

You Said	We did/We Propose
<b>EMBRACING LOCALISM</b>	
<b>Localism Priority</b>	
<p>The notion of localism should underpin all the priorities but should not be a heading for a priority; it was difficult to define targets for localism as it was more of a philosophy; there was a lack of consensus on what localism meant;</p>	<p>Consideration has been given to renaming the priority and it is not considered to be appropriate as the empowering people and engaging with communities is only one aspect of the localism agenda. Therefore embracing localism is considered to be a more encompassing title. The Cabinet have debated the issue of whether localism should remain a philosophy or a priority and our conclusion is that it needs to be both – a priority in that is an area of council work where we want to change and improve on over the next three year and a philosophy in that it will require us to adopt new ways of working and try new things.</p>
<p>Priority should be renamed “Empowering People and Engaging with Communities”</p>	
<p>We are strongly concerned about the proposal to ‘Introduce a political mentoring programme.’ What is this and why is it being considered? To what ends? The same applies to the proposal to ‘Help councillors develop ward profiles’. More detail and rationale is required on this.</p>	
<b>Funding Advocacy Groups</b>	
<p>Will Swale BC ring-fence money to support those who are less-assertive in asking for what they want, or less-capable in ploughing through consultation documents? Otherwise power will tend to polarise in the direction of those best-suited to arguing their case for funding, not necessarily the most needy. I would like to see a commitment to actively seek out these people to ensure they are represented properly, possibly by funding advocacy groups.</p>	<p>Under the embracing localism priority specific mention is made of work to enhance the capacity of the voluntary and community sector. We are also introducing a Swale Local fund scheme to help support voluntary and community groups, parishes and town councils. Promotion of any funding schemes will be via the Swale Community Empowerment Network (SCEN) and new groups will be encouraged to become members where they will get access to information and support. Our Community Services Contract will be provide targeted support to new and emerging community groups.</p>
<p>the final Corporate Plan should include commitments around - supporting the VCS to enhance its capacity and encouraging social enterprises, co-operatives and mutuals, perhaps emphasising the opportunities for local groups and SBC staff</p>	
<b>Engaging communities</b>	
<p>The final Corporate Plan should include commitments around - improving personalisation and choice in service provision, as well as personal responsibility</p>	<p>Under the embracing localism priority we have created a flagship project to improve our approach to consultation and engagement and we would be open to any conversations that would help refine our approach.</p>
<p>There is a dislocation between residents’ understanding of localism – which involves a real focus on Community Involvement and initiatives with an environmental cohesion, rather than the top-down approach seemingly envisaged by Swale</p>	
<p>I am concerned that the consultation document says "give clarity about those services where we would welcome further conversations with Parish/Town Councils and voluntary and community groups". This suggests that there are areas where the council would NOT welcome further consultations. If we are to part of the Big Society the public should have a voice in all areas. This means at all stages in the process of change, too. Otherwise we have the scenario of money being spent on consultants before finding out that the residents are completely opposed to something.</p>	<p>Both the consultation document and the local prospectus of services do make reference to services where we would welcome further conversations. Our intention for doing this is to show we want to work with local town and parish councils, social enterprises, volunteers, and community groups who have ideas for improving local services. Of course, under the legislation, we are open to challenge on the delivery of any SBC services and we will respond appropriately to all expressions of interest that are received. However, this initial list of service areas are where we believe progress can be made most quickly.</p>
<p>The final Corporate Plan should includes commitments around - seeking greater input from communities to identify local priorities and influence services - particularly to encourage young people to become fully engaged in their communities and involving the community directly (as well as though their elected representatives) and encouraging them to take more responsibility</p>	
<b>Commissioning</b>	
<p>the final Corporate Plan should include commitments around - becoming a commissioning authority</p>	<p>Under the embracing localism priority specific mention is made of our intention to become a</p>

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People with a learning disability and their family carers should have an equal say in the shaping of future services in the area, perhaps through regular contact with the Swale District Partnership	strategic commissioner of services. We are developing a commissioning framework which will clarify our approach to reviewing service provision to ensure we involve stakeholders in specifying service requirements and examining the best possible way of providing services; be this through community transfer, externalisation, delivery through partnership or in-house. We have also included a specific action to develop a local prospectus of services and further improving our procurement processes.
