

Corporate Plan 2010-2016

Tendring Life

a place to be proud of

www.tendringdc.gov.uk

Tendring
District Council



Front Cover – The Photo was taken by Barnaby Vost, winner of the Tendring District Council Photographic Competition 2009.

Foreword



Tendring Life sets out the Council's long term aims to shape and develop Tendring.

It is driven by the general needs of the whole of Tendring and the specific needs of certain places and communities within the District. Its purpose is to focus the full resources of the Council on the most important economic, social and environmental improvements needed to make Tendring a place to be truly proud of. It links with the objectives of the Sustainable Community Strategy which we have agreed with our partners, sets out the Council's own objectives, and turns them into outcomes which we will aim to achieve by 2016.

Councillors and Council staff will work with our partners to deliver our priorities. This plan focuses on our top priorities, but our commitment to excellence and value for money extends to everything that Tendring District Council does.

This is the long term plan. Each year the Council will agree its budget, actions and targets for the year ahead in light of this plan. The actions and targets for performance will be published in an Annual Delivery Plan.





The Tide Mill, Thorrington



Kirby Creek, The Backwaters, Walton



The Essex Way, Wrabness

The District

The Tendring District has many geographic, demographic and economic characteristics that make it distinctive from other areas. These provide both opportunities and challenges which have been reflected in this plan. The main features are as follows:

Tendring enjoys over 36 miles of coastline, award-winning sandy beaches, numerous coastal towns providing anything from the traditional pleasures of the seaside to maritime heritage, a variety of beautiful and picturesque villages and one of the busiest harbours in Europe. Our coastal geography is our greatest asset but also presents us with difficult and expensive management issues.

A large majority of people living in Tendring consider it a good place to live, which is reflected in the number of individuals who have decided to retire to the area. A very high proportion of our residents are over the age of 65. The population is growing rapidly and is predicted to grow from 146,000 in 2009 to 170,000 by 2026.

People live in five main areas of settlement and villages across the District with differing community needs and aspirations.

Some parts of the District have significant disadvantages. There are major health inequalities across the District, with those in Alresford living, on average, thirteen years longer than those in Pier Ward, Clacton. There are pockets of social and economic deprivation and high unemployment. Within these areas there are significant differences in the standard of housing, and the health of the population, and these rank within the top 10% deprived wards in the Country. In particular, part of the settlement of Jaywick is ranked as one of the most deprived wards in the UK.

This plan sets out the way in which the Council will adapt and respond to these opportunities and challenges in the coming years.

Our Vision

By 2016 Tendring will be a vibrant, healthy and attractive place to live, work and visit.

Tendring
District Council



Our Organisation and Values

We aim to deliver excellent sustainable services to everyone in the District.

We will work closely with other public service providers in Tendring to ensure the best use is made of public money and that people receive services that are both excellent and joined up. We will also be better connected to the various communities of Tendring, to give real opportunities for people to link into the work of the Council, and influence our services and decisions, and to improve the reputation of the Council.

Our values set out the kind of organisation we want to be, how we want to work and how we want others to see us.

We expect all Councillors and staff to uphold and promote the values of **personal integrity, honesty and respect** for others.

We want the people working for the Council to be **innovative, flexible, professional and committed to delivering** excellent public services and real benefits to the people of Tendring.

As an organisation we will make decisions which are **sustainable** and which reflect the **diversity** of our communities and the **equality** of individuals.

These are our Tendring **Life** values.



Our Priorities

Providing individuals with the opportunity to **prosper** is the key to our wider aims to improve the District. Meeting the needs of the **people** of Tendring and providing a safe and attractive **place** to live, are our most important roles. These are our priorities:

Our Prosperity

- **Build a thriving local tourism industry.**
- **Promote sustainable economic growth.**
- **Ensure people have the knowledge and skills to secure good employment.**

Our People

- **Reduce health inequalities and disadvantage.**
- **Promote healthy and active lifestyles.**
- **Remain a low crime area and reduce the fear of crime.**

Our Place

- **Ensure all our residents live in high quality housing which meets local needs.**
- **Regenerate the District and improve deprived areas.**
- **Protect and enhance our environment, countryside and coast.**

We will commit our own resources to achieving these things and will be an active partner with the Police, Essex County Council and NHS North East Essex in the areas of crime, education and health.

On the following pages we set out what these priorities mean in terms of what we want to achieve in Tendring and how we plan to go about it.

Tendring
District Council



Mistley Quay, Mistley



Clacton Seafront & Marine Gardens, Clacton



Church Street, Harwich

Our Prosperity



What will success for Our Prosperity look like?

By 2016, the Tendring economy will be prosperous, with the Council supporting opportunities for local businesses to flourish. Major regeneration and infrastructure projects will be underway or completed and the District's coastal environment will be at the heart of our growing tourism industry. The Council will have played a vital role in building a sustainable local economy and will have enabled our residents to take advantage of increased opportunities.

Our Priorities

- **Build a thriving local tourism industry.**
- **Promote sustainable economic growth.**
- **Ensure people have the knowledge and skills to secure good employment.**

What we want to achieve

A thriving sustainable tourism industry which seizes the opportunities of our coast and countryside, history and heritage, and enhances our communities and environment.

Widespread recognition of the qualities and attractions of the area.

More jobs and better quality jobs.
Unemployment at or below the regional level.
Wages at or above the regional level.

Effective support to enable local businesses and village services to flourish through both the good and bad times.

Improved educational achievement, with fewer young people not in education, employment or training, and a skilled and flexible workforce.

How we want to achieve it

Stimulate investment in attractions within our resorts and improve public spaces to create attractive places to visit.

Celebrate and promote what the area and its communities have to offer. Encourage and support events and attractions that make Tendring a popular tourist and leisure destination all year round.

