

Council Plan [Vision/Aims/Priorities]

Vision for the Borough:

A Borough of safer, greener and cleaner communities, with opportunity for all.

Vision for the council:

- **An outward-looking, collaborative, learning organisation** where all colleagues feel empowered and take responsibility.
- **A council at the heart of the Borough's communities** – championing local issues, caring for and empowering residents, and creating opportunity.
- **A council which operates on a regional footprint**, leading and convening partners and stakeholders across the public, private and voluntary sectors to drive economic growth and prosperity and get the best outcome for our people and businesses.

[Aim 1] Put the council on a strong financial footing to serve the borough effectively

Priorities:

- Continue to improve scrutiny, forecasting and monitoring of the budget; actively manage risks and opportunities to improve the council's financial position.
- Improve the way in which we deliver priority services, including using technology in better ways.
- Manage contracts effectively and explore alternative ways to deliver to improve value for money.
- Maximise the income we receive, through commercialisation, grants, fees and charges, and managing debt effectively.
- Optimise use of the buildings, land and other assets that we own.

[Aim 2] A cleaner, greener, safer and more prosperous borough

Priorities:

- Keep our neighbourhoods clean and safe.
- Protect and improve the environment and green spaces, reduce carbon emissions and increase biodiversity.
- Support our local economy, working with businesses and securing inward investment.
- Develop a more coherent approach to regeneration and place-making across the borough's key locations, and ensure economic and housing development benefits local communities.
- Ensure availability of housing, that meets our local housing needs, with a focus on tackling homelessness.

[Aim 3] Children and young people have a great start in life and access to opportunities through to adulthood

Priorities:

- Support children and families to live safe, happy and healthy lives.

Appendix A

- Support children and young people in our care and meet their needs safely.
- Support all children and young people to achieve meaningful outcomes from birth into adulthood, enabling them to live, learn and thrive locally and access opportunities.
- Support young people and families to develop resilience and independence.

[Aim 4] People live healthy and independent lives in supportive communities

Priorities:

- A council-wide focus on increasing healthy life expectancy, improving wellbeing and reducing the impact of inequalities.
- Provide access to the right support to residents at the right time, in the right place, with a focus on early help and prevention, to maintain and extend independent living.
- Deliver quality adult social care with suitable homes for those who need life-long support.

[Aim 5] A high-performing council that delivers for the borough

Priorities:

- Strengthen how we work to serve the borough better - placing the borough at the heart of communities; listening to people and involving them in decision-making.
- Strengthen partnerships with charities, the voluntary sector, businesses, parishes, health and education partners, statutory bodies, faith groups and others to enable better outcomes for residents.
- Strengthen the council's governance, transparency and accountability and provide the framework for a high-performing, compliant council.
- Empower and support our workforce to deliver well for the borough, now and in the future.