

CORPORATE OBJECTIVES

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In 2002/3, the Corporate Work Programme is incorporated into the Best Value Performance Plan. Each Key Aim has the relevant action plan which will deliver the Council's corporate objectives shown after the aims and objectives.

OUR KEY AIMS - INTRODUCTION

In 2000/01, we looked again at our policies and strategies. We decided to concentrate on just the key areas which are the most important things we have to work for:



for prosperity

Economic Prosperity:

For prosperity

We need a healthy local economy, a wide range of job opportunities and people with the skills.



for the future

Sustainable Development:

For the future

We need to share a cleaner, healthier environment, with better public transport and access to open spaces.



for living

Quality of Life:

For living

We need opportunities to enjoy ourselves, to lead full healthy and safe lives.



for everyone

Social Inclusion:

For everyone

We need a community where everyone can fulfil their potential, respect and support each other.

**Making
it
Happen**

Community Leadership:

Making it happen

We cannot do all of this on our own. We need to deliver our own services effectively and work with others towards a better Borough.

FOR PROSPERITY - KEY AIM: ECONOMIC PROSPERITY

Dacorum Borough Council has an important role to play in fostering the economic prosperity of Dacorum and believes that we need a healthy local economy, a wide range of jobs and people with the right skills for the future.



**Kenneth Coleman
Cabinet member –
Economic Prosperity**

Some highlights from our wide range of achievements last year include the large number of people we have helped at “The Bridge” with internet based training through Learndirect. “The Bridge” was also the home of our support to local business.

We completed the Berkhamsted Urban Design Study and we brought the successful Old Town Marketing project to a close. Across our three Town Centres, we agreed in principle to a new partnership arrangement for Town Centre Management and details of our proposals will evolve over the coming months.

The year ahead will see some significant developments taking place, of which the Riverside development in Hemel Hempstead and the Apsley Paper Trail are prime examples.

We will also be looking at improving our effectiveness in support of local business and general economic development in Dacorum.

We will have regular meetings with members of Management Team and relevant Heads Of Service to keep up to speed with progress. The new performance management system will also ensure that we are able to celebrate achieving our commitments and to work with officers to find ways to help meet targets where we are not doing so.

We will:

- Encourage a broad range of local employment opportunities in the towns and villages of the Borough.
- Embrace new technology and encourage people to update their skills and knowledge through Lifelong Learning.
- Work in partnership to maintain vibrant Town Centres.
- Work to help people find the information and guidance they need, and help particular groups such as young people into work.
- Work with local businesses to help them grow and prosper.

How we did in 2001/2

In this section we tell you what we said we would do last year and update you on our progress.

Increase the number of Learndirect clients who access Internet-based training project at the Bridge from 200 last year to 1,400, including 100 business clients.
We are well on course to achieve this target, having welcomed our 1,000th client.

Increase the number of businesses and business start-ups offered advice to 350.
We had helped 232 businesses by the end of 2001.

Complete Berkhamsted Urban Design Study by the end of August.
This will be complete by the end of March because applications were received later than we expected.

Complete Hemel Hempstead Old Town Marketing and Promotions Project
We are working towards the final objectives for this project and are on target to complete it.

Relaunch Hemel Hempstead Town Centre Management
We have agreed in principle to a new partnership arrangement covering Hemel Hempstead, Berkhamsted and Tring Town centres.

In working towards our goals for 2002/03 we will:

**FOR PROSPERITY
CORPORATE SPONSOR - JAN HAYES-GRIFFIN
THEME LEADER- DAVID WASS
PORTFOLIO HOLDER – ECONOMIC PROSPERITY**

Key Service Aim	Lead Officer	Tasks/Milestones				Performance Indicator (incl. Ref.)	Outcomes	Targets 2002/3 (2005 if necessary)
		1 st Quarter April-June 2002	2 nd Quarter July – September 2002	3 rd Quarter October – December 2002	4 th Quarter January – March 2003			
1. Regeneration Best Value Review								
1.1 To complete the Best Value Review and Improvement Plan for Regeneration	David Wass	Approval of BVR by members	Establish quarterly reporting on achieving improvement targets	—————→		Approval date (June)	Final BV report and Improvement Plan Agreed	Inspection of BV Review
1.2 To produce and agree final strategies and future priorities for: - Economic Development - Lifelong Learning - Business Support - External Funding	Anna Jarratt/ Hilary Fyson/ Chris Haynes/ Alan Corbett	Approval of ED Strategy with Action Plans for ED, LLL and Business Support	Establish quarterly reporting on Action Plan targets	—————→	Review the Strategy	Approval date (June)	Final Development Strategy for Economic Development	Final Strategies and clear priorities/Action Plan for each area to better guide future of service/priorities and funding
1.3 To move forward on the establishment of a new partnership model for Town Centre Management covering Hemel Hempstead,	Amanda Kentish	Research TCM Company	Research	Report on research - approval to establish company	Legal and resource planning to establish company 01/04/03	Business plans. Membership schemes. Legal/ Resources framework	Sustainable Town Centre Management structure that has support of key stakeholders and is attracting external funding	Research report. Legal and resource documentation e.g; Memorandum and Articles of Association

Berkhamsted and Tring								
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1. Regeneration Best Value Review (cont'd)								
1.4 To develop more effective links with local business to ensure their views and needs are better understood and co-ordinated by the Council	Chris Haynes	Incorporate all tasks into Business Support Action Plan and establish programme of meeting Businesses	Begin Feasibility Study into the development of a single contact point for all business enquiries with the Council	Progress report on visits, attendances and enquiries	Disseminate information from visits, attendances and enquiries. Report on effectiveness	No of visits to businesses. No of attendances at network events. No of inward investment enquiries	Better engagement with business community and creation of Local Business Forum	Establishment of improved Business Information and Support Services
1.5 To ensure effective input of Dacorum's views and needs of the local economy at County and Regional level	Anna Jarratt/ Chris Haynes	Complete Economic Profile of Dacorum	Disseminate to County and Regional Bodies	Monitor	Review Economic Profile	Publication date (02 June)	To raise Dacorum profile within East of England	Publish Economic Profile
1.6 To develop a way forward for the future of Heritage and Tourism in partnership with key	David Wass	Report on options	Consult on options	Approval of proposals including budgets	Set up new arrangements	Approval date (December) 170 a,b,c	Improved co-ordination and resources for Heritage and Tourism locally	Approval of service proposals with Funding Strategy

stakeholders								
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		Tasks/Milestones							
Key Service Aim	Lead Officer	1 st Quarter April-June 2002	2 nd Quarter July – September 2002	3 rd Quarter October – December 2002	4 th Quarter January – March 2003	Performance Indicator (incl. Ref.)	Outcomes	Targets 2002/3 (2005 if necessary)	
2. Key Sites/Projects									
2.1	To secure the successful development of the Riverside scheme	Alan Gater	Continue negotiations. Secure Planning Consent		Preparation of Contract to start on site	Commencement of development	Programme of work on schedule	Grant Planning permission. The final development agreement signed	Successful completion of scheme by 2005
2.2	To continue to support the development of the Apsley Paper Trail Project	Graham Winwright/ David Wass	Resolve DBC Action Plan	Include in Heritage and Tourism proposals			Approval of DBC Action Plan (June)	Supporting the APT to ensure proposals are implemented in accordance with Business Plan	Complete APT Action Plan for DBC