

OUR VISION		"TO ACHIEVE EXCELLENCE"			
PRIORITIES	To Promote the Enhancement Of The Natural & Built Environment (PLACE)	To Encourage Cohesive Communities (PEOPLE)	To Promote a Thriving Economy (PROSPERITY)	To Meet Expectations Of Our Customers (PERFORMANCE)	
<b>LONG TERM</b> (The Outcomes)	<ol style="list-style-type: none"> <li>Our coast and countryside environment is enhanced and conserved</li> <li>High quality towns, villages and settlements that have benefitted from excellent planning decisions</li> <li>High quality, vibrant parks and open spaces throughout the borough</li> <li>A Local Plan that sets out a clear vision for the natural and built environment to 2030</li> <li>New coastal defences that protect communities and provide an improved public realm/recreational resource</li> <li>High quality planned infrastructure that supports investment and growth across the borough</li> </ol>	<ol style="list-style-type: none"> <li>The lowest levels of all crime categories across the Lancashire districts</li> <li>Strong partnership working with other service providers across the community</li> <li>Improve public health and reduce health inequalities in the Borough.</li> <li>Access to good quality housing, prevention of homelessness and a reduction in empty residential properties</li> <li>Active community, volunteer and friends groups throughout the borough</li> </ol>	<ol style="list-style-type: none"> <li>Unemployment levels amongst the lowest in the North West</li> <li>Vibrant urban and rural communities that offer diverse employment opportunities</li> <li>Average earnings per household amongst the highest in the North West</li> <li>Minimise the number of empty retail properties in town centres</li> <li>Effective public protection, food safety and licensing services that enhance the quality of life</li> <li>High levels of educational achievement in schools and colleges</li> <li>Effective public and private partnership working across the Fylde Coast</li> <li>A vibrant and growing tourism sector</li> </ol>	<ol style="list-style-type: none"> <li>A financially stable position for the Council and strong financial forecast</li> <li>Value for money achieved from quality service delivery</li> <li>High levels of satisfaction with the Council's performance</li> <li>High levels of employee satisfaction with the Council as a place to work</li> <li>Effective and efficient governance arrangements that support transparency and openness</li> <li>Minimum impact of welfare reform on local communities</li> <li>All customers to receive excellent customer service as standard</li> <li>Service delivery and corporate policy that is consistent with the corporate objectives</li> </ol>	
<b>MEDIUM TERM</b> (The Targets)	<ol style="list-style-type: none"> <li>To complete the Local Plan (Part 1) by December 2014</li> <li>To secure the funding for coastal defence improvements from Defra</li> <li>To achieve a household recycling rate of at least 47% by March 2016</li> <li>To achieve over 80% customer satisfaction with parks and open spaces by 2016</li> <li>To complete the relevant actions of the dunes management action plan by March 2016</li> <li>To achieve 100% success in Green Flag applications in March 2014</li> <li>To achieve and maintain at least 90% of households on wheeled bin collection services by March 2016</li> <li>To complete the review of all council owned assets by March 2016</li> </ol>	<ol style="list-style-type: none"> <li>To continue the reduction of all crime within the Borough by March 2016</li> <li>To achieve at least 10,000 hours per annum of volunteer / community group support by 2016</li> <li>To achieve at least 90% of people feeling safe in the borough when out at night by March 2016</li> <li>To deliver 200 affordable housing units between April 2013 and March 2016</li> <li>To complete the empty property Strategy and Home Energy Conservation Act plan</li> <li>To have at least one volunteer or friends group in every Parish of the Borough by March 2016</li> <li>To achieve at least 92% satisfaction with Fylde as a place to live by March 2016</li> </ol>	<ol style="list-style-type: none"> <li>To have less than 5% unemployment in the Borough by March 2016</li> <li>To achieve at least 80% customer satisfaction with shopping facilities in the Borough by March 2016</li> <li>To achieve at least 75% customer satisfaction with the planning service by March 2016</li> <li>To achieve at least 90% satisfaction with Fylde as a place to visit</li> <li>To have at least 92% of food premises scoring 3 or higher for food hygiene rating scheme by March 2016</li> <li>To deliver joint working with EDC partners on job creation</li> <li>To have at least three new companies operating in the Enterprise Zone by March 2016</li> </ol>	<ol style="list-style-type: none"> <li>To achieve at least 80% residents satisfaction with value for money from the Council by March 2016</li> <li>To maintain a robust financial forecast with a sustainable level of support from reserves in the medium term.