Building a borough for everyone

Message from the Leader of the Council and Managing Director:

Cllr Simon Dudley, Leader of the Council.

The Royal Borough of Windsor & Maidenhead is a uniquely special place to live. I have lived and raised my family here for the last 25 years and am passionate about ensuring our community continues to go from strength to strength so that others can thrive here with the same opportunities, whether it’s owning a home, educating their children or growing their business.

This refreshed council plan captures the things that we, elected members, know our residents value. We will, on their behalf, continue to put them first; secure the best value in how we use our resource, work with the public, private and voluntary sector partners to ensure that the borough is fit for the future. We are the guardian of services on behalf of residents working with the council’s workforce.

Alison Alexander, Managing Director.

Since the last Council Plan was adopted, the council has undergone significant change. There is new political leadership, supported by a new leadership and management structure. The entire workforce remains committed to constantly evolving so that residents receive the service they need at a time and location they need. We are enterprising in our approach and now in 2017 more of the council services are delivered in partnership with other local authorities or private and voluntary sector companies.

This plan clearly sets out our passion for first class services for our residents and how we will hold ourselves and array of companies delivering council services to account.

How the Council Plan fits with our other plans:

The Council Plan is supported by:

- Our Medium-Term Financial Plan ensures our resources match our priorities.
- Our People Plan sets out how we will strengthen our existing skills, capability and resilience.
- Our Communications Plan sets out how we will communicate with our residents, stakeholders and staff.
- Our new Customer Plan will set out how we will make an excellent customer-experience the norm.
- The Borough Local Plan guides development and infrastructure planning across the borough.
- The Joint Health & Wellbeing Strategy priorities are shared between the council and key partners.
- Service Plans set out how individual service areas will deliver relevant priorities.
- Staff objectives detail what individual members of staff will do to deliver the council’s priorities.

Council Plan 2017-2021
Our vision: Building a borough for everyone – where residents and businesses grow, with opportunities for all.

Our values: Commitment ● Respect and Value ● Engage ● Accountability ● Trust ● Empower and Inspire