

A young woman with dark hair, wearing a patterned shirt, is shown in profile from the chest up. She is holding a colorful pinwheel on a red stick. The pinwheel has red, yellow, and purple blades and is spinning, creating a blurred motion effect. The background is a bright, clear sky with some light clouds, suggesting a beach setting at sunset or sunrise. The overall mood is positive and hopeful.

this is... **Our Flourishing Future**

The corporate plan for
Redcar & Cleveland
towards 2020

this is **Redcar & Cleveland**



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1 Introduction

Redcar and Cleveland is a place with a proud past and a bright future. A past forged from world class iron and steel making and cutting edge process industries.

A future, which we will build using the skills and ingenuity of our people, retaining the best of what we have inherited and creating new and exciting opportunities for all.

This is a bold and ambitious plan for Redcar and Cleveland. A plan which will be delivered by the community, Council and partners working together to create a flourishing future for local people.



**Councillor
Sue Jeffrey**
Leader of the
Council



Amanda Skelton
Chief Executive



2 Vision

Our vision motivates and guides us.

**It sums up our optimism for the future.
It recognises our heritage, reflects our
identity and influences future direction.**

**It is real to local people and is
personal to Redcar and Cleveland.**

**“A FLOURISHING FUTURE
FORGED FROM A PROUD PAST”**

3 Values

Our values are part of us.

They define our culture and the way we act.

**We all hold dear and stick to our values in our work
serving the people of Redcar and Cleveland.**

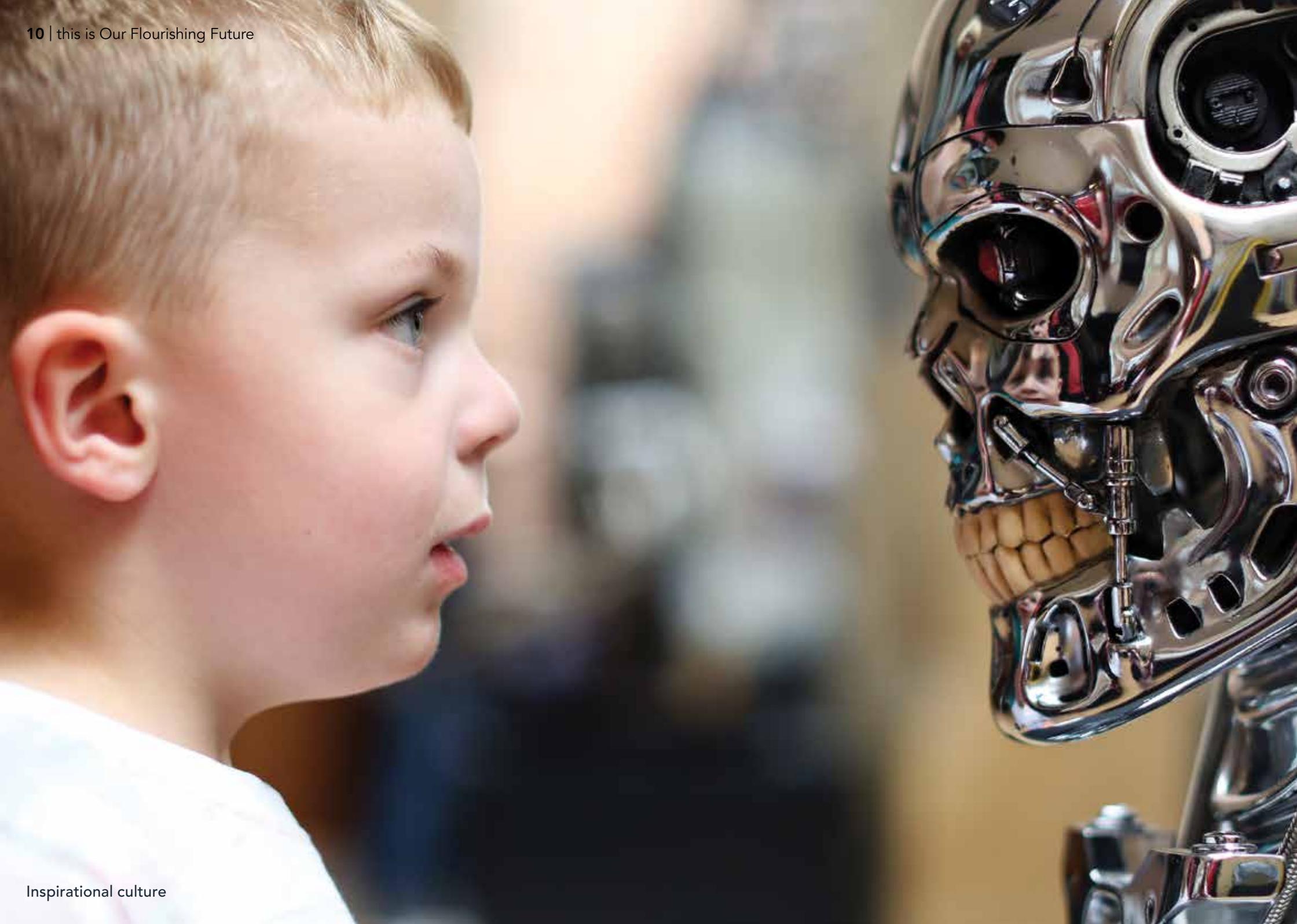
Our values are }

**KEEPING
COMMUNITIES
AT OUR HEART**

**BOLD
AND
AMBITIOUS**

**CARING
AND
RESPECTFUL**

**DELIVERING
OUR BEST**



4 Our top priorities

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These are the priorities that will drive us to 2020 and beyond.



