

Maidstone Borough Council's Strategic Plan 2011-2015

Our Vision, Priorities and Outcomes for Maidstone

The Council is committed to and shares the vision for Maidstone, identified in the Sustainable Community Strategy 2009-2020:

"We want Maidstone Borough to be a vibrant, prosperous 21st century urban and rural community at the heart of Kent, where its distinctive character is enhanced to create a safe, healthy, excellent environment with high quality education and employment where all people can realise their aspirations."

The Council has identified the following three priorities and six outcomes for Maidstone over the next four years.

Priorities

1. For Maidstone to have a growing economy

Maidstone will have a growing economy, with a range of employment and business opportunities. In essence, Maidstone is a good place to work and do business.

Outcomes by 2015

- a transport network that supports the local economy.
- a growing economy with rising employment, catering for a range of skill sets to meet the demands of the local economy.

2. For Maidstone to be a decent place to live

Maidstone's urban and rural parts continue to be a clean, attractive and well designed and built environment, with proper respect paid to its diverse and valuable assets; a place where people want to live.

Outcomes by 2015

- decent, affordable housing in the right places across a range of tenures.
- continues to be a clean and attractive environment for people who live in and visit the Borough.

3. Corporate and Customer Excellence

The Council will have a productive workforce with people in the right place at the right time, delivering cost effective services. Services will be affordable, delivered on time and to agreed standards in an accessible way. We will continue to support our most vulnerable residents and seek to reduce the different forms of deprivation across the Borough in both urban and rural areas.

Outcomes by 2015

- residents are not disadvantaged because of where they live or who they are, vulnerable people are assisted and the level of deprivation is reduced.
- the Council will continue to have value for money services that residents are satisfied with.

Actions from the Strategic Plan relevant to Communities OSC remit

For Maidstone to be a decent place to live	Ownership
New Housing: Enable the delivery of a range of high quality homes that are desirable and affordable to all sections of the community	
Existing Housing: Ensure our existing housing is suitable and able to meet future challenges; providing sought after homes now and into the future	
Homelessness & vulnerable groups: Commission and provide services with partners that meet identified needs, reduce inequalities, are responsive and timely, promote stable, strong communities, self-reliance and encourage positive aspirations	
Deliver focussed enforcement activity to ensure high impact on the cleanliness of the Borough	
Work with partners to ensure that all areas of the Borough are clean and well-maintained	
Ensure provision of timely specialist advice and services on heritage and landscape design to protect and enhance Maidstone's environment	
Deliver the Carbon Management Plan	

to ensure that the Council reduces it's carbon footprint by 3% per annum	
Maximise our leisure and cultural offer to enhance the quality of life for our residents whilst attracting visitors, new residents and businesses	
New Waste Contract	
Corporate and Customer Excellence	Ownership
Reduce inequalities within communities through preventative action	
Promote active citizenship – to facilitate and support increased involvement by local people in decision making and involvement in their neighbourhoods	
Review the Parkwood Planning for Real activity to inform further work and activities supporting communities in identifying and meeting their needs, opportunities, rights and responsibilities	
Implement meaningful community commissioning of services for local people	
Support and encourage people to participate in their communities through staff volunteering and supporting local businesses in developing social enterprise initiatives	