We would challenge your assumption that Swale should 'continue to develop our role as a strategic commissioner of services'. Is this what the people actually want? We do not feel this is necessarily the best use of public resources, and surely under localism, there should be a greater consideration too service delivery rather than commissioning, as that makes the service providers more accountable to the people.	
<b>OPEN FOR BUSINESS</b>	
<b>Open for Business Priority</b>	
Open for Business priority was too vague; specific mention should be made regarding increasing employment potential in the Borough	Consideration has been given to renaming the priority and it is not considered to be appropriate as the growing the economy does not adequately convey the importance of putting Swale on the map and attracting people to the borough. Growing the economy is only one aspect of the making Swale open for business agenda. Therefore open for business is considered to be a more encompassing title.
Priority should be renamed Growing the Local Economy;	
<b>Regeneration reserve</b>	
Under the regeneration reserve we should encourage all local organisations to seek ways through small investments to improve services to people in need – especially with regard to skills development. This priority could well include the results of work being done in the fields of sports development, and should encourage local provision of youth services as the KCC youth service shrinks.	The definition the Council has adopted for regeneration includes social regeneration and takes onboard improvements at a local level including culture and community regeneration. The Council has maintained a separate Learning and Skills Budget, which whilst reduced, remains substantial. Where projects do come forward, the Council will need to consider whether and how it wishes to support these, be that through this or other budgets/resources.
<b>Supporting local business</b>	
the final Corporate Plan should include commitments around - strengthening the relationship with local businesses and supporting them, including doing your bit to minimise bureaucracy and procure locally	Under the open for business priority we have made a specific reference to fostering an environment where local business can flourish and have set out a number of key projects that support businesses locally. This includes a specific priority action to help local business have a stronger voice, working through the Swale Economy and Regeneration Partnership, with private sector representatives. We have also included a specific actions to develop a local prospectus of services and und further improving our procurement processes
<b>Economic development and growth in jobs</b>	
Should continue to work towards more apprenticeships being offered by businesses in Swale. This should focus on face to face discussions with businesses. Help with funding apprentice salaries will assist. Tourism probably the biggest employer in Swale. There should be a thorough review to remove every possible barrier of bureaucracy for business. Particular attention should be given to manufacturing industry and the high tech economy. Need also to lobby for infrastructure improvements to help business.	Under the open for business priority we have created a flagship project to encourage and promote the creation of new apprenticeship opportunities for young people. This will deliver our commitment to work in partnership to increase the range of vocational learning opportunities across Swale. This will include encouraging and promoting the creation of new opportunities and helping local business access the funding that is available to support this.
the final Corporate Plan should include commitments around - supporting young people into training (particularly vocational) or employment and raising their career aspirations (we note that there is already a strong paragraph on this and the point above in the draft)	The issue of reducing benefit dependency is important to Swale, and the priorities reflect the issues facing young people in particular. The Council believes that it has a primary role in helping create the conditions to generate new employment, which is key, but also recognises its wider role in working with partners to support others addressing issues around skills and aspiration.
the final Corporate Plan should include commitments around - reducing dependency on benefits through raising aspirations and improving skills	
We feel the absence of qualifications in not the same as the absence of skills. The focus should be on competence rather than simply qualifications	Addressing issues of infrastructure need are also recognised as key, and we have a priority action to press the case to secure solutions to issues of transport congestion, with a particular focus on junction 5 of the M2.

