

OUR VISION

Huntingdonshire District Council will continue to improve the quality of life for the people of Huntingdonshire and work towards sustainable economic growth whilst providing value for money services.

STRATEGIC THEMES

A strong local economy

Enable sustainable growth

Working with our communities

A Customer focused and service led council

AIMS

- Support enterprise
- Successful delivery of the Alconbury Enterprise Zone
- Work with others to improve strategic infrastructure
- Promote Inward investment
- Support the skills levels that aid economic prosperity

- Enable an adequate supply and mix of new and affordable housing to meet future needs.
- Promote sustainable, economical & residential development opportunities in and around the market towns
- Protect and improve our built and green environment
- Having the right policies in place & making the right decisions

- Maximise benefits to the community from new developments
- Achieve a low level of homelessness
- Build constructive relationships with all our partners in order to adopt multi agency problem solving approaches
- To undertake meaningful consultation, being open, transparent and accessible

- Robust business processes
- Make our services accessible to all
- Good financial management
- Making our assets count
- Workforce Development
- Efficient Internal Processes
- Effective communications

OUTCOMES

Make Huntingdonshire a better place to live, work and invest

Delivery of new jobs and suitable appropriate housing with minimum impact on our environment

Enhanced community & stakeholder engagement

Provide value for money services

| Theme/Aim | Key activity (these are some of the types of activities which will be used to measure impact/delivery) | O & S Panel | Executive Portfolio |
|--|--|---------------------|--|
| A strong local economy <ul style="list-style-type: none"> Support enterprise | <ul style="list-style-type: none"> Business support programme for those considering starting own business Deliver programme of themed business information events Advise and consult board of BID Huntingdon Hunts Business Awards – sponsorship, steering group, judging, table and leader’s speech at event. Dedicated advice service for business growth | Economic Well-Being | Strategic Economic Development and Legal |
| <ul style="list-style-type: none"> Successful delivery of the Alconbury Enterprise Zone | <ul style="list-style-type: none"> Support for funding applications (writing, monitoring, accountable body) Target sector promotion (editorial representation and attendance at events relevant to target sectors to promote inward investment, business relocation) Lead the EZ delivery strategy | Economic Well-Being | Strategic Economic Development and Legal |
| <ul style="list-style-type: none"> Work with others to improve strategic infrastructure | <ul style="list-style-type: none"> Supporting Partners- Connecting Cambridgeshire for superfast broadband A14 Steering Group Great Fen project – establish socio economic impact and opportunities for enterprise Joint working with infrastructure providers | Economic Well-Being | Strategic Economic Development and Legal |
| <ul style="list-style-type: none"> Promote Inward investment | <ul style="list-style-type: none"> Target sector promotion (editorial and events) Develop stand alone web site and brochure to encourage inward investment enterprise relocation to the district | Economic Well-Being | Strategic Economic Development and Legal |
| <ul style="list-style-type: none"> Support the skills levels that aid economic prosperity | <ul style="list-style-type: none"> facilitate EZ skills strategy group Develop links between businesses and schools | Economic Well-Being | Strategic Economic Development and Legal |

| | | | |
|---|---|---------------------|---|
| | <ul style="list-style-type: none"> Grassroots project – Oxmoor/Alconbury pathways to employment, coordination of HDC participation, financial contribution and Oxmoor project determination. Sponsorship and board representation for Young Enterprise Workclubs | | |
| <p>Enable sustainable growth</p> <ul style="list-style-type: none"> Enable an adequate supply and mix of new and affordable housing to meet future needs. | <ul style="list-style-type: none"> Allocating sufficient land to meet objectively assessed need. Influencing developers to provide a mix of houses to meet the needs for a range of incomes, household types and sizes. Maximising the opportunities available for new affordable housing. Using Council assets to support delivery | Env Well-being | Strategic Planning Housing Estates |
| <ul style="list-style-type: none"> Promote sustainable, economical & residential development opportunities in and around the market towns | <ul style="list-style-type: none"> Investing in and drawing down funding for infrastructure, land and facilities to enable development Development of local plan strategies Development of town centre regeneration plan | Env Well-being | Strategic Planning Housing Estates |
| <ul style="list-style-type: none"> Protect and improve our built and green environment | <ul style="list-style-type: none"> Minimising the development of greenfield land Conserving our heritage assets | Env Well-being | Environment |
| <p>Working with our communities</p> <ul style="list-style-type: none"> Maximise benefits to the community from new developments | <ul style="list-style-type: none"> Development of CIL governance regime Establish procedures for community focused engagement. Increase in usage and membership arising from investment | Economic Well-Being | Strategic Planning and Housing |
| <ul style="list-style-type: none"> Achieve a low level of homelessness | <ul style="list-style-type: none"> Deliver services to help prevent homelessness where possible or alleviate homelessness where not. Enable and deliver affordable housing schemes. | Social Well-Being | Customer Services Estates Housing |
| <ul style="list-style-type: none"> Build constructive relationships with all our partners in order to adopt multi agency problem solving approaches | <ul style="list-style-type: none"> Working with our partners the community and voluntary sectors to deliver required outcomes Fulfilling our duty to co-operate | Social Well-Being | Executive Leader & Deputy Executive Leader |
| <ul style="list-style-type: none"> To undertake meaningful | | Economic Well- | Executive Leader & Deputy |

| | | | |
|--|---|---------------------|-------------------|
| consultation, being open, transparent and accessible | <ul style="list-style-type: none"> Ensuring information and advice is available and accessible. | Being | Executive Leader |
| A business like Council <ul style="list-style-type: none"> Make our services accessible to all | <ul style="list-style-type: none"> Enabling access to facilities and opportunities for leisure, sport, community, voluntary and other activities Implement customer strategy and introduce lean processes Widen appeal of centres to encourage increased participation | Economic Well-Being | Customer Services |
| <ul style="list-style-type: none"> Good financial management Making our assets count | <ul style="list-style-type: none"> Producing accurate financial plans and accounts which are regularly reviewed Maintaining clear funding, reserves and borrowing plans Clear direction and focus on taking One Leisure into sustainable profit Commercially managed estates and investment portfolio | Economic Well-Being | Resources |
| <ul style="list-style-type: none"> Workforce Development | <ul style="list-style-type: none"> Training and developing employees | | |
| <ul style="list-style-type: none"> Efficient Internal Processes | <ul style="list-style-type: none"> Efficient use of the Council's resources Streamlining internal systems, connecting with others where possible | | |
| <ul style="list-style-type: none"> Effective communications | <ul style="list-style-type: none"> Ensuring regular and effective communication internally with employees and externally with local residents and businesses about our services Improved communication via web and mobile applications to encourage easier interaction with council leisure facilities | | |