

# Our Long Term Vision

South Cambridgeshire will continue to be the best place to live, work and study in the country. Our district will demonstrate impressive and sustainable economic growth. Our residents will have a superb quality of life in an exceptionally beautiful, rural and green environment.

The Council will be recognised as consistently innovative and a high performer with a track record of delivering value for money by focusing on the priorities, needs and aspirations of our residents, parishes and businesses.



## The Three 'A's – Final Draft 2013-14: Council 28/2/13

<b>Aims</b>	We will listen to and engage with residents, parishes and businesses to ensure we deliver first class services and value for money	We will work with partners to create opportunities for employment, enterprise, education and world-leading innovation	We will make sure that South Cambridgeshire continues to offer an outstanding quality of life for our residents
<b>Approaches</b>	<ul style="list-style-type: none"> <li>Achieving improved satisfaction with our services</li> <li>Communicating and engaging with residents, businesses and staff</li> <li>Delivering value for money and sound management of resources</li> <li>Supporting parish councils through localism</li> <li>Strengthening partnership working</li> <li>Being open, transparent and accessible</li> <li>Leading the way in improving rural services</li> <li>Tailoring our services to all ages, supporting older people and youth engagement</li> </ul>	<ul style="list-style-type: none"> <li>Making the district an attractive place to do business</li> <li>Promoting economic growth through effective planning policies</li> <li>Encouraging entrepreneurship, innovation and aspiration</li> <li>Supporting rural businesses and treating them fairly</li> <li>Planning for timely infrastructure to support developments</li> <li>Maximising benefits to the community from new developments</li> </ul>	<ul style="list-style-type: none"> <li>Promoting active and healthy lifestyles</li> <li>Fostering good citizenship and civic pride</li> <li>Encouraging low carbon and sustainable living</li> <li>Improving housing opportunities for local people</li> <li>Promoting community safety and cohesion</li> <li>Preserving local traditions</li> <li>Keeping our villages attractive and clean</li> <li>Being a voice for rural life</li> <li>Preserving and enhancing the landscape for future generations</li> <li>Increasing accessible open space</li> </ul>
<b>Proposed Council Actions 2013-2014</b>	<p>A1. Continue to invest in employees and members by carrying out actions in the Organisational and Member Development strategies</p> <p>A2. Maintain financial resilience whilst channelling our resources to create opportunities for investment, sustainable borrowing and economic growth</p> <p>A3. Ensure best use of Council assets and benefit from opportunities to achieve efficiencies from working together</p> <p>A4 Carry out projects from the business efficiency programme, working with services to reduce costs and deliver better ways of working</p> <p>A5 Further improve how we engage with residents, keeping them informed about the Council and its services and using their feedback to shape future service delivery</p> <p>A6. Increase the supply of temporary accommodation, prioritising council-owned properties whilst not restricting options in other sectors.</p> <p>A7. Ensure the South Cambridgeshire Local Plan and Community Infrastructure framework are based on effective engagement</p> <p>A8 Work with RECAP waste partners to reduce council tax costs, carbon impacts and waste sent to landfill</p> <p>A9 . Ensure benefits reform is implemented as smoothly and as effectively as possible</p> <p>A10 . Effectively influence the new Police and Crime Commissioner's Plans via improved engagement with our local communities and better sharing of intelligence with police and partners</p>	<p>B1. Work with partners to improve digital infrastructure</p> <p>B2. Support the local economy through developing a Register of Businesses and Business Support schemes</p> <p>B3. Establish a Council 'Back to work' project, and promote apprenticeships to equip all our young people for productive life</p> <p>B4. Continue an effective approach to enforcement to target residents' problems whilst effectively supporting local business success</p> <p>B5. Work with the LEP and other partners to facilitate local innovation and entrepreneurship</p> <p>B6. Work with partners to deliver an effective, collaborative approach to strategic planning, transport and drainage</p> <p>B7. Ensure the effective delivery of Northstowe and other new communities</p> <p>B8. Deliver a range of homes that are affordable and where people want to live in areas that will support economic growth</p> <p>B9. Build the first of the new Council houses in the New Build Strategy 2012-15</p> <p>B10. Set up a new way of delivering equity share, market sale and private rented properties</p>	<p>C1. Develop solutions to deliver co-ordinated community transport</p> <p>C2 Work with older people and the voluntary sector to roll out the new 'Community Navigators' and 'Safer Homes' schemes as part of the Ageing Well Strategy</p> <p>C3. Work with GPs and Local Health Partnership to improve the health of new communities, access to mental health services and support for emerging vulnerable groups</p> <p>C4. Address the accommodation needs of Gypsies and Travellers</p> <p>C5. Work with local communities and businesses to develop and deliver actions on green issues that make a difference</p> <p>C6. With the new Youth Council, develop an integrated plan to improve health, success and opportunities for young people</p> <p>C7. Celebrate rural life through the Community Pride, Village Heroes and best-kept garden awards</p> <p>C8. Continue support for community orchards, allotments, hedgerows, tree-planting and other conservation and enhancement schemes, including the Chalk Rivers project</p> <p>C9 Establish projects to consider the options for upgrading and improving Council homes</p> <p>C10 Jointly lead the 'Together for Families' partnership project to improve the lives of families with the most complex needs</p>