

Rotherham Council Corporate 'Plan on a Page' 2013 - 16

Priority 1: Stimulating the local economy and helping local people into work

- *We will use the council's buying power and influence to increase the use of the local supply chain and local labour (EDS)*
- *We will market Rotherham as an attractive business location through investing in initiatives to promote business growth (EDS)*
- *We will focus on all children, young people and their families to improve their qualifications and skills, enabling them to be economically active through lifelong learning (CYPS)*

Priority 3: Ensuring all areas of Rotherham are safe, clean and well maintained

- *We will make sure that Rotherham's roads and footpaths are safe to use and that the condition is as good as, or better than, the national average. (EDS)*
- *We will improve the quality of public spaces by better management of street cleansing and grounds maintenance (EDS)*
- *We will reduce ASB and crime and ensure people feel safe where they live (NAS)*

Priority 2: Protecting our most vulnerable people and families, enabling them to maximise their independence

- *We will protect children and young people, vulnerable people and families from all forms of abuse, violence and neglect (CYPS / NAS)*
- *We will ensure that all adults in need of support and care get help earlier and have more choice and control to help them live at home (NAS)*
- *We will identify need and support children, young people and families at the earliest possible stage (CYPS)*
- *We will ensure carers get the help and support they need (NAS)*

Priority 4: Helping people to improve their health and wellbeing and reducing inequalities within the borough

- *We will ensure that people are able to live in decent affordable homes of their choice (NAS)*
- *We will enable children to access opportunities to improve their health and wellbeing by having the best start in life (CYPS)*
- *We will improve health and reduce health inequalities across the whole of Rotherham (NAS)*

The way we will do business

- *Talking and listening to all our customers and treating everyone fairly and with respect*
- *Supporting and enabling our communities to help themselves, whilst meeting the needs of the most vulnerable*
- *Getting it right first time, reducing bureaucracy and getting better value for money*
- *Working with partners to ensure people get the services and support they need as early as possible*
- *Having the right people, with the right skills, in the right place, at the right time*