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<b>Faversham Creek</b>	
Faversham Creek in general including the basin and Standard Quay should be sympathetically removed (not corporately and developmentally) so that its historic place as a maritime working site is upheld. Apprenticeship schemes for boat/barge building, sail making etc	The Council has supported start-up costs to establish the apprenticeship scheme for boat /barge building at Standard Quay and there remain other sources of funding available to support employers seeking to create new apprenticeship opportunities. The Council will support employers in accessing this
<b>Local first</b>	
A commitment from the Council to promote a "local first" policy in all areas. This means using local companies (who are most likely local employers too) as providers of goods and services first, before considering using countrywide companies. It means if two people apply for a job and are broadly equally qualified and experienced, preference should be given to the person who will have to travel the least distance.	Under the embracing localism priority there is an identified action to help local business to win contracts and there is a commitment to greater promotion of doing business with the Council. This reflects previous local business feedback on local procurement that has identified the need for transparency and access to opportunities.  The job vacancies are advertised on the Swale Council web site and at the local job centre which should mean that there are more candidates in the local area aware of the available posts. The Council uses a thorough process to ensure that the best candidate for the job is selected, a local candidate may be more likely to have an advantage in being able to demonstrate an understanding of the needs of the borough. The selection processes have to comply with the requirements under the Equality Act 2010 and this means that we must give consideration to the employment of under represented groups within the work place.
<b>No more supermarkets</b>	
I hope that our businesses remain independent whenever possible and that we have no more supermarkets.	The Council cannot place an embargo on new supermarkets as this would be both contrary to Government policy and be anti-competitive. However, the Council's planning policies will ensure that the impacts of such schemes on existing shops are assessed before planning permission is granted.
<b>Fire Sprinklers in Community Buildings</b>	
With regard to any proposals to deliver additional housing in Swale, as you would expect, when working with developers and local authorities on projects such as this we are committed to supporting you to achieve sustainable developments which are both practical and maximise safety for those who will live, work in or visit the area. I would ask that as the planning authority, you consider the benefits of fitting fire sprinklers to the community buildings e.g. schools and homes which are planned for the developments. We actively promote the use of domestic sprinklers as a cost effective way of making people safe from fire and associated injuries in their homes. A growing number of buildings across the country are being fitted with these systems, which have advanced significantly in recent years. The benefits are clear to see, particularly for vulnerable people.	There are no powers under the planning regulations towards requiring new development, including community buildings to require domestic sprinklers. It would be subject to building regulations and dependant upon each cases merits for the safe routes of escape.
<b>TRANSPORT &amp; TRAVEL</b>	
<b>Transportation.</b>	
Ensure that Swale's transport network is joined up. Improve bus route information at train stations. Make sure that those population centres that can be connected by safe, direct, cycleways are.	Kent County Council will be preparing a Swale Transport Strategy in order to support its Core Strategy. This will address improving access to and the quality of facilities for non-car users.
<b>Parking facilities for minibuses with tail lifts</b>	
Transport and parking seem to be major issues in Swale. There seem to be little or no parking facilities for minibuses with tail-lifts, necessary for people using wheelchairs. Spaces in car parks are too small to accommodate these vehicles and this has resulted in parking fines being issued for day service minibuses whose passengers are trying to access community services, in accordance with the Valuing People Now strategy.	We always try to tailor the provision of services to meet the needs of all members of our community. The provision of spaces for mini-buses with tail-lift facilities in car parks can often be difficult because of the size of vehicle involved. Where we have been made aware of particular problem areas we have sought to provide a solution such as identifying areas close to community facilities where such vehicles can park displaying a blue badge which exempts them from the parking restrictions which

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	would otherwise apply. We are not aware of any outstanding problem areas for these vehicles. However, if problem areas are raised with us we will investigate and try and find a suitable solution.
<b>Survey of where people travel in the borough</b>	
I would like to see a detailed survey in to where people travel in the borough and beyond, to see where public transport could be improved. I have the feeling that the bus and train companies run the services they wish rather than those demanded by their customers. For example, I would like to get the bus from Faversham to Whitstable but it seems impossible to do this without going via Canterbury, doubling the length of the journey. How many other people travel on routes longer than is needed?	We believe there is already a bus survey the suggested route albeit one where there is not a very high demand.
<b>Rail Transport</b>	
I would like to see us to be more positive about transport, since I believe that the railway can offer facilities for both freight and passengers which other modes of transport cannot do	It is beyond the core remit of Swale Borough Council to become involved in direct transport provision and therefore our role has to remain one of influencing and lobbying other key partners. As part of the plans for the regeneration of Sittingbourne Town Centre transport issues will be considered. We will encourage other partners such as KCC and National Rail to undertake to consider the provision of public transport to support the needs of the local population.
