

## East Cambridgeshire District Council's Statement of Vision

This Vision is supported by a statement of intent to communicate a clear set of objectives which demonstrate our commitment to ensuring that the District remains one of the best places to live in the country.

Our Corporate Objectives;

- To be financially self-sufficient and provide services driven by and built around the needs of our customers.
- To enable and deliver commercial and economic growth to ensure that East Cambridgeshire continues to be a place where people want to live, work, invest and visit.

The Council has 6 Priorities which set out the main areas where we will concentrate our work over the next 4 years;

- 1) A customer driven efficient Council with a 'Can Do' attitude and Open for Business approach and commercially focused to ensure financial self sufficiency for the taxpayer.
- 2) Genuinely affordable housing by local people for local people.
- 3) Making East Cambridgeshire an even better place to live.
- 4) Making it easier to get around the District and do business.
- 5) Appropriate developments with better infrastructure and improving Planning Service.
- 6) Driving economic success by creating the infrastructure to attract businesses and create jobs.

Under the 6 Priorities are our Promises which set out the projects by which we will achieve the Priorities. We believe that having high aspiration levels will secure a strong future for the district and provide a clear vision for the organisation and our customers.

These consist of:

- Freeze the East Cambs element of Council Tax 2016/2017.
- Support more Community Land Trusts in other communities.
- Aim for a 60% recycling rate and ensure bins are put back tidily.
- Oversee delivery of the cinema.
- Deliver the leisure centre in Ely and review and support leisure services throughout the District.
- Push to ensure the Ely Bypass is built.
- Keep free car parking in our city and town centre car parks.
- Seek to increase car parking spaces at Littleport Station and Angel Drove, Ely.
- Use the business rates retention fund on business development, creation of new jobs and opportunities for young people.