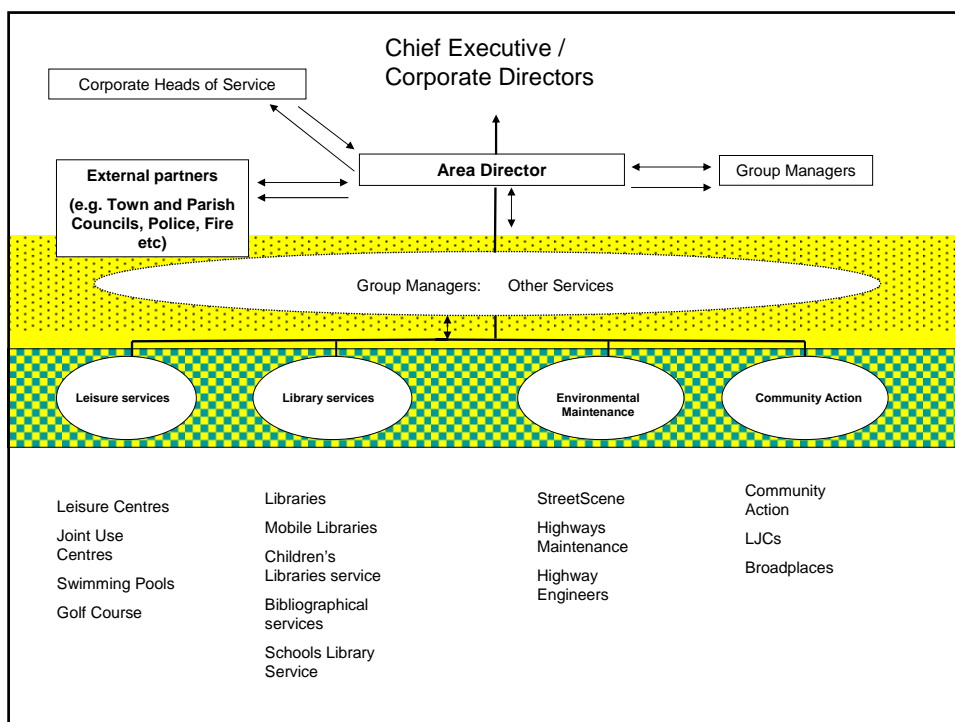
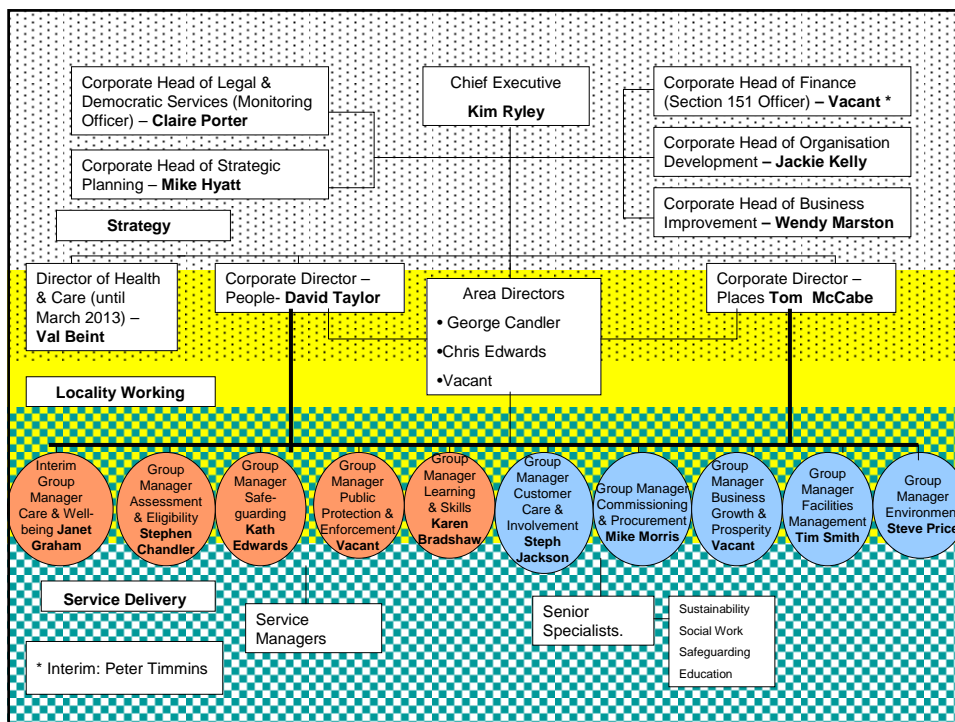


AREA DIRECTORS

Transformation
Innovation
Leadership
Engagement



Matrix Management

(No direct staff line management)

- Housing allocations and repairs
- Community Safety
- Health and social care facilities
- Community facilities (cemeteries, crematoria)
- Local business support and social enterprises
- Building Maintenance
- Area Headquarters

Area Director – Key Outcomes

- **Place Shaping**
 - Engaging and facilitating through local members, key stakeholders and communities
- **Community resilience and satisfaction**
 - Creating Resilient, Self-sufficient Communities
 - Translating and implementing strategy to deliver a positive customer experience
- **Entrepreneurship**
 - Growing social capital through exploring and developing new markets
 - Commissioning services in innovative and different ways
 - Commercial excellence in service delivery
- **Learning and Growth**
 - Creating the right culture through embedding values and behaviours
 - Actively encourage and support innovation
 - Leading change management
- **Financial Leadership**
 - Success in cost control and income generation through creating synergies from services working together

New Town & Parish Charter - Trust

- Joint Agreement – “We will ...”
- Willingness to Trust Organisations is based on 3 key components :-
 - i. Integrity – is the organisation just and fair
 - ii. Goodwill - does the organisation care about me
 - iii. Competence – the ability to do what it says it will

New Town & Parish Charter -Transparency

Transparency is based on 4 key components :-

- i. Information Provided – is it truthful, open, substantial and reliable
- ii. Stakeholder Participation – what sort of information is wanted and needed
- iii. Accountability – what the organisation does and says – including its mistakes
- iv. Secretiveness – a “reverse” item to openness and a negative correlation to transparency

Localism Agenda

Future Opportunities and Challenges

- i. Giving communities more power
- ii. Improved transparency and accountability
- iii. Community right to buy & right to challenge
- iv. Opening up the market for public service provision
- v. Developing a strong and diverse voluntary sector
- vi. Neighbourhood Planning
- vii. Community Infrastructure Levy
- viii. Place based community budgets in 2013
- ix. Councillors role in the Big Society
- x. LJC's – Supporting local groups, involving local people