Look at the possibility of doing a feasibility study on the redoubling of the Sittingbourne to Sheerness line, which could mean that we have more frequent service and also that more freight could use the line. It would help as well if the sparsely used stations on the line from Sittingbourne to Sheerness could have someone possible on a volunteer basis as they want the moment to look after them. I can understand that South-eastern would not wish to pay someone for this, but cannot understand why they could not give them a number of free tickets, which would not cost them anything and might encourage people to volunteer to look after the stations such as Kemsley and Queenborough. I also hope that we can get a realistic figure for being able to link the Canterbury East and Canterbury West lines, so that if there is necessary engineering work or even a disruption that we would not have to have more busses than necessary, which is inconvenient for people with luggage, pushchairs, wheelchairs or bikes? Can I also hope that we would look at linking the new Morrison's depot to the mothballed lines which go within about 50 m of their site, which would mean that we could have fewer lorries?	
Could I also hope that we might encourage given the odd fare structure people enable to travel together on trains, I see no reason why Swale should not set up a website which would enable people who wish to travel on train to take advantage of the off-peak cheaper fares for three or four people and some people at least might like the company	
<b>Car sharing</b>	
Can I also suggest that we can try to encourage organisations such as the science Park to encourage car sharing much more. I note that they claim 10% of the people to do this at the moment I cannot see why the figure could not be higher I note that before their demise in Thanet that Pfizer tried to encourage people to share partly because they realised that land being used for car parking was not the best use of their resources and I would have thought the same applied elsewhere	The Kent Science Park have been actively encouraged to seek green transport solutions including car sharing. This continues to be promoted by the site owners to occupiers and their staff.
<b>Improve facilities for cycling</b>	
Can I also hope that we will try to improve facilities for cycling since clearly this is much more sustainable for short journeys than other modes of transport and providing the facilities are there. It is the quickest form of transport for most short journeys I note that in Sweden many longer distance buses carried bykes and cannot see why we should not press for this in this country	Under the healthy environment priority we created a flagship project to develop shared routes for cycling, walking and horse riding on Sheppey as well as a key project to help connect communities to open and green spaces, footpaths, cycle ways and wildlife. This partnership work continues as a Cross Sheppey Greenway with access for all linking towns and villages initially (from Leysdown to Eastchurch) is developed. The project is inspired by the former Sheppey Light Railway and broadly follows the ribbon of woodland planting along the lower slopes of the hills. The route will include opportunities for interpretation, information and viewpoints as well as links to waterways and other public rights of way. The aim of the project is
Encourage walking and cycling - networks exist for both in the borough and should be extended with clear signage and route maps.	

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	to provide a new sustainable transport link for residents, commuters and visitors which will transform perceptions of Sheppey and enhance quality of life.
<b>Broadband</b>	
the final Corporate Plan should include commitments around - delivering critical infrastructure to support the economy - transport infrastructure is already mentioned, but access to high-speed broadband, particularly in rural areas, is also an important county priority	SBC understands the importance of high-speed broadband and is committed to doing all it can to support better broadband throughout the borough. We are working closely with KCC on this issue. This is important because a large majority of the national funding stream for subsidised broadband is administered by KCC, who also have responsibility for the local broadband plan. This funding is expected to ensure that at least 90% of households have access to superfast connectivity by 2015, with the remaining 10% accessing a minimum 2Mbps service. In addition, we have offered support to parish councils who are interested in applying to Defra for match-funding of community projects aimed at implementing local superfast solutions in parishes likely to fall into the '10%' areas under the main scheme administered by KCC.
