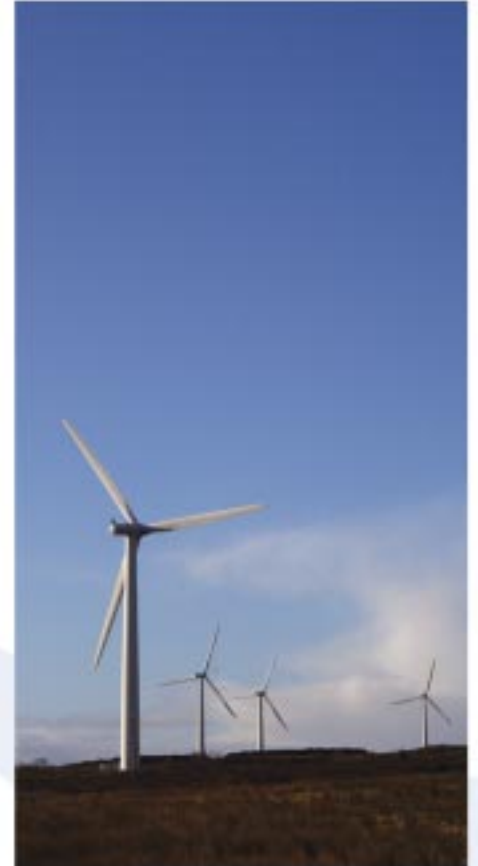




# CORPORATE PLAN 2007-2009



# OUR VISION

The Limavady Borough area will be  
a place where people are equally  
proud to

**Live, Work and Visit**

Limavady Borough Council's Corporate Plan for 2007 to 2009 provides the framework for our activities over the next three years. It will help the Council meet the many challenges we will face in the coming years.

[www.limavady.gov.uk](http://www.limavady.gov.uk)

## The Legal Context

The role and functions of local government are mainly set out in the Local Government Act (NI) 1972. This Act has been amended over the years but essentially the responsibilities of Council fall into three main categories:

- **Provision of Direct Services**
- **Representation on Various Statutory, Voluntary and Community Bodies**
- **Civic Leadership**

## The Organisational Context

Limavady Borough Council has 15 members as follows:

|           |               |
|-----------|---------------|
| Sinn Fein | 6 Councillors |
| DUP       | 2 Councillors |
| SDLP      | 3 Councillors |
| UUP       | 2 Councillors |
| UUCP      | 2 Councillors |

Councillors are elected for a 4 year term of office with 5 Councillors elected to represent each of the electoral wards of Limavady, Bellarena and Benbradagh.

The Council provides a wide variety of services to those living, working and visiting the area. These include:

- A range of recreational, cultural and community facilities;
- Street cleansing, waste collection and disposal services;
- Promotion of arts, tourism, economic development, community development;

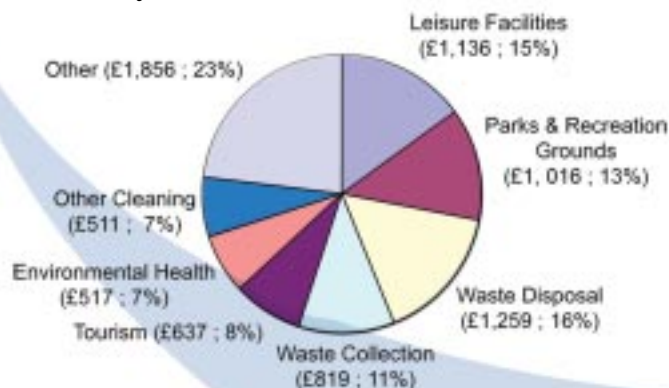
- Regulation of various public health and safety activities

## The Financial Context

Limavady Borough Council primarily funds its services in three ways:

- **The District Rate**
- **The General Grant**
- **Charging for Services**

The District Rate is set annually by the Council and provides the main source of funding for the finances necessary to achieve the objectives of the Corporate Plan. The diagram below outlines how the total net expenditure of £7,751,000 will be used by the Council in 2007/08.



## The Environmental Context

The Review of Public Administration will introduce one of the most far reaching reforms of the public administration system in Northern Ireland. The Council will be working steadfastly to maintain and improve our services right up to the formation of the new Council structures and will ensure the needs of the Limavady Borough Council area continue to be addressed under the new arrangements.

