



“Our residents will be at the heart of everything we do”

We will enable our staff to meet future challenges by working in a business-like way;

We will enable our communities to help deliver services which they consider to be specifically important to them;

We will create opportunities to maximise income to continue delivering services;

We will help this District become renowned as a leading regional centre in the science, medical and technology sectors within the next 10-20 years;

We will support new and existing businesses;

We will make the most of our coastal areas.

OUR PRIORITIES

BECOME FINANCIALLY SELF-SUFFICIENT

- We will set up a trading arm and increase our traded services to generate investment income and make us more ‘self sufficient’;
- We will pursue large scale commercial projects to generate income;
- We will ensure our commercial activity will, where possible, have social benefits;
- We will use local businesses and resources whenever possible whilst ensuring Best Value;
- We will review our services so that we provide more of what is important to our residents.

EARLY INTERVENTION

- We will use early intervention to manage demand on our services;
- We will endeavour to help to provide good quality homes for all of our residents by bringing, for example, more empty properties back into use;
- We will promote the safeguarding of our young and vulnerable residents;
- We will work closely with those partners who will help us achieve our aims, especially those whose focus is on early intervention and prevention.

MAXIMISE OUR ASSETS

- We will ensure that all of our assets are fully utilised to maximise income whilst ensuring social purpose.

ENABLE COMMUNITIES

- We will engage with all parts of our communities, including Parish Councils, businesses and our residents, to encourage the most efficient way to provide services and to help create full employment, including more apprenticeships.

To achieve these priorities we will create a culture in the Council that is: focussed on real outcomes, not process; proactive; flexible; able to make decisions promptly; business-like; empathetic; willing to take risks whilst maintaining appropriate safeguards.

How we will achieve our priorities: a number of detailed delivery plans will emerge from this business plan; these will set out how we will achieve the objectives set out in this plan.