

# Towards an outcomes framework v 1.4

## Under-pinning principles

Deliver service at best value to the tax-payer through maximising opportunities for generating income to cover costs, reducing waste and inefficiency in processes and working in partnership with others to deliver outcomes

Use of the website to encourage self-service

Easy to access in different ways, including options for face-face advice

Positive, pro-active and approachable with customers being sign-posted to other sources of advice

Transparent and fair processes with customers knowing that their views have been listened to

Processes that take into account the **emotional aspect** of the service

Customers have a right to re-dress when things go wrong

Effective engagement, consultation and participation processes

Service has a CBC identity and complies with CBC policies and procedures

*Promote, enhance and build a better and sustainable environment for Cheltenham.*

### Economic outcomes

Cheltenham's heritage and sense of local distinctiveness makes the borough a desirable location for businesses.

Cheltenham's heritage and sense of local distinctiveness creates an attractive environment where people choose to relocate in search of employment

Cheltenham's heritage and sense of local distinctiveness creates an attractive environment which attracts visitors

Cheltenham's businesses are able to grow and invest in the borough through encouraging good quality new architecture designed for the future and ensuring historic buildings are flexible to business needs whilst safeguarding their special qualities

Ensuring that the economy develops in a sustainable way which reflects environmental limits and the need to reduce carbon emissions.

### Social outcomes

People have an improved quality of life and wellbeing through being able to access and enjoy formal and informal recreation and green spaces.

People have an improved quality of life and wellbeing by enhancing and sustaining a sense of local distinctiveness and good design of new buildings

People have an improved quality of life and wellbeing by maintaining a high quality built and natural environment

People have an improved understanding of Cheltenham's cultural heritage

People live in safe, warm & affordable homes that meet their personal needs

People have access to a wide range of social and community facilities

People have influence over and contribute to their local environment

### Primary outcome

### Environmental outcomes

Cheltenham's architectural and landscape heritage is conserved and enhanced

New developments meet high design and sustainability standards, respecting and responding to Cheltenham's special heritage identity

Cheltenham's architectural and landscape heritage is well maintained and their long-term future is secured

Biodiversity is protected and enhanced and the natural environment is able to adapt to climate change

Existing buildings, including heritage assets, continue to be fit-for-purpose as the climate changes

## CBC corporate objectives and outcomes as set in 2010-2015 corporate strategy

Enhancing and protecting our environment

Enhancing the provision of arts and culture

Strengthening our economy

Strengthening our communities

Providing value for money services

Cheltenham has a clean and well maintained environment

Natural and built environment is enhanced and protected

CO2 emissions are reduced & we adapt to impacts of climate change

Cheltenham recovers quickly from the recession

We attract more visitors and investors to Cheltenham

Communities feel safe and are safe

People have access to decent and affordable housing

People are able to lead healthy lifestyles

Residents enjoy a strong sense of community