# OUR CORPORATE PLAN

The process of developing our Corporate Plan for 2007 to 2009 began in 2006 and involved a wide ranging consultation process with Councillors, staff and local stakeholders. This resulted in the following Mission Statement, Corporate Themes and Objectives:

## OUR MISSION

To deliver quality services that meet peoples needs, making the best use of resources while managing the transition to new Council structures in a way that best promotes the interests of the area; underpinned by unified civic leadership, making the most of our central location, regionally, transnationally and in a European context.

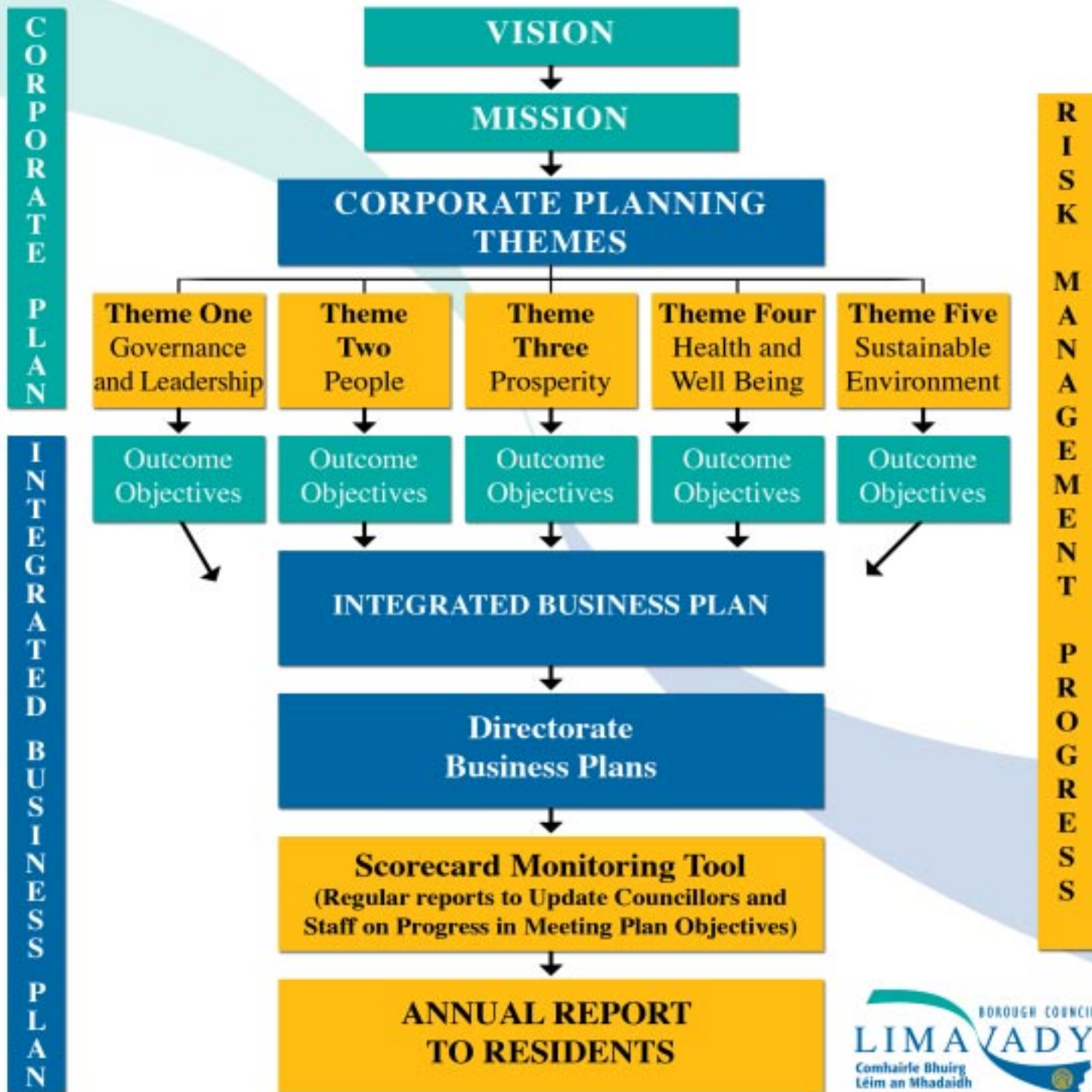
| CORPORATE THEMES                 | OUTCOME OBJECTIVES  |
|----------------------------------|---|
| <b>Governance and Leadership</b> | <p>To be the primary unified voice for the people of the Borough in order to obtain a fair deal from Government Departments, statutory and voluntary agencies and other decision making bodies.</p> <p>To embed a continuous improvement ethos in our service delivery and business practices</p> <p>To build capacity of all Council members and employees charged with Governance or Leadership responsibilities.</p> <p>To support or provide fora to enable the Borough's people, organisations and sectors to influence policy and decisions that may have an impact on them and their future.</p> <p>To make Council more accessible to the public.</p> |
| <b>People</b>                    | <p>To assist the people of the Borough to realise their potential as citizens in respect of educational attainment, employability skills and competencies.</p> <p>Celebrate the diversity of cultures within the Borough and promote an ethos of equality and good relations.</p> <p>Establish new mechanisms for consultation and communication between the Council and the Borough's different cultural, sectoral and geographic communities.</p>   |

