



Vibrant places and strong communities

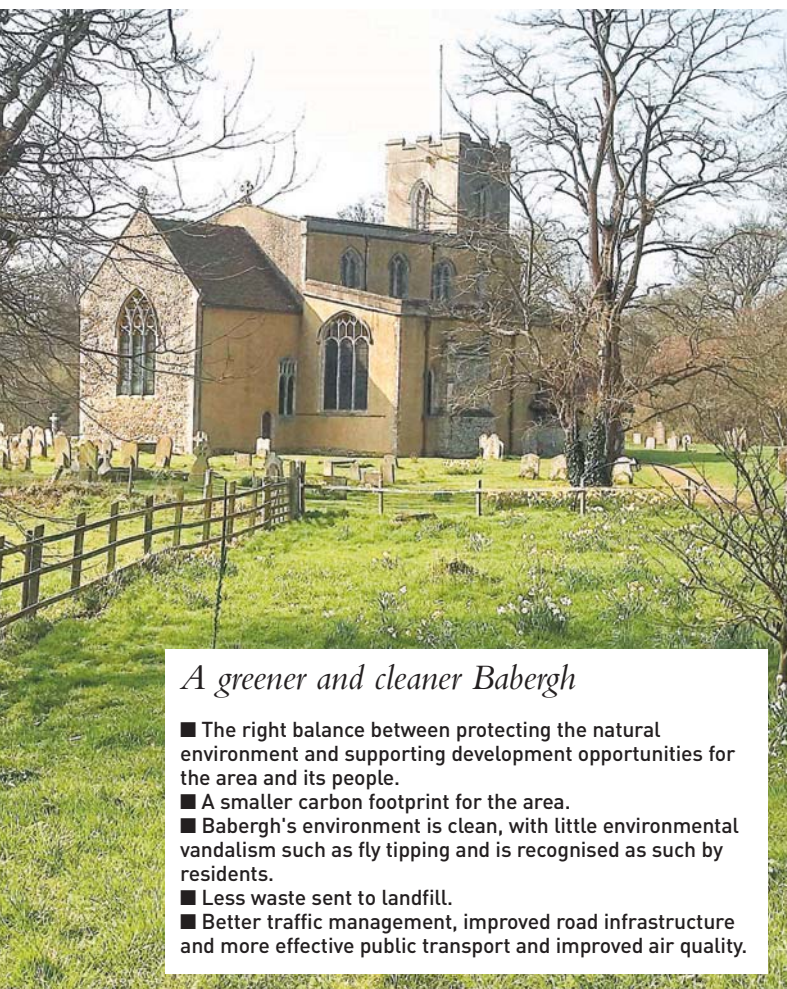
- A reduction in the impact of rural isolation on parts of the district particularly limited access to affordable housing, transport and jobs.
- Active local villages and communities
- Increased take up of developmental opportunities and activities by children and young people particularly from isolated or income deprived areas
- People have effective and convenient access to the public services they need by physical, telecommunications or other electronic means.

- Public services appropriately reflect the needs, aspirations and choices of individuals from different groups, such as older people, in their design, resourcing and delivery.
- Individuals have a sense of belonging within cohesive communities where everyone is valued.
- Vulnerable people are supported to live in the community.
- More people are involved in local decision making and participate in democratic processes which appropriately reflect the diversity of local communities.



A strong and sustainable Babergh economy

- Babergh's economy has grown sustainably, with more small and medium sized enterprises situated here.
- More skilled and higher paid jobs in the Babergh area with a higher proportion being taken up by Babergh residents
- Increased local educational opportunities and improved attainment and skill levels among Babergh's children, young people and working population - particularly in the more income deprived areas.
- Improved infrastructure in our market towns to increase vitality and viability.



A greener and cleaner Babergh

- The right balance between protecting the natural environment and supporting development opportunities for the area and its people.
- A smaller carbon footprint for the area.
- Babergh's environment is clean, with little environmental vandalism such as fly tipping and is recognised as such by residents.
- Less waste sent to landfill.
- Better traffic management, improved road infrastructure and more effective public transport and improved air quality.

What is the role of Babergh as regards the Strategic Plan?

The Council's role is to:

- Work with the people of Babergh and partner organisations to maintain a shared vision for the future of the area.
- Help to deliver this shared vision through;
- Responsible community leadership and the effective use of its influence
- Supporting the appropriate social, economic and environmental conditions needed for delivery
- Encouraging the development of, and contributing effectively to, partnerships
- Providing, procuring and supporting efficient, flexible, accessible public services of good quality
- Make decisions that fairly reflect and balance the differing needs of individuals and communities in the area.

In addition, the Strategic Plan will be supported by detailed three year plans which will set out, in the first instance, what is to be achieved by 2011. Progress against these plans will be reported regularly to Councillors of both Babergh and will inform the plans of any future Councils and we will consult with partners and the public during their development and delivery.

Cllr Nick Ridley said "This Plan focuses on the issues facing the Babergh area not just Babergh District Council. It links into the themes and outcomes of the Suffolk-wide Community Strategy and those of the Local Strategic Partnerships of Babergh East and West Suffolk (see page 18). It does not concentrate solely on what Babergh can do on its own but also how we can work with individuals, communities and partners to build the right legacy for this beautiful area and its people". For further information and for a copy of the Strategic Plan go to www.babergh.gov.uk or ask at Reception at Babergh's Hadleigh Offices.