with all sectors to identify and increase land that is available for the development of the right mix of high quality affordable housing to address local needs
 - We will ensure we have accessible and effective homelessness and housing advice services providing appropriate support for vulnerable people and promoting independent living
 - We will fully engage with our communities via various communication channels

SAFER COMMUNITIES THEME

STRATEGIC AIM

To work in partnership to reduce violent crime, anti-social behaviour and re-offending

OUR PRIORITIES

- Focusing on prevention of harm to the community and on the causes or risk factors which impact upon it
- Working in partnership with external agencies and the voluntary and business sectors to deliver our community safety priorities
- Focusing on areas where we can have the most impact and contribute to 'narrowing deprivation' in our District
- Reducing the prospect of serious flooding

WHAT WE WILL DO

- We will focus on alcohol/drug related violence and anti-social behaviour, especially in Leamington Spa town centre
- We will focus on offender management and early intervention in relation to young people
- We will focus on domestic violence across Warwick District particularly the Wards of Brunswick and Willes
- We will support the early intervention of ASB victims through a victim centred approach to personal anti-social behaviour and reduce the risk to the most vulnerable victims
- We will focus on preventing and reducing re-offending and prioritising the offenders of domestic burglary and violent crime
- We will work with external agencies and local communities to reduce the risk of flooding