<b>GREEN INDUSTRIES</b>	
<b>Create Green Jobs/Green Tourism</b>	
Create Green jobs (e.g. home insulation), renewable energy, district heating etc. Move forward the report on renewable energy that was recently commissioned.	We have added "support the local tourism industry" and "encourage growth in green industries" as key activity areas under the "open for business" priority. A vision for Swale by 2031 (Swale's Core Strategy) acknowledges the area's strategic location, diverse communities and an outstanding natural environment and describes a vibrant location in which to enjoy life and to do business with. A framework for destination development in Swale 2011-2014 exists with an annual plan developed reflecting local priorities. Key objectives include:
This should include promotion of green tourism; encouraging the view of Swale as a year-round tourist destination, accessible by public transport, with minimal impact on the environment and supportive of locally-owned businesses. Promote the borough as a year round tourist destination, focussing on local food and locally owned businesses, the high level of environmental designations, such as the coastal marshes and North Downs. SBC should promote the borough widely and in particular promote green tourism to a borough where over 50% of the land area has international or national designation related to landscape or natural history.	<ul style="list-style-type: none"> <li>• Creating a year-round destination bringing economic prosperity to the area by improving Swale's cultural tourism offer and enhancing Swale's reputation</li> <li>• Supporting existing tourism businesses whilst responding to start-up opportunities in sector</li> <li>• Developing and building a brand image for Swale which will increase the value of tourism without compromising Swale's high quality environment</li> <li>• Encouraging sustainable development responding to the character of the area</li> <li>• Welcoming visitors and providing quality and valued information</li> <li>• Developing partnerships to enable those objectives to be achieved</li> </ul>
more mention should be made of the importance of tourism to the local economy.	
<b>Access to housing</b>	
the final Corporate Plan should include commitments around - improving access to housing that supports a good quality of life	Under the open for business priority we have recognised the importance of ensuring there is adequate employment led housing provision as part of Local Development Framework (now referred to as the Local Plan). The 2012/13 Housing Allocations Policy Review Consultation will include options for households in employment to be given improved access to affordable housing. This will help to develop sustainable communities and support a good quality of life for Swale residents.
We hope to see continued involvement of Swale Borough Council in the Housing Action Plan Group which monitors and plans for the needs of people with a learning disability in the district	
<b>HEALTHY ENVIRONMENT</b>	
Priority should be renamed Developing Opportunities and Promoting the Environment;	Consideration has been given to renaming the priority and the title has been simplified to "healthy environment".
<b>TACKLING CLIMATE CHANGE</b>	

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A commitment to the new Nottingham Declaration and a subsequent roadmap to implementation.	Under the healthy environment priority we have recognised that climate change is a particular threat for Swale and continuing to mitigate and adapt to climate change remains a key priority for us. We continue to monitor amendments to the new Nottingham Declaration (Climate Local) and responding to these changes will influence our approach locally. We will work with our partners across Kent to develop local targets.
<b>High Standards of Building Quality</b>	
The council should use all powers available to be robust in setting and enforcing high standards of building quality in terms of insulation of walls, roofs, doors and windows. The council should also work to encourage the use of renewable energy sources (solar thermal as a minimum) and the highest rating for appliances (boiler and kitchen appliances) in residential properties in the borough. This will enable the council to work towards several objectives; helping communities adapt to and mitigate climate change, fuel poverty and localism; the big society ideal of non-state partners contributing towards the wellbeing of all residents.	The Core Strategy will ensure that new developments are built to the highest feasible standards. We will encourage householders to retrofit existing properties, signposting them to advice services and by promoting the government's Green Deal. We are developing a Kent wide partnership to ensure our residents get the best possible outcomes. We will consider the use of renewables within our own estate where appropriate. The Core Strategy addresses policy around the installation of renewable energy.
I would like to see the Council implementing a program of free or discounted loft and wall insulation across the borough to reduce energy costs and reduce excess winter deaths. This is done once per property and the benefits last forever. The labour needed for this is not particularly highly skilled and would be a good start for many unemployed people.	
Can I also hope Swale Borough Council itself will try to improve its own renewable energy resources, by for example, considering the use of solar panels and better insulation? Can I also hope that we will try to encourage other organisations including the railway station to look at the possibility of solar panels?	
