

**MAIDSTONE BOROUGH COUNCIL**

**RECORD OF DECISION OF THE STRATEGIC PLANNING,  
SUSTAINABILITY AND TRANSPORTATION COMMITTEE**

Decision Made: Tuesday 10 January 2017

**Report of the Head of Policy and Communications - Strategic  
Plan 2015-20, 2017-18 Update**

**Issue for Decision**

To consider amendments to the draft Strategic Plan 2015-20, 2017-18 refresh, and make recommendations as appropriate to Policy and Resources Committee.

**Decision Made**

1. That the following amendments to the draft Strategic Plan 2015-20, 2017-18 Update be recommended to Policy and Resources Committee:

<b><u>Page</u></b>	<b><u>As presented</u></b>	<b><u>Committee's amendments</u></b> (additions in <b>bold</b> )
<b><u>Vision, Mission and Values Section</u></b>		
3	Our Vision section followed by Our Mission section.	Reformat so that Our Mission is first section, followed by Our Vision.
<b><u>Action Section</u></b>		
3	Prioritisation of three actions for 2017/18: <ul style="list-style-type: none"><li>• Providing a clean and safe environment</li><li>• Regenerating the town centre</li><li>• A home for everyone</li></ul>	Supported by Committee.
3	Regenerating the town centre.	Maintaining and enhancing the town centre.
3	A home for everyone.	Planning for the delivery of sufficient homes to meet our borough's needs.
<b><u>Our Values Section</u></b>		
3	Section placed on page 3.	Section to be relocated to last page of document.
<b><u>Respecting the Character and Heritage of our Borough Section</u></b>		
5	We will: <ul style="list-style-type: none"><li>• Deliver and honour our Parish Charter</li></ul>	We will: <ul style="list-style-type: none"><li>• Deliver and honour our Parish Charter</li></ul>

	<ul style="list-style-type: none"> <li>• Deliver the Communication and Engagement Action Plan</li> <li>• Work with our Parishes and Communities on the design of their communities</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver the Communication and Engagement Action Plan</li> <li>• Work with our Parishes and Communities on the design of their communities</li> <li>• <b>Deliver the blue and green infrastructure strategy and the biodiversity action plan</b></li> </ul>
<b>Maintaining and enhancing the town centre Section</b> (formerly Regenerating the town centre)		
6	<p>Maidstone has had an historically thriving town centre, however we need to ensure that we keep pace with the changing economic environment and continue to meet the demands of businesses and consumers. Investment in Maidstone town centre is needed if it is to continue to be a popular place for leisure, to live, shop and work</p>	<p>Maidstone has a historically thriving town centre, however we need to ensure that we keep pace with the changing economic environment and continue to meet the demands of businesses, residents and consumers.</p>
6	<p>We mean: Ensuring we have a thriving and attractive town centre that is fit for the future.</p>	<p>We mean: Ensuring that we provide a diverse and thriving town with a full range of business, retail, cultural, and leisure opportunities with the investment to support them.</p>
6	<p>We will:</p> <ul style="list-style-type: none"> <li>• Deliver the Destination Management Plan</li> </ul>	<p>We will:</p> <ul style="list-style-type: none"> <li>• <b>Deliver (review and update) the Town Centre Development Plan</b></li> <li>• Deliver the Destination Management Plan</li> </ul>
6	<p>Measured by: <i>Bullet points deleted.</i></p>	<p>Measured by:</p> <ul style="list-style-type: none"> <li>• % of vacant retail units</li> <li>• Target to minimise conversion of office space to residential</li> <li>• % hotel occupancy</li> <li>• Resident satisfaction</li> <li>• How Maidstone is rated as a retail, cultural and leisure destination</li> </ul>
<b>Securing Improvements to the Transport Infrastructure for the Borough Section</b>		
6	<p>We mean:</p> <ul style="list-style-type: none"> <li>• A transport network that meets the needs of residents and businesses</li> </ul> <p>We will:</p>	<p>We mean:</p> <ul style="list-style-type: none"> <li>• A <b>sustainable</b> transport network that meetings the needs of residents and businesses</li> </ul> <p>We will:</p>

	<ul style="list-style-type: none"> <li>• Deliver an Integrated Transport Strategy and work with our partners to seek improvements to the transport infrastructure</li> <li>• Deliver the Local Plan</li> <li>• Introduce Community Infrastructure Levy</li> <li>• Create a transport operators group</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver an Integrated Transport Strategy and work with our partners to seek improvements to the transport infrastructure</li> <li>• <b>Deliver the walking and cycling strategy</b></li> </ul> <p><i>Remaining bullet points deleted.</i></p>
<b>Promoting a range of employment skills and opportunities across the Borough Section</b>		
7	<p>We mean:</p> <ul style="list-style-type: none"> <li>• Meeting the skills and employment needs of our residents, supporting and attracting businesses and not becoming a dormitory Borough.</li> </ul>	<p>We mean:</p> <ul style="list-style-type: none"> <li>• Meeting the skills and employment needs of our residents <b>and employers</b>, supporting and attracting businesses and not becoming a dormitory Borough.</li> </ul>
<b>Planning for the delivery of sufficient homes to meet our Borough's needs Section</b> (formerly A home for everyone)		
7	<p>We will:</p> <ul style="list-style-type: none"> <li>• Deliver the Local Plan</li> <li>• Deliver the Housing Strategy</li> <li>• Implement the Housing Assistance Strategy</li> <li>• Deliver the Homelessness Action Plan</li> <li>• Deliver the Affordable Housing Programme</li> <li>• Deliver the Temporary Accommodation Strategy</li> </ul>	<p>We will:</p> <ul style="list-style-type: none"> <li>• Deliver the Local Plan</li> <li>• Deliver the Housing Strategy</li> <li>• Implement the Housing Assistance Strategy</li> <li>• Deliver the Homelessness Action Plan</li> <li>• Deliver the Affordable Housing Programme</li> <li>• Deliver the Temporary Accommodation Strategy</li> <li>• <b>Develop and implement a housing standards strategy</b></li> </ul>

2. That it be recommended to Policy and Resources Committee that Key Performance Indicators for the action areas be considered by each Service Committee following the finalisation and adoption of the Strategic Plan 2015-20, 2017-18 update.

Should you wish to refer this decision to Policy and Resources Committee, please submit a Decision Referral Form, signed by three Councillors, to the Head of Policy and Communications by: 20 January 2017