SUSTAINABLE PLACE MAKING

AREA	STRATEGIC AIM	OBJECTIVE
1 SUSTAINABLE COMMUNITIES	1A STRONGER TOWN CENTRES	1A1 - Retail growth / developing local centres 1A2 - Safer town centres 1A3 - Access & parking 1A4 - Levering our assets
	1B ECONOMY AND SKILLS	1B1 - Allocate land for employment 1B2 - Co-operate with others to market the area 1B3 - Broader skills base
	1C DESIGN STANDARDS FOR BUILDINGS	1C1 - Character, urban design & layout 1C2 - Energy efficiency / eco-homes standards 1C3 - Secured by design standards 1C4 - Protect buildings stock
	1D MANAGING GROWTH	1D1 - Infrastructure (roads, utilities etc) 1D2 - Affordable housing (rural & town) 1D3 - Access to green space 1D4 - Local facilities in urban extensions 1D5 - Adequate public services e.g. health / policing / public transport
2 CUSTOMER SERVICE	2A ACCESS TO SERVICES	2A1 - Expand shared Customer Service presence 2A2 - Electronic access to services 2A3 - Access for people with specific needs e.g. elderly & disabled
	2B EFFICIENT & EFFECTIVE SERVICE DELIVERY	2B1 - Maximise customer's experience & efficient services 2B2 - Consistent high customer services standards
	2C REPUTATION & PUBLIC PERCEPTION	2C1 - Enhance the Council's reputation with service users and local people
	2D ENHANCED LOCAL GOVERNMENT	2D1 - More efficient, accountable services delivered within the County
3 ENVIRONMENT	3A GREENER	3A1 - Reduce the Council's carbon footprint 3A2 - Enable others to be environmentally friendly 3A3 - Improve bio-diversity in the Borough 3A4 - Expand efficiency of recycling and waste management 3A5 - Develop greener infrastructure
	3B CLEANER	3B1 - Keeping the borough clean & tidy through services and facilities
4 COMMUNITY & RURAL ISSUES	4A TACKLING ANTI-SOCIAL BEHAVIOUR & CRIME	4A1 - Increasing the visible presence on the streets and reducing anti-social behaviour 4A2 - Safer, cleaner environment 4A3 - Address concerns about anti-social behaviour
	4B ACTIVE CITIZENS	4B1 - Improving communication with communities 4B2 - Engage with young people 4B3 - Support older people to remain active 4B4 - Enhance village communities 4B5 - Community cohesion 4B6 - Better transport 4B7 - Increasing participation in play, sport, leisure and culture 4B8 - Helping people to improve their own health

Kettering Borough Council