Ensure suitable employment land and premises are available through the planning process. Attract investment into the District, including our town centres and deprived areas.

Provide business advice and networking opportunities. Provide opportunities including land allocations and rural diversification.

Work with a range of partners to improve the match between jobs and employees through programmes which will increase the skills of the District's young people and wider workforce.



Our People



What will success for Our People look like?

By 2016, more people of all ages in Tendring will live active and independent lives, health inequalities across the District will have decreased and the fear of crime will be low. The Council's services will reflect both the needs of young people and the large proportion of older people living in the District.

Our Priorities

- **Reduce health inequalities and disadvantage.**

What we want to achieve

Fewer people suffering significant health disadvantages and a reduction in the differences in life expectancy across the District.

How we want to achieve it

Work with NHS NE Essex and other partners, focusing as a Council on employment, poverty, housing, fuel poverty and obesity.

More opportunities for vulnerable people to live safely and independently within the District.

Develop the Careline service; provide Disabled Facilities Grants, housing services and benefits, and promote community awareness.

- **Promote healthy and active lifestyles.**

An increased number of people who are physically active.

Provide a wider range of opportunities and services to encourage healthier lifestyles for all ages.

Improve activities and facilities for all our communities.

Provide and promote increased activities for people of all ages. Work with partners to promote and provide for the development of our communities.

- **Remain a low crime area and reduce the fear of crime.**

Lower levels of crime and people feeling safer.

Work with the Crime and Disorder Reduction Partnership. Deliver services and design projects in ways which reduce crime.



Our Place



What will success for Our Place look like?

By 2016, people in Tendring, and particularly those in areas with significant deprivation currently, will enjoy an improved quality of life. There will be a good mix of high quality housing, including affordable housing, reflecting the diverse needs of residents. Households and businesses will produce less waste. Public spaces will be clean and well maintained. The coastline will be protected and well managed for the benefit of residents and visitors.

Our Priorities

- **Regenerate the District and improve deprived areas.**
- **Ensure all our residents live in high quality housing which meets local needs.**
- **Protect and enhance our environment, countryside and coast.**

What we want to achieve

Significant regenerated areas of the District, including improved access into and movement around the District.

Improved quality of life for those residents living in areas with significant deprivation.

More sustainable affordable and high quality housing, in the right locations and which meets the different needs of our residents.

A reduced amount of waste going to landfill and increased recycling.

A reduction in the output of carbon as a result of the Council's activities.

Good coastal and inland flood protection.

A high quality built and natural environment with quality open spaces that enhance the natural assets of the coast and countryside.

How we want to achieve it

Work with partners and potential funders to deliver improved infrastructure and regeneration to Harwich, Jaywick, Walton, Clacton and the rural area.

Work with partners to address the issues which contribute to deprivation in parts of the District. Work with Essex County Council and other partners through the Jaywick Strategic Partnership.

Ensure that housing land allocations are made which will support sustainable mixed developments, and the supply of affordable housing sites. Apply high design standards to all new proposals.

Develop and implement a waste reduction scheme.

Work to reduce our carbon footprint and encourage partners to do the same.

Develop a Shoreline Management Plan with the Environment Agency.

Through effective planning enforcement and policy, work to protect, restore and promote the built heritage, whilst ensuring appropriate development and enhancing the natural environment.



Making it happen

To support effective delivery of the Council's priorities there are a number of themes which underpin everything that the Council does. Our commitment to the cross cutting themes are as follows:

Value for money

We are committed to ensure that value for money is achieved in everything we do.

Our commitment to managing public money effectively means value for money principles are embedded in the delivery of all our services.

We will continuously look for ways of providing excellent services as efficiently as possible.

Performance management

We are committed to managing our performance effectively to ensure that we deliver our priorities.

We will manage our performance to ensure that we deliver practical improvements and actions on the ground. We will closely monitor our progress against our Delivery Plan and will publish the results.

Risk management

We are committed to proactively managing risk to ensure that opportunities for improvement are not missed.

We will identify and manage the risks associated with actions we want to take to ensure that we manage the Council's resources effectively and achieve our priorities.



Beach Huts, Brightlingsea



Colne Riverside, Brightlingsea

For more information on the services provided by **Tendring District Council** please visit our website at: www.tendringdc.gov.uk

If you require the Corporate Plan in an alternative language or format please contact the Head of Corporate Performance on: 01255 686501

Or contact us:

By post

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By email

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यदि आपलार এই पत्रটি বাংলা ভাষায় প্রয়োজন হয়, তাহলে www.Tendringdc.gov.uk এর মাধ্যমে অনুবাদ করে দেখবার জন্য অনুরোধ করা যেতে পারে।

اگر آپ کو اس دستاویز کی ضرورت اردو میں ہے تو www.Tendringdc.gov.uk کے ذریعہ اس کے ترجمہ کی فرمائش کی جا سکتی ہے

যদি এই নথির নথি অন্যান্য ভাষায় প্রয়োজন হয় তবে www.Tendringdc.gov.uk পরীক্ষা করে দেখার জন্য অনুরোধ করা যেতে পারে।

यदि अम हल दस्तावेज को हिंदी में चाहिए है, तो www.Tendringdc.gov.uk के माध्यम से अनुवाद का अनुरोध किया जा सकता है।

Jeżeli potrzebujesz ten dokument w j. Polskim, tłumaczenie może być zlecone na stronie www.Tendringdc.gov.uk

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如果你需要这份文件的简体中文翻译，可以通过www.Tendringdc.gov.uk订购。



This photo was taken by Bethany Higgins,
the runner up in the Tendring District Council
Photographic Competition 2009.

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**INVESTORS
IN PEOPLE** | Bronze