</li> <li>To achieve at least 90% satisfaction from employees with Fylde as a place to work by March 2016</li> <li>To achieve at least 85% customer satisfaction with the Council's overall performance by March 2016</li> <li>To achieve at least 85% satisfaction with the refuse collection and household recycling services by March 2016</li> <li>To achieve at least 85% satisfaction with street cleanliness by March 2016</li> <li>To achieve at least 85% residents satisfaction overall rating for Fylde Council by March 2016</li> </ol>	
<b>SHORT TERM</b> (The Actions)	<ol style="list-style-type: none"> <li>Consult on the Preferred Option for the Local Plan</li> <li>Implement the actions from the LGA Planning Peer Review</li> <li>Implement dune management action plan including realignment activity</li> <li>Adoption by the Environment Agency of the Strategic Appraisal Report for the Fylde Coast Protection Strategy</li> <li>Green Flag applications for Ashton Gardens, Promenade Gardens, Fairhaven Lake, Lowther Gardens &amp; Lytham Memorial Gardens</li> <li>Implement Route Smart system to improve efficiency of the waste service</li> <li>Increase wheeled bin service to as many properties as possible</li> <li>Maximise the use of all assets for the benefit of residents and visitors</li> <li>Upgrade and repair as much council owned infrastructure as possible e.g. bus shelters</li> </ol>	<ol style="list-style-type: none"> <li>Support and contribute to the Fylde Together partnership</li> <li>Improve public health and reduce health inequalities by developing and delivering a local health &amp; wellbeing action plan with partners</li> <li>Support the Community Safety Partnership Action Plan and canvass for resources</li> <li>Implement the review of the art service</li> <li>Deliver the capital redevelopment of St Anne's pool</li> <li>Support community groups in the regional and national 'in bloom' initiative and the regeneration of parks</li> <li>Promote the Community Projects Fund to local groups to allow them access to funding</li> <li>Develop and promote the Troubled Families and Children's Trust initiatives in Fylde</li> </ol>	<ol style="list-style-type: none"> <li>Ensure that support for job creation in the local community is a priority for the Council and its partners</li> <li>Establish the Fylde Economic Forum and develop clear aims and objectives with the private sector partners</li> <li>Create opportunities for employment through the Fylde Coast Economic Development Company</li> <li>Work in partnership with the LEP to secure the support available for local businesses</li> <li>Provide all necessary support to ensure that the Warton Enterprise Zone attracts new businesses</li> <li>Maximise business rate income through an economic development and support framework that provides future growth for the Fylde economy</li> <li>Complete the car parking review in Lytham and St Annes including consideration of a resident scheme</li> </ol>	<ol style="list-style-type: none"> <li>Progress the accommodation project and develop the refurbishment plans</li> <li>Develop employee competencies and skill set based on appraisal outcomes</li> <li>Maintain and develop all budget management practices</li> <li>Continue service reviews including consideration of alternative delivery methods i.e. shared / out source</li> <li>Respond positively to the welfare reform agenda with measures that protect the most vulnerable</li> <li>Increase take up of direct debit, including paperless direct debits for both Council Tax and Business Rates</li> <li>Develop a clear strategy for managing localism and the associated challenges</li> <li>Review of policy service delivery to include consideration with our corporate objectives</li> </ol>	