STRONG AND CONFIDENT COMMUNITIES

We will **develop a new approach to community development** that puts local people centre stage. We will plan together and deliver services that meet needs. Local volunteers and community champions will be valued as the beating heart of our communities.

We will **use more of our spending power in the local community**. Local traders will benefit from our contracts, people will gain from employment and local shops and attractions will benefit from stronger spending. We will actively encourage partner organisations and businesses to do the same. Together, we will nurture and grow locally owned businesses.

We will work with communities to **challenge unacceptable behaviour** and make our Borough a safer place.

We will **tackle poverty and inequalities**, focusing on some of today's big challenges including welfare reform and personal debt.

We will **welcome new people** to live in Redcar & Cleveland.



PROSPERITY FOR ALL

We will **maximise the potential of the South Tees area** (centred on the former SSI steel plant site) as an area of growth and inward investment to bring new and high quality jobs for local people.

We will **attract inward investment** to grow the number of businesses across all parts of the Borough. We will help local small businesses to produce the goods and services needed by big inward investors, building strong sustainable supply chains.

We will **accelerate home-grown business growth and business start-ups**, helping people to be entrepreneurs, creating more quality jobs for local people, and **keeping value local**.

We will **support people already in work to get better and higher-paid jobs**, as well as **help those who are not yet equipped for work**, by providing tailored training and support.

We will **bring more visitors here to enjoy our fantastic tourism offer** and growing range of events and festivals – large and small. This will help us to diversify the Borough's economy.



||| A BRIGHTER FUTURE FOR OUR CHILDREN

We will ensure young people get the most out of life and **access good education** to develop a broad range of skills for adulthood. We will work in partnership with schools and colleges to make secondary and further education in this Borough as good as our high performing primary education.

We will **ensure children and young people are safe, protected from harm and neglect** and can grow up, able to look after themselves, and achieve their full potential. We will tackle the causes of neglect and abuse.

We will promote healthy living and will provide opportunities for all young people to enjoy **good physical and mental health**.

We will encourage young people to positively **contribute to the community** and society, through play, citizenship, volunteering and other activities.

We will **support young people to get good quality local jobs** through the delivery of Foundation For Jobs, bringing opportunities to get more skills and work experience, and gain the confidence to succeed.





Lifetime housing

IV LONGER AND HEALTHIER LIVES

We will **safeguard vulnerable adults** so they can lead safe, independent and fulfilling lives, happy in their own homes for as long as possible.

We will work with housing providers to **increase the number of properties that provide supported, independent living** for our growing number of older people.

We will **ensure more housing is built that meets the needs of people with disabilities**, reducing the need to move home if they become more frail or incapacitated.

We will **support more people to have healthy lifestyles** to reduce the challenges and dangers of drug misuse, smoking and excessive alcohol consumption. We will encourage people to be more active.

We will work with partners to **support good emotional well-being and mental health**.

We will **transform access to social care and health** services so that they are seamless, efficient and effective, and focused on prevention, early intervention and delivery of care closer to home.



V ATTRACTIVE AND VIBRANT PLACES

We will **increase the supply and quality of housing to meet needs** so that people can make their next move locally, staying close to family and friends. Others, who want to make Redcar & Cleveland their home, will be attracted by our great housing.

We will **increase the vibrancy of each of our town centres**, ensuring we have a plan in place, led by local people, building on the strengths of each community, attracting people to live, work, shop and enjoy.

We will **secure more high quality accommodation for visitors** so they stay longer, have more time to enjoy our borough, and boost our economy.

We will **improve our leisure, retail and cultural offer**, so that local people and visitors have more fun and an even better experience, all year round.



VI GOOD CONNECTIONS

We will **strengthen our transport network**, to get people moving better by road, rail, cycling and walking.

We will work with business to **strengthen national and international logistics** making the most of our unique location.

We will **make it easier to get to places** to access learning, social, leisure, and employment opportunities, especially those parts of the Borough where public transport is more limited.

We will improve access to **good broadband**, to increase connectivity across the Borough for communities and businesses alike.

We will ensure that the Council **is well-connected** and will embrace change and ideas from around the world, to enrich the lives of local communities in new and innovative ways.





