

	Delivering a Financially Sound and Well Managed Council	Genuinely Affordable Housing	A Fantastic Place to Live	Improving Local Transport	Improving Infrastructure	News Jobs and Funding
Priorities	(1) A customer driven efficient Council with a 'can do' attitude and pro 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.
Promises	<p>Freeze the East Cambs element of Council Tax in 2016/17.</p> <p>Customer driven Council with a “can do” approach which exists to “serve you”, our customers.</p> <p>Replace automatic pay increases with performance related pay.</p> <p>Prioritise and improve 'front line' services through commercialism and reduction in management and administration costs.</p> <p>Keep a firm grip on waste and unnecessary bureaucracy.</p>	<p>Support delivery of the first Land Trust homes in Stretham.</p> <p>Continue to support trusts in Swaffham Prior, Soham and Stretham and Wilburton.</p> <p>Encourage other places to consider Community Land Trusts.</p>	<p>Aim for a 60% recycling rate and put bins back tidily.</p> <p>Deliver the cinema and leisure centre on Downham road, Ely.</p> <p>Review and improve sports and leisure services throughout the District.</p>	<p>Ensure the Southern Bypass Ely is built.</p> <p>Keep free parking in our city and town centre car parks.</p> <p>Seek to increase car park spaces to service Ely and Littleport railway stations.</p> <p>Mark out new lanes on key roundabouts to improve traffic flow.</p>	<p>Offer genuinely affordable housing by local people, for local people.</p> <p>Work with partners to help secure a new railway station in Soham.</p> <p>Push to ensure the Ely Bypass is built.</p> <p>Work with partners to support the development in North Ely.</p>	<p>Promote apprenticeships with local businesses.</p> <p>Use the business rate retention fund on business development, creation of new jobs and opportunities for young people</p>

<p>Communications</p>	<p>Agreeing budget in February/ Council Tax – press release, interview with Cambridge TV & radio. ECDC Leader’s statement sent to Anglia Revenues Partnership (ARP) to be sent out with Council Tax documents.</p> <p>Website launch (angle of being user-friendly with new self-service area) - press release, interview with Cambridge TV and radio.</p> <p>Promote staff that have achieved “outstanding” in their appraisals (Leading Lights) – press release, potential feature in the Cambridge News.</p> <p>LATC (Barton Road) – see Appendix 3A.</p> <p>Palace Green Home Launch – press release, launch event involving local press, social media activity, marketing activity.</p> <p>Ely Markets anniversary – press release, press party, social media activity.</p>	<p>Press coverage for each CLT.</p> <p>Press release/photo opportunities for each Stretham CLT milestone – particularly the first family moving in. Interview with the family. Encourage Cambridge TV & radio to feature a piece on this.</p>	<p>Press release for Cinema/District Leisure Centre milestones – will have to work closely with Turnstone Estates’ PR providers). For example, announcing that plans for the District Leisure Centre have been approved, announcing who has been contracted to build the District Leisure Centre etc.</p> <p>Liaise with Turnstone Estates’ PR providers to help organise District Leisure Centre Turf Cutting Event (expected to take place on the 30th June).</p> <p>Cinema launch party – press invited. Issue press release. Hire a professional photographer? Celebrity guest – e.g. local actor?</p> <p>District Leisure Centre launch party – press invited. Issue press release. Hire a professional photographer? Celebrity guest – e.g. local athlete?</p> <p>Potential positive piece on food outlets?</p>	<p>Work with Cambridgeshire County Council to spread news on progress of Southern Bypass.</p> <p>According to the Cambridgeshire CC website: Detailed design works – Autumn 2015 – Spring 2016, Earliest possible start of construction – Spring 2016, Earliest possible completion - late 2017.</p> <p>Press release/photo and recording opportunity for press when the Ely Southern Bypass opens.</p> <p>Free parking highlighted wherever possible in press releases, press activity (e.g. radio/TV interviews with Councillors).</p> <p>Free parking to be highlighted during Barton Road press conference, which continues to be a real positive to living in, and visiting, Ely.</p> <p>Free Christmas parking in all literature – big Christmas push to make people away of this (also reminding the media) and to attract visitors to the city.</p>	<p>Promote CLTs through press releases/coverage of events and milestones.</p> <p>Work with Cambridgeshire CC to provide updates/positive press coverage on Soham Railway Station (linked to devolution).</p> <p>Cover progress of North Ely development with press release/social media activity at key milestones. Make sure press are informed of key milestones and photo/recording opportunities.</p>	<p>Make sure we have a piece prepared in advance of National Apprenticeships Week (NAW) to try to secure maximum media coverage for the good work the Council is doing to support apprentices and helping businesses to grow. NAW takes place around the 14-18 March.</p> <p>Promote through social media and press releases the Council’s apprenticeship grant schemes and the assistance it offers to companies looking to take on apprentices.</p> <p>Working with ECDC’s Business team, the LEP and Grovemere, cover/promote developments to the Enterprise Zone at Lancaster Way Business Park.</p> <p>Press releases/social media activity - business rate retention fund on business development, creation of new jobs and opportunities for young people. Could look at doing case studies of “Apprenticeship Success Stories” for the ECDC website and for issuing to the media.</p>
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