

Linkages between 2010-2015 Corporate Strategy and 2007-2010 business plan

The development of the proposed 2010-2015 corporate strategy has not been carried out in isolation and there are a number of areas where the new strategy is carrying on long term council commitments either in terms of specific actions or targets. This is a brief summary of those areas.

Longer-term actions

2007-2010 business plan ambitions	2010-2015 corporate strategy improvement actions
2F - To deliver the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy and identified supplementary planning documents which implements the Regional Spatial Strategy for the South West as set out within Cheltenham's Local Development Scheme 2009.	Delivery of the Joint Core Strategy (JCS) programme
3B - To market Cheltenham to mitigate against the impact of the recession and to ensure that it is best placed once we are in a recovery stage.	Agree and publish a marketing strategy for the borough. Work with Gloucestershire First on the roll out of a promotional campaign for investors and visitors to Gloucestershire
5D - We will work in partnership to implement the successful and sustainable regeneration of the St Paul's estate in housing, social and environmental terms.	Implement the St. Pauls regeneration scheme.
6C - Work with partners to ensure processes are in place to fulfil the council's statutory obligations for safeguarding children.	Better safeguarding measures in line with outcomes from our annual audit.
7A - We will begin implementation of our masterplan for Civic Pride, including the introduction of improved traffic management arrangements and our desire to relocate offices.	Delivery of the civic pride project
7D - We will endeavour to improve the resilience of our natural and built environment to the impact of the changing climate through joint working on the Gloucestershire Climate Change Adaptation Project	Develop the council's response to climate change adaptation.
8A - We will ensure that the council has an effective working relationship with the county council and its contractor, Gloucestershire Highways, in terms of highway issues within the borough.	We will work in partnership with local, regional and national organisations to secure finance and expertise to ensure that access and transport options are improved.

Longer-term targets

Indicator name	2010-11 targets first set out in the 2009-10 business plan	2010-2015 corporate strategy targets	Comments
<ul style="list-style-type: none"> The total volume of recorded crime per annum The assault with injury crime rate Repeat incidences of domestic violence Perceptions of drug use or dealing as a problem The number of anti-social behaviour incidents Perceptions of anti-social behaviour 	<ul style="list-style-type: none"> 11,240 crimes 6.60 22.0% 20% 6966 incidents 14% 	<ul style="list-style-type: none"> 11,240 crimes 6.60 22.0% 20% 6966 incidents 14% 	ASB Target changed; this reflects revised data for the original baseline year of 2007-08, originally set as 7632 subsequently revised to 8,031
<ul style="list-style-type: none"> Percentage of Household waste recycled & composted Percentage of municipal waste landfilled Residual household waste per household 	<ul style="list-style-type: none"> 40% 64% 598kgs 	<ul style="list-style-type: none"> 40% 64% 610kgs 	Residual household waste target increased given additional information on indicator progress.
Per capita reduction on CO2 emissions in the LA area	9.1% reduction on baseline	9.1% reduction on baseline	
Supply of ready to develop housing sites	200%	200%	
Overall employment rate	82.2%	85	Target revised in line with Gloucestershire First Integrated Economic Strategy
The gap in life expectancy at birth between those born in the most deprived fifth of areas and the Cheltenham average	6 years	4.4 years	Revised data on gap provided in the 2009 director of public health annual report
Adult participation in sport	25.5%	25.1%	Revised target following 2009 active people survey
Number of free swims by under 16s	23,000	39,900	Targets increased following good performance in 2009-10
Number of attendances on the Active Lifestyles programme	20,000	26,250	Targets increased following good performance in 2009-10
% of people who believe people from different backgrounds get on well together in their local area	83%	86%	Target increased in-line with LAA target
% non-decent council homes	0%	0%	
% of people who feel they can influence decisions in their area. Overall general satisfaction with the area. Fair treatment by local services.	<ul style="list-style-type: none"> 33% 86% 80% 	<ul style="list-style-type: none"> 30.5% 86% 77% 	Targets revised to be in-line with LAA targets
Adapting to climate change	Level 2	Level 3 by March 2011	March is the cut-off date for submission on annual return.
Overall footfall at leisure@	310,000	294,000	Revised target following more assessment of performance information in 2009
No. FTE days absence per employee	6.5 days	7 days	Revised target following more assessment of performance information in 2009
Level achieved within the equality framework for local government.	achieving	achieving	