Use joined-up thinking across all departments: As well as providing leaflets with information to individuals, use the planning process to add conditions to any developments (big or small) so that they employ all practical measures. For example, can the new build be sited with a south facing roof to allow installation of solar panels for water and electricity generation? Will any driveway have SUDS features e.g. rain-permeable paving. Will retrofits on existing buildings be encouraged, instead of the more energy intensive new-builds? Will there be a presumption in favour of planning applications for renewable energy installations e.g. wind turbines. Can the Council encourage or provide CHP power stations in the borough or create Distributed Generation systems ("microgrids" <a href="http://tinyurl.com/microgrids">http://tinyurl.com/microgrids</a> ) etc. I would like to see firm plans to make Swale the most energy-independent council in the land, as gas and oil costs are set to rise due to the increases in demand from China, Brazil and other developing countries, the peaking in OPEC production and scarcity of new supplies coming on line. The Council should take a lead in planning for the changes these costs increases will cause.	
Mitigate climate change through home insulation & energy efficiency, renewable energy at all scales.	
<b>Excellent stewardship of the countryside and coastline</b>	
Excellent stewardship of the countryside and coastline is inconsistent with plans to build thousands of houses on agricultural land, support for polytunnels, and failure to resist proposals to reduce the fight against coastal erosion. We feel more should be done to prevent the loss of important agricultural land to the sea.	Under the healthy environment priority we have recognised the importance of protecting and enhancing the natural environment, improving the built environment and excellent stewardship of the countryside and coastline.
<b>Reduction of CO2 emissions</b>	
There need to be clear objectives, with measurable targets and timeframes, to ensure the council promotes and assists with the reduction of CO2 emissions from the borough council, residents and	Under the healthy environment priority we have recognised that climate change is a particular threat for Swale and continuing to mitigate and adapt to climate change remains a key priority for

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businesses. The objectives need to be transparent so that residents can measure the progress of their borough.	us. We continue to monitor our CO2 emissions and work with partners across Kent to measure progress.
<b>Protecting and enhancing the environment and adapting to climate change</b>	
Supporting the delivery of the Kent Environment Strategy and Climate Change Adaptation Plan in 3 key areas <ul style="list-style-type: none"> <li>• Leading by example in our own estates, specifically with regards to buildings</li> <li>• Working in partnership to deliver domestic sector retrofit in Kent</li> <li>• Working in partnership to promote and develop Kent's low carbon economy creating a low carbon Kent</li> </ul>	Under the healthy environment priority we have recognised that climate change is a particular threat for Swale and continuing to mitigate and adapt to climate change remains a key priority for us. The Kent wide Green Deal Partnership is in development.
<b>Open Spaces</b>	
Maintenance of open spaces, tree planting, flowerbeds, where appropriate. Litter bins regularly emptied. Information available to people on what they can do to help	Under the healthy environment priority we created a flagship project to develop shared routes for cycling, walking and horse riding on Sheppey as well as a key project to help connect communities to open and green spaces, footpaths, cycle ways and wildlife. The Open Spaces Strategy seeks to raise the quality of open space through improving standards of maintenance and testing through external awards such as Green Flag. In addition there is recognition of the need to develop and support "Friends" groups and volunteers such as at Oare Gunpowder Works and Milton Creek to increase local involvement and ownership. We have also included a commitment to improve residents' satisfaction with street cleanliness.
<b>Allotments</b>	
More allotments (the land at St. Nicholas Road in Faversham needs fencing and clearing before it can be used again).	The Open Spaces Strategy seeks to develop sites and community gardens with partners and to improve the efficiency of allocations to ensure that plots are effectively used
<b>Biodiversity and natural environment</b>	
the Healthy Environment priority contained very little information on what Swale had to offer and significance of the biodiversity and natural environment in Swale;	Under the healthy environment priority we have recognised the importance of protecting and enhancing the natural environment, improving the built environment and excellent stewardship of the countryside and coastline. We have also added "support the local tourism industry" and "encourage growth in green industries" as key activity areas under the "open for business" priority
Improving the natural and built environment Over 50% of Swale has national or international designation for landscape or wildlife. Nevertheless biodiversity in Swale is being damaged year by year. Work to improve this will tie in with both the other priorities suggested through promoting green tourism, developing jobs thereby and by encouraging local communities to become more involved (such as, for example the work of Friends of Oare Gunpowder Works). Biodiversity should also become a major interest for the planning department and the planning committee, who can of course also play a major role in improving the built environment. Strengthening improvement of the environment should also become a much more important part of the Core Strategy. It should be stressed that any area of our environment once damaged is probably gone forever while most other decisions can be varied if unsuccessful.	