|                                |   |
|--------------------------------|---|
| <b>People<br/>(contd.)</b>     | <p><b>Recognise and promote the achievements of residents, organisations and businesses within the Borough.</b></p> <p><b>Develop the skills, competencies and morale of Council's employees to best deliver services and be prepared for future change.</b></p>  |
| <b>Prosperity</b>              | <p><b>Meet the Council's commitments established in its strategies for Economic Development and Tourism.</b></p> <p><b>Facilitate and support initiatives which help to accelerate indigenous Business generation and growth in the Borough</b></p> <p><b>Maximise the advantages to the area of Cross Border Partnership working.</b></p> <p><b>Adopt an integrated approach in the promotion and marketing of the area.</b></p>   |
| <b>Health and Well Being</b>   | <p><b>Embed the ethos and objectives of health and well being best practice into all aspects of Council business drawing on other strategies such as Investing for Health.</b></p> <p><b>Facilitate community based health and well being initiatives across the Borough.</b></p> <p><b>Combat economic issues impacting on the health of the people of the area, for example, poverty, levels of disposable income and levels of deprivation.</b></p> <p><b>Create and sustain opportunities for lifelong participation in sport, leisure and culture.</b></p> |
| <b>Sustainable Environment</b> | <p><b>Promote the concept of environmental sustainability through the adoption of an Environmental Policy Statement.</b></p> <p><b>Meet the Council's commitments under the North West Waste Management Plan 2006 - 2020.</b></p> <p><b>Facilitate and support environmental education, learning and information initiatives.</b></p> <p><b>Maintain the Council's estate and facilities to ensure their sustainability as an asset for the community into the future.</b></p>  |

An Integrated Business Plan has been developed for 2007/2008 and this sets out the actions and key tasks needed to achieve the strategic objectives in the Corporate Plan. Flowing from the Integrated Business Plan are specific Directorate Business Plans. These Plans identify the actions and key tasks to be undertaken by each of the functional areas within the Council.

Directorate Business Plans and an Integrated Business Plan will be developed on a year by year basis to ensure we are fulfilling the aims of the Corporate Plan. Councillors and staff will be updated on a regular basis on progress and residents of the Borough will be provided with an annual report on progress.

# OUR PLANNING FRAMEWORK



# OUR VALUES

Everything that we do is underpinned by the following key values. They determine how we do business and how we interact with the people who use our services and who live, work and visit the Borough of Limavady:

*Partnership Working*

*Capacity Building*

*Communication and Consultation*

*Fair and Unprejudiced Treatment for All*

*Respect for All Cultures and Traditions*

*Sustainability*

*Effective and Efficient Use of Resources*

*Enhancing Our Infrastructure*

[www.limavady.gov.uk](http://www.limavady.gov.uk)

# “Breathe the Danny Boy Air”

*Limavady and the Roe Valley – where the haunting strains of what is now known as ‘Danny Boy’ were first heard, where majestic mountains melt into soft valleys, where the sea air drifts across golden sand, where music and melody ring from glen to glen.*



You can contact Limavady Borough Council in a number of ways:

**In Person:** By calling into the Council Offices at  
**7 Connell Street, Limavady**

**By Post:** By addressing your mail to  
**Limavady Borough Council  
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Limavady  
BT49 OHA**

**By Phone:** (028) 777 22226

**By Fax:** (028) 777 22010

**By Textphone:** (028) 777 62892

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[www.limavady.gov.uk](http://www.limavady.gov.uk)