

High-Level Programme

A Fairer Reading For All

To enhance quality of life in all neighbourhoods and build communities where everyone is included and has opportunities to succeed.

Council objectives:

- Develop a sense of inclusive citizenship and maintain community cohesion
- Reduce inequality between Reading's neighbourhoods and promote community engagement
- Reduce poverty, particularly in relation to its impact upon children and young people

Children And Young People

To create a positive and ambitious environment for children and young people.

Council objectives:

- Enhance emotional well-being
- Deliver outstanding services for children in need and those needing protection
- Improve schools and raise attainment
- Promote positive parenting
- Foster thriving neighbourhoods

Cleaner And Greener Environments

To enhance and maintain our natural and urban assets, making Reading an attractive place to be, while tackling the causes and impacts of climate change.

Council objectives:

- Implement the Climate Change Strategy to reduce carbon emissions
- Manage waste, recycling and energy efficiently
- Protect and manage the cleanliness and safety of the streets, open spaces and the green environment
- Provide a high quality and attractive built environment

Culture, Leisure And Sport

To provide residents with the best range of cultural, leisure and sport facilities and activities to enrich their quality of life.

Council objectives:

- Improve the efficiency of culture and sport services
- Increase participation in leisure and culture activities

Decent And Affordable Housing

To ensure residents have a range of realistic, affordable and attractive housing options that are safe, secure, and environmentally sustainable.

Council objectives:

- Manage the supply and quality of housing, including affordable housing
- Create a better quality housing service through improving Reading's Council homes, private sector renewal and tenant participation

Healthy People And Lifestyles

To improve the health of the population, prevent and treat ill-health and promote good health and lifestyle for people of all ages.

Council objectives:

- Develop the safeguarding adults service
- Modernise of services for older people through increasing independence and freedom of choice
- Reduce the negative impacts on health from drugs and alcohol
- Promote healthy lifestyles through physical activity programmes

Safer And Stronger Communities

To make Reading a safer place for those who live, work and visit here through a reduction in crime, disorder and anti-social behaviour.

Council objectives:

- Support Reading to be a safe town
- Reduce violent crime and increase the reporting of domestic violence
- Develop the neighbourhood management of crime

Thriving Economy And Skills

To develop Reading as a business destination of choice that fosters sustainable well-being for those who live, learn, work, play, visit and invest in the area.

Council objectives:

- Maintain a resilient local economy and enhance the Reading brand
- Promote and increase lifelong learning

Transport And Accessible Spaces

To enable people to travel into and around Reading - to and from home, work, leisure or the services they need easily, safely, comfortably and sustainably.

Council objectives:

- Tackle congestion and continued work on key infrastructure projects
- Promote sustainable methods of travel

Transformational Change and Improvement Programme

The Transformational change and Improvement Programme is structured around improvement in three key development areas:

- **Residents and Customers,**
- **Value for Money and**
- **Staff,**

The programme is set within the context of a changing political environment. The key priority areas of the programme are underpinned by existing 'enabler' projects and programmes relating to accommodation, communication, business improvement and use of technology.

Priorities:

Staff.

- Develop an effective, fair, affordable and equitable reward and recognition system
- Support managers and staff in meeting the challenges of organisational change
- Increase workforce diversity
- Support improvement in staff performance
- Improve attendance and reduce sickness absence
- Use workforce planning to identify future needs and skills gaps
- Improve learning and development

Residents and Customers

- Involve and engage customers as partners in delivering high quality services which meet their needs
- Improve the customer experience through increasing customer choice and take-up of new access channels
- Embed good customer service and improve service delivery and standards

Value for Money

- To deliver economic, effective and efficient high quality services which meet the needs of the community
- Improve effectiveness in collecting local taxation
- Develop the Council's capital strategy and asset management
- Drive efficiency through procurement
- Mitigate treasury risk

Enablers:

Accommodation

- Progress the Accommodation Strategy, and Civic Offices relocation
- Ensure Health and Safety of Accommodation
- Efficient use of accommodation

Communications

- Promote the reputation and profile of the Council
- Promote Reading regionally, nationally and internationally

Business Improvement

- Continue the programme of business improvement to reduce costs and improve customer service
- Develop, implement and monitor the Project Portfolio Management (PPM) approach to identify and prioritise projects to best meet corporate objectives
- Drive forward corporate performance improvement

Technology

- Develop key technologies to improve customer service and efficiency

Corporate Governance and Partnership Working?

- Strengthen corporate governance
- Lead in the development of partnership working

Political Environment

- Support democratic decision making