

# Our Long Term Vision

South Cambridgeshire will continue to be the best place to live and work in the country. Our economy will demonstrate impressive and sustainable economic growth. Our residents will have an enviable 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.



| <b>Three A's</b>            |   |  |  |
|-----------------------------|---|--|--|
| <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 and sustain opportunities for employment, enterprise, and world-leading innovation  | We will make sure that South Cambridgeshire continues to offer outstanding and sustainable 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 our residents</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>Playing our part 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 appropriate planning policies</li> <li>Encouraging entrepreneurship, innovation and aspiration</li> <li>Supporting rural businesses and treating them fairly</li> <li>Ensuring families and communities reach their full economic potential</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>Meeting the needs and aspirations of current and future residents through effective planning</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> </ul>   |
| <b>Actions 2012-2013</b>    | <ul style="list-style-type: none"> <li>Strengthen working with key partners, including MPs and the County Council</li> <li>Invest in employees and members through officer development and the Member Charter</li> <li>Develop shared services where appropriate to achieve strengthened resilience and improved customer service</li> <li>Deliver financial sustainability</li> <li>Implement a streamlined and integrated grants process to support localism</li> <li>Develop a resilient and responsive planning service that is an effective tool to deliver corporate priorities</li> <li>Develop and promote self service through the implementation of the new interactive website and customer contact arrangements</li> <li>Improve the profile and reputation of the Council through more effective comms/marketing</li> <li>Build on existing social media networks to engage local communities and deliver the "Cambridgeshire Connection"</li> <li>Monitor and review the effectiveness of the shared Home Improvement Agency Service</li> <li>Work towards an elected tenant housing service through the new tenant participation arrangements</li> <li>Ensure the new South Cambs Development Plan is based on effective engagement with members and parishes and reflects corporate priorities</li> </ul> | <ul style="list-style-type: none"> <li>Work with partners to improve digital infrastructure</li> <li>Identify ways to support existing, developing and new businesses</li> <li>Improve marketing to promote inward investment to South Cambridgeshire</li> <li>Work with economic development partners, including the Local Enterprise Partnership, to address the needs of businesses</li> <li>Implement recommendations of the enforcement/inspection review to ensure consistent action</li> <li>Work with partners to deliver an effective collaborative approach to strategic planning</li> <li>Ensure that infrastructure to support developments is planned ahead of time, including adequate drainage, cycle paths and recreation facilities</li> <li>Maximise benefits to the community from new developments</li> <li>Ensure the effective delivery of Northstowe and other new communities</li> </ul> | <ul style="list-style-type: none"> <li>Work with partners to encourage local environmental enhancements including the Chalk Rivers project</li> <li>Extend and enhance recycling opportunities</li> <li>Develop solutions to deliver integrated community transport</li> <li>Install solar panels on council housing stock</li> <li>Work with older people to improve their independence and quality of life</li> <li>Ensure that local health needs are addressed through the new NHS arrangements</li> <li>Develop a sustainable process to address the housing needs of gypsies and travellers</li> <li>Ensure benefits reform is implemented as smoothly and as effectively as possible</li> <li>Work with local communities and businesses to develop and deliver actions on climate change that make a difference</li> <li>Work with partners to ensure the effective implementation of the Supporting People project to meet the needs of tenants</li> <li>Ensure the effective delivery of the Children and Young People's Plan and the development of the Youth Council</li> <li>Sustain the Community Pride, Village Heroes and best-kept garden awards</li> </ul> |
| <b>Performance Measures</b> |   |  |  |