<b>Troubled families</b>	
The final Corporate Plan should include commitments around - support for vulnerable / troubled families	Under the healthy environment priority we have created a flagship project about developing initiatives to help troubled families. Swale has been piloting a community budgets approach to complex families in 2011/12 and this is now being mainstreamed. We are committed through our partnership working and support services to address the needs of vulnerable families.
<b>Health Inequalities</b>	
The final Corporate Plan should include commitments around - reducing health inequalities - how Swale BC can work with partners to tackle gaps in health outcomes (a new Kent Health Inequalities	Under the healthy environment priority we have recognised the importance of working with partners to tackle health inequalities including the importance of implementing an effective health

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Action Plan is being developed)	and well-being board locally. We will be working with Health and other partners to develop and deliver a Swale Health Inequalities Action Plan, flowing from the Kent and Medway Health Inequalities Strategy which will be lead by the Locality Board Health and Housing Thematic Partnership.
<b>Local Schools Giving Priority to Local Children</b>	
Local schools encouraged to prioritise giving places to those children living nearest them, to make walking to school more practical. This would provide health benefits and get the cars off the road, reducing congestion and pollution (A part of Ospringe, Faversham, is already in breach of EU regulations on air quality).	The allocations policy is determined by Kent County Council the Local Education Authority or by individual schools; this is outside of Swale Borough Council's remit.
<b>OTHER COMMENTS</b>	
Overall the document needs to be written in very clear English, and avoid words such as localism, big society, community right to challenge, Kent Forum, Locality Boards, scrutiny, infrastructure, value-added, vocational opportunities, wellbeing etc. These are all words or phrases which need careful explanation to be clearly understood. I applaud the attempt to achieve a brief and clear document and explanations of these words and phrases would make the document too long. Please take hold of a thesaurus and make the document fully understandable.	Whilst every attempt is being made to use language that is clear inevitably there will be some words particular names that need to remain.
Information should be made easier for people with learning difficulties to understand, which would help the community as a whole	
the Corporate Plan should contain clear, achievable objectives; the organisations purpose needs to be more people orientated;	
The focus on three clear priorities clearly sets out Swale BC's vision for the future of the Borough in a way that is easy to understand. The three priorities are sufficiently broad and relevant, which will allow for work streams to be developed from them. The document itself presents Swale as a positive proactive District that has vision and ambition. We very much welcome the clear links between this Corporate Plan and the three countywide ambitions that are in Vision for Kent and KCC's Bold Steps for Kent.	
We welcome the reference and importance given to the Kent Forum and Locality Boards in the Foreword. We would like to suggest that Vision for Kent is also mentioned. Vision for Kent is the countywide partnership strategy that brings together Kent's Councils and other partners around three countywide ambitions, while also providing flexibility for local areas to identify and deliver their own priorities, which is what this document successfully does.	
<b>Delivering efficient and cost effective services</b>	
An additional priority to be added with reference to delivering services efficiently and effectively; and Remove the numbering so it did not appear that the priorities were in order of importance.	
Delivering efficient and cost effective services – It may be argued that this is so core to SBC activity that it does not need to be a priority. On balance however a clear focus on this would be supported by most people in Swale. To achieve it does require an unrelenting focus from officers and councillors. It also requires a high degree of transparency between SBC and the public. If it is not thought necessary to include it as a specific priority then a clear statement in the introductory part of the corporate plan that it is a basic aim of the Council would be an acceptable treatment	We are not proposing to include “delivering efficient and cost effective services as an additional priority. This corporate plan is different to previous plans is focuses on areas of change and improvement rather than attempting to cover everything the council does. We have however, under the “embracing localism” priority included a mnemonic that gives a clear statement about how the council will work.