VII CLEAN AND SAFE ENVIRONMENT

We will **develop new ways to manage our increasing waste** to lessen impact on the environment and reduce the costs of disposal.

We will **work with the community to change attitudes to cleanliness and littering**, so that more and more people stand up for clean neighbourhoods and enhance open spaces for everyone to enjoy safely.

We will improve the use, accessibility and **enjoyment of our outstanding coast and countryside**, encouraging many more people to get outdoors.

We will **reduce carbon emissions** in the Borough to minimise our impact on global warming and climate change.

We will work to **protect communities from severe natural events** such as flooding.



VIII ENRICHING LIVES THROUGH CULTURE AND SPORT

We will **regenerate the historic Kirkleatham Estate** by creating a major cultural hub of national significance. This will provide lots of work and training opportunities for local young people.

We will put **culture at the heart** of our plans for economic growth by **increasing our cultural offer** and playing our full part in the Tees Valley's bid for **Capital of Culture 2025**.

We will **build participation in culture** by nurturing talent and building expertise, especially for young people, across all strands including music, arts and drama. We will use culture to build strong communities.

We will consolidate and strengthen our already varied **festivals and events** programme, to continue to give local people and visitors alike a greater choice of things to do and experience, and to drive economic growth as we diversify the economy.

We will build on our **successful sporting programme** to enhance the tourism offer, and encourage more people to be physically active and healthy.

We will establish **a legacy from major sporting events** so that people can benefit for years to come, through increased participation and better fitness and health.



IX IMPROVING THE WAY WE WORK

We will seek out and forge **strong partnerships** across all sectors to deliver our ambitions as set out in this plan.

We will improve the way we **market and promote the Borough** to demonstrate how Redcar & Cleveland can improve quality of life and be good for business.

We will **work as equal partners with our communities** in creative and imaginative ways, to help meet community needs.

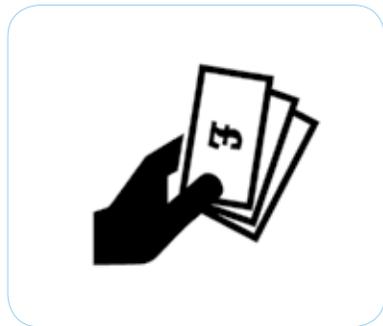
We will continue to **provide good quality public services** focusing on direct delivery whenever this will enhance quality.

We will be a **Borough that is ever more outward-looking**, receptive to new ideas and innovation, boldly making our contribution to both the region and the UK.



5 Tracking Improvement

We track **20** key indicators to measure the overall health and wellbeing of the and international policy, but Redcar & Cleveland Council proudly plays its part



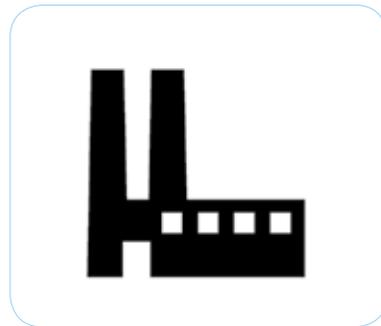
1 Gross weekly pay



2 All people economically active



3 New business start-ups



4 Business rates income



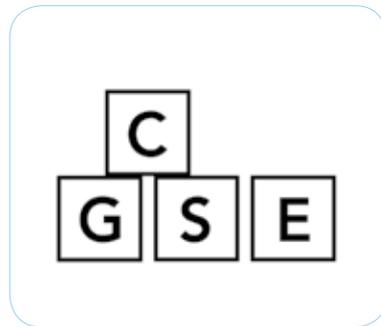
5 Youth unemployment



6 Gross Value Added (the value of goods and service produced here)



7 Percentage of primary and secondary schools rated at least good



8 Children's achievement at school



9 Children in poverty



10 Childhood obesity

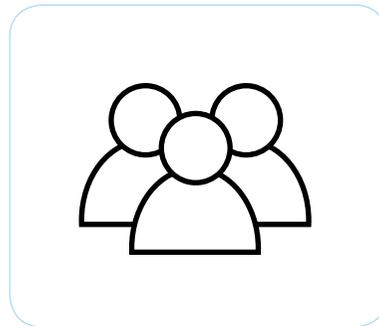
Borough. These measures reflect a whole host of influences, including national, by delivering our commitments as set out in the earlier pages.



11 Healthy life expectancy



12 Number of new homes



13 Population of the borough



14 Percentage of Council spend in the borough



15 Overall crime rate



16 Volunteering



17 Recycling rate



18 Carbon emissions



19 Access to broadband



20 External Auditor's Assessment of 'value for money' provided by the Council



6 Reporting progress

We will report progress on our commitments in the new Corporate Plan to residents via the Council magazine, delivered quarterly to every household.

We will report progress on the whole plan in our Annual Report to residents each March.

We will report progress to Councillors via:

- **Directorate reports to Cabinet**
- **Directorate reports to Scrutiny and Improvement Committees**
- **An annual report to Borough Council**

