

Corporate Strategy 2016-2020



Environment and Place

Vision/Outcome

A sustainable environment and a great place to live, work and play

PRIORITIES

- Maintaining high quality green spaces for all to enjoy
- Reducing our energy and carbon consumption and supporting others to do the same
- Keeping our District clean and tidy
- Minimising the waste produced across the District



Strategic Growth and Infrastructure

Vision/Outcome

A well connected and growing district with high quality homes and infrastructure

PRIORITIES

- Developing a Local plan that meets the future needs of the District
- Increasing the number of homes that meet the needs of our current and future residents
- Improving the availability of affordable homes in the District
- Supporting the delivery of strong sustainable transport infrastructure links



Economic Development

Vision/Outcome

A prosperous district that attracts business growth and provides high quality employment opportunities

PRIORITIES

- Enabling suitable employment sites and premises
- Providing support to help businesses to start and grow
- Developing educational attainment and skills that are attractive to employers
- Supporting our urban and rural economy
- Securing good broadband links to support our businesses
- Attracting tourism and promoting the heritage of the District



Health and Communities

Vision/Outcome

Residents live well in healthy and resilient communities where residents feel supported

PRIORITIES

- Ensuring provision of excellent leisure, health and wellbeing opportunities
- Supporting our residents to be healthy and live well
- Protecting the vulnerable
- Improving services to meet the needs of older people in the District
- Encouraging independent and resilient communities
- Expanding access to services for young people



Finance and Performance

Vision/Outcome

A high performing organisation that delivers excellent and value for money services

PRIORITIES

- Maintaining low Council Tax for our residents
- Strengthening the Council's financial independence
- Improving performance in services that are a priority for our customers



Overall strategy and direction

Vision/Outcome

Delivering better outcomes for residents and businesses and reducing costs to taxpayers

PRIORITIES

- Working with Councils, other public bodies and the private sector across Essex, to achieve greater local control of decisions to enable us to deliver better outcomes for residents, businesses and customers
- We will continue to develop our strategic partnerships with public, private and voluntary organisations to provide excellent and cost effective services that are valued by our residents and businesses.



Delivering the strategy

- Developing and governing organisation to meet the challenges of the future
 - Delivering Customer Service Excellence
 - Improving access to services through use of technology
 - Keeping people informed
 - Emphasising our Business focus