

Our Vision, Values and Priorities

Following extensive consultation and detailed consideration of what the Council wants to achieve, we have decided on the following Vision, Values and Priorities to guide the Council's future direction.

VISION FOR BABERGH

A district where strong and inclusive communities are built on active citizenship and where all citizens have the opportunity to develop to their full potential.

THE COUNCIL'S ROLE

To provide responsible community leadership and influence in building, sustaining and helping to deliver a vision for the district that is shared by Babergh's citizens and the Council's partners

To create, support and sustain the social, economic and environmental conditions in which the shared vision for the district is realistically achievable

To encourage and contribute to partnerships that help to deliver that vision

To make decisions that best reflect and balance the diverse needs of individuals and communities in the district

To maintain a skilled, flexible and motivated workforce to deliver the services that citizens need

To make it easy for all citizens to access those services as conveniently as possible

THE COUNCIL'S VALUES

The Council will base all of its actions on the following values:

- Recognition of individual, community and economic diversity within the district
- Treatment of all people with fairness, equality, dignity and respect
- Provision of maximum individual choice within a framework of responsible citizenship
- Open and accountable decision making
- Responsible stewardship of public money and resources on behalf of all Babergh's citizens

THE COUNCIL'S PRIORITIES

In order to support **strong and inclusive communities** in the district, the Council will concentrate on the following priorities:

- Social, Economic and Environmental Well Being. Creating and sustaining the conditions in which individuals and communities can thrive by contributing to partnerships that
 - promote healthy living and reduce health inequalities

- increase the supply of housing that local people can afford to rent or buy
 - maintain a safe and clean environment
 - minimise domestic waste production and maximise recycling of waste
 - give easy, convenient access to quality public services
- Active Citizenship. Encouraging and facilitating the active involvement of citizens in local democracy by actions that will
- improve and enhance effective, two-way communication between the Council, Babergh's citizens and the Council's partners
 - demonstrate how local opinion has been taken into account in the Council's decisions
 - provide honest, transparent explanations for the decisions made
 - encourage public involvement in decision making
 - actively promote and support the involvement of young people in local decision making and activities
 - give influence and power to communities wherever possible
- Ambition and Opportunity. Raising individual and community ambitions and creating the conditions of equality of opportunity in which those ambitions can be fulfilled by
- promoting and supporting a climate of high ambition and equality of opportunity
 - active participation in business and other partnerships that provide learning